

Corporate Social Responsibility Through social media on Tourism Industry

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Abstract

Corporate social responsibility (CSR) on social media in the tourism industry is used to communicate with the stakeholders in the society. This research studies consumer demographic, consumer behavior, consumer awareness, and consumer attitude toward CSR social media. Research Methodology Quantitative research is used to collect data in this research paper. the authors use a Convenience sampling to conduct the data. The Convenience sampling is suitable for this Covid situation. Moreover, we tend to find out which CSR channels, such as television, billboard, social media, online newspaper, and radio, that are the most effective on consumer behavior, awareness, and attitude toward the CSR activities. The authors chose to survey around TST Tower, Chatuchak, Bangkok. The result shows that different channels will have different impacts on consumers behavior, awareness and attitude towards CSR activities. Social media can influence people to perceive more knowledge and create a willingness to be involved in CSR activities. Companies can use this research as a guideline to choose advertising channels to get directly into target consumers. It helps to boost the company itself as well as to improve sales.

Keywords: Corporate Social Responsibility, social media, Tourism Industry, Travel

Introduction

Nowadays, people and technology have been changing and developing all over the time. People are paying more attention to social media and the expansion of its platforms more than traditional media such as radio and newspapers. Social media is convenient for everyone to use,

even people in baby boomer generation. According to Suciu (2020), 84 percent of them claim that “social media is likely to improve their lives.” It demonstrates that more people are interested in social media whether they are young or old.

Focusing on the tourism industry, customers are one of the most important stakeholders of a company, and they are concerned about corporate social response (CSR) actions (Mohr, Webb & Harris, 2001). According to European Commission (2011), CSR is “a process for firms to integrate social, environmental, ethical, and human rights concerns into their operations and core strategy” (page 6). Companies have to focus on promoting CSR through various channels in order to raise awareness of consumers in the organization, but they might not know which channels are the best medium to choose. Companies have to create a communication environment, in which interactive and dialogic aspects inherently reside, facilitates the involvement and participation of stakeholders, which consequently increase the effectiveness of CSR initiatives (Kent & Taylor, 2016).

Researchers see avenues in which a platform can be developed to support CRS. Nevertheless, at the same time or must consider the positive and negative effects of using various advertising channels. Moreover, due to the current world situation, numerous technologies have been created because of globalization. The authors are curious if CSR promotion in different channels would have the same or different results. Also, what will people's attitudes, behaviors, and awareness toward different platforms be?

Objectives

1. To study consumer demographic data on CSR social media towards tourism industry
2. To study consumer behavior on CSR social media towards tourism industry
3. To study consumer awareness on CSR social media towards tourism industry
4. To study consumer attitude toward CSR social media towards tourism industry

Research Methodology

Approach

Quantitative research is used to collect data in this research paper. The authors want to use numbers and statistics to support the discussion. Questionnaires were conducted to gather information in order to convert them into descriptive statistics. T-Test, F-Test and multiple regression analysis were run to analyze the data.

Sample

Due to the COVID-19 pandemic last year, the authors must be careful about the lockdown and the long distant rules. So, the authors use a Convenience sampling to conduct the data. The Convenience sampling is suitable for this situation. (Stratton, 2021) Convenience sampling of people around TST Tower, Chatuchak, Bangkok, is chosen to represent the group of consumers in the tourism industry. The sample consists of 65 respondents. There is a wide range of sample demographic data as the authors want to observe the behavior, awareness and attitude of a variety of participants information.

Research Results

Demographic Data (n=65)

From the data, the gender of respondents are female with 63.1 percent followed by male with 33.8 percent and prefer not to say with 3.1 percent. 69 percent of participants are between 18 years old and 25 years old, and people under 18 years old and 46 years old or above are both having the equal result of 7.7 percent. 53.8 percent, 29.2 percent and 16.9 percent of respondents income are less than 15,000 baht per month, more than 25,001 baht and between 15,001 baht and 25,000 baht consecutively. More than half of them are having salaries lower than 15,000 baht. Almost three fourth of samples' educational level are undergraduate, and the rest are below undergraduate and master degree or higher. For occupation, students are holding the highest percentage with 41.5 then business owners with 23.1 percent and the lowest percentage goes for government officers which is only 3.1 percent.

Consumer Behavior (n=65)

From the survey, the authors can conclude the consumer behavior based on six questions. First question is how often do they travel domestically, and more than half of them are travelling more than three times a year. Travelling once and twice a year gets the equal answer at 23.1 percent. Next question is about who they usually travel with. The outcome is family, friends, couple and alone with the percentage of 52.3, 24.6, 16.9 and 6.2 consecutively. Then, focusing on the average length of each trip. 40 percent of participants are going for a three days and two nights trip followed by 33.8 percent of a two days one night trip, 16.9 percent of more than four days trip, and ended with one day trip at 9.2 percent. For the accommodation, the authors had provided five choices: hotel, homestay, resort, hostel and others. The result comes out with 66.2 percent of respondents are choosing to stay at the hotel. Only 4.6 percent of them prefer to stay at the hostel or other places. Lastly, by observing the purpose of travel, the output is 1.5 percent, 10.8 percent and 87.7 percent which are business, visiting friends or family and holiday or leisure as in order.

Consumer awareness (n=65)

The result shows consumer awareness toward CSR channels. The higher awareness is social media with 3.83. The second is billboard has 2.70 on the mean. The third is the television has 2.69 on the mean. The fourth is an online newspaper that has 2.38. The last one is the lowest mean, which is Radio with 1.95 in the mean. For standard deviation, the higher rank is social media, with a score of 1.37. The television has almost the same score as social media, which is 1.34 in the standard deviation. Next is Online Newspaper that has 1.23 in the third rank. The billboard and radio almost have the same score, which is 1.18 and 1.11 in standard deviation.

Consumer attitude (n=65)

The consumer attitude towards each CSR channel. From 65 respondents, the most comfortable channel for them is social media, such as Facebook, Twitter and Instagram, with a mean of 3.69. The second position went to television at 3.29 followed by billboard which is only 0.01 lower than the television. Online newspaper goes with the number of 3.03 and radio has the lowest mean at 2.71. For the standard deviation, the highest rank went to an online newspaper with the score of 1.22. Television and social media is only 0.01 point from each other which are

1.17 and 1.16 as well as radio and billboard that have to standard deviation at 1.14 and 1.13 consecutively. All factors are having the same minimum at 1 and the maximum at 5.

Table 1: Corporate social responsibility on social media (n=65)

	Mean	Standard Deviation	Minimum	Maximum
How often do you see ecotourism on social media?	3.43	1.21	1	5
How often do you see voluntary trips for the environment on social media?	3.17	1.31	1	5
How often do you see voluntary trips for education on social media?	3.12	1.34	1	5
Will you choose to attend the ecotourism trip?	3.65	1.19	1	5
Will you choose to attend voluntary trips for the environment?	3.71	1.09	1	5
Will you choose to attend voluntary trips for education?	3.58	1.16	1	5

This table shows the consumer response on CSR social media. There are two main parts of this table: how often do you see ecotourism, voluntary trips for the environment and voluntary trips for education on social media, and will you choose to attend ecotourism, voluntary trips for the environment and voluntary trips for education. In the first part, the highest mean went to ecotourism at the mean of 3.43. Voluntary trips for the environment and voluntary trips for education were 3.17 and 3.12 consecutively. The standard deviations are 1.34, 1.31 and 1.21 for voluntary trips for education, voluntary trips for environment and ecotourism in the order. All the minimum are at 1, and the maximum are at 5. The second part is about the consumer's choosing to attend those trips. Most people are choosing to join voluntary trips for the environment with the mean of 3.71 followed by ecotourism with the mean of 3.65. The mean for voluntary trips for education is 3.58 which means people get a lesser interest in this kind of activity than another

two activities. 1.19, 1.16 and 1.09 are the standard deviations of ecotourism, voluntary trips for education and voluntary trips for the environment in the order. No different from others, the minimum score is 1 and the maximum score is 5.

Influencing of gender on how often people see CSR activities promoted

From the data, it shows the influence of gender on how often people see CSR activities promoted. The mean of the female is 3.25 and 3.12 for males. Moreover, prefer to not say has the mean of 4.33. However, The F-Test is 1.071 and 0.349 with the Sig score.

Influencing of age on how often people see CSR activities promoted

According to the data, the group that has a high mean is 18 years old to 25 years old is 3.32. The next group is 26 to 45 years old and has 3.23. The group under 18 and 46 or more has the same score, which is 2.86. For standard deviation, the higher score is 1.57 from 46 or more groups, and the lowest is 1.01 from 26- to 45-year-olds. The result of F-Test is 0.443 and the Sig is 0.723.

Influencing of income on how often people see CSR activities promoted

The first group with a high score is people who have income between 15,001 baht and 25,000 baht, which is 3.72. However, in standard deviation, also the average score is 1.15. The second group comprises people who have an income of more than 25,001 baht with 3.24 in mean, and a low score in a standard deviation is 1.05. The last group is people who have income less than 15,000 baht, which is 3.08. However, the score in standard deviation has a higher score than the other two groups. The result of the F-Test is 1.37, and Sig score is 0.260.

Influencing of education on how often people see CSR activities promoted

From the data, the high mean score is that people who have higher education with a master's degree or higher is 3.62 and 1.33 in the standard deviation that is a high score. The people who have undergraduate education have 3.26 in mean and 1.08 in standard deviation. The people who have less than an undergraduate, which is 2.77 and 1.09. The result of the F-Test is 1.24 and Sig 0.294.

Influencing of occupation on how often people see CSR activities promoted

The group that has a higher mean score is a student group, which is 3.49. The group that has a lower mean score is the other group, which is 2.58. For the standard deviation part, the

higher score is 1.22 by the business owner, and the lower score is government officer is .471. The result for F-Test is 1.401 and the significant value is 0.245.

Influencing of number of time travel domestically on how often people see CSR activities promoted

According to the data, the people that travel domestically. The group with a higher score, which is twice a year, has 3.37, and the group with a lower score is once a year has 3.11. In a part of standard deviation, the higher score is once a year, which is 1.24, and the least score is third or more, which is 1.08. The F-Test score is .206, and Sig score is 0.815.

Influencing of who are they travel with on how often people see CSR activities promoted

People who travel alone got a high score of mean, which is 3.83. However, it got a lower score in the standard deviation of 0.56. The lower score in the mean is that the family group has got 3.01. The higher score is that the friend group has got 1.32. The F-Test has 1.15, and Sig has .333.

Influencing of money spend in a trip on how often people see CSR activities promoted

The higher mean is 3.44 by the group that has an income between 5,000 baht and 10,000 and. Moreover, the lower score is more than 10,000 baht, which has 2.91. The money spends a close score in standard deviation scores between 1.21 and 1.19. The F-Test came out with 1.264. and Sig, 0.290.

Influencing of trip length on how often people see CSR activities promoted

The higher mean score group is two days, that has 3.51. The next group one day has 3.22, and the last two groups that have a similar score is 3.09 and 3.06. For the part of standard deviation, the high score for three days has 1.37 is higher than 1.20, 0.94, and 0.85. The F-Test result is 0.707. The significant value is 0.551.

Influencing of accommodation on how often people see CSR activities promoted

According to data, the high score in standard deviation is 1.15, and the lower score is .693. In the mean part of mean, the higher score is 3.93, and the lower score is 2.33. The F-Test score is 1.833, and the significant value is 0.134. This result provides the behavior to choose the accommodation.

Influencing of travel purpose on how often people see CSR activities promoted

The mean of each person's travel purpose interested in CSR activities from the travel purpose to business is 3.33. The next one is to visit friends or family is 3.24. The last one is holiday and leisure is 3.22. For standard deviation, visit friends and family have 1.19. Holiday and leisure have 1.11. The last one is that business is 0 in the standard deviation because it has only 1 sample that can not analyze the standard deviation.

Influence of gender on attending CSR activities

The F-test of gender affect on people's interest in involvement in CSR activities is 0.043. The number is quite low as the gap between three variables means they are not too large as only 0.64 points away. The significant number is 0.670 which can prove that the age of people are not having authority over people's choice on attending CSR activities.

Influence of age on attending CSR activities

The mean of age variables interest in CSR activities is from 3.40 (25 years old to 45 years old) to 3.93 (under 18 years old) creates the F-Test score at 0.309 which illustrates that there is not a big dissolution of the mean. For significant value, 0.819 is a large number shows that the consumer age cannot have an influence on whether they are choosing to join CSR activities or not.

Influence of income on attending CSR activities

The means of people in each income range score towards the interest of attending CSR activities are 3.61, 3.68 and 3.70 in order for income less than 15,000-baht, income between 15,001 baht and 25,000 baht, and income at 25,001 or higher. There is only a small range of mean, and this is why the F-Test result is 0.046. The significant value is 0.955 which can be concluded as the income of people cannot affect their interest in joining CSR activities.

Influencing of education on attending CSR activities

The mean of people in different levels of education feel about CSR activities are in a wide range. The lowest mean is 3.52 from people who are undergraduate, and the highest mean is 4.42 from people who are having master degrees or higher. The standard deviation is 0.77 for less than undergraduate, 0.85 for master degrees or higher and 1.08 for undergraduate. The F-Test result is 2.621. The significant value is 0.081, and it can demonstrate that education level can

nearly affect the interest of people in attending CSR activities as the number is almost equal to or lower than 0.05.

Influencing of occupation on attending CSR activities

The lowest mean, 3.42, goes to people who have other occupation interests on CSR activities and the highest mean, 3.90, goes to office workers. Standard deviation of government goes to zero because there is only one respondent on this research. The F-Test score is 0.877, and the Significant number is 0.483. These can show the influence of occupation on attending CSR activities is negative.

Influencing of how often they travel domestically on attending CSR activities

People travel domestically once a year has the mean of 3.80 towards the decision on attending CSR activities, twice a year has the mean of 3.49, and three or more times in a year has the mean of 3.65. The standard deviation of people who travel once and year and twice a year are similar. They are 1.21 and 1.28 consecutively. The F-Test result is 0.327 and the significant number is 0.722 which explain that these two factors are not having influence on each other.

Influencing of who do they travel with on attending CSR activities

4.08 is the mean of people who usually travel alone rate the interest for joining CSR activities. People who are travelling with friends have a mean of 3.94. Travelling as a couple and with family are having close results to each other which is only 0.01 point. The F-Test value is 0.929 and the significant number is 0.432. These numbers can summarize that the choice of attending CSR activities cannot be influenced by who they will be going with.

Influencing of average money spend for a trip on attending CSR activities

Respondents who spend less than 5,000 baht on a trip have the mean score of attending CSR activities at 3.47 and the standard deviation at 1.21 followed by people who spend more than 10,000 baht with the mean of 3.60 and the standard deviation of 1.27, and people who spend between 5,001 baht and 10,000 baht with the mean of 3.76 and the standard deviation of 0.82. The F-Test result is 0.439 and the significant number is 0.647. These values can explain that the average money individuals spend on a trip cannot affect the decision on attending CSR activities.

Influencing of trip length on attending CSR activities

Each trip length has a close mean score between 3.55 and 3.73 on decision joining CSR activities. The standard deviation is between 0.71 and 1.21. This is why the F-Test came out with the point of 0.117. This independent variable cannot give an effect to people's decision on involving CSR activities as the significant number is 0.950.

Influencing of accommodation types on attending CSR activities

There is a wide gap between the highest mean and lowest mean of each accommodation type in choosing to join CSR activities (4.44 and 2.33), so the F-Test has a large result of 2.228. However, it shows that accommodation choice can almost manipulate the interest of people to attend CSR activities as the significant value is 0.077 which closes to 0.05.

Influencing of travel purpose on attending CSR activities

It is a little dispersion of the mean of travel purpose and decision to attend CSR activities. It starts with 3.64 and ends with 4.00. The standard deviation for business trip purpose is zero because there is only one respondent travel for business purpose in this research questionnaire. The F-Test number is 0.059. The significant number of 0.943 can illustrate that interest of people attending CSR activities are not influenced by each individual purpose of travelling.

Table 2 Acronym of each variables

Acronym	Variables
TVAW	Television Awareness
BBAW	Billboard Awareness
SMAW	Social Media Awareness
ONAW	Online Newspaper Awareness
RAW	Radio Awareness
TVAT	Television Attitude
BBAT	Billboard Attitude
SMAT	Social Media Attitude
ONAT	Online Newspaper Attitude
RAT	Radio Attitude

$$\text{OFTEN} = a + b_1\text{TVAW} + b_2\text{BBAW} + b_3\text{SMAW} + b_4\text{ONAW} + b_5\text{RAW} + b_6\text{TVAT} + b_7\text{BBAT} + b_8\text{SMAT} + b_9\text{ONAT} + b_{10}\text{RAT}$$

Table 3 Enter model of how often people see CSR activities promote on these channels

	Beta	T-Test	Sig.	Collinearity Statistics	
				Tolerance	VIF
Constant		1.052	0.297		
TVAW	0.204	1.484	0.144	0.503	1.987
BBAW	0.160	1.209	0.232	0.539	1.855
SMAW	0.237	1.589	0.118	0.425	2.355
ONAW	0.087	0.610	0.545	0.471	2.125
RAW	-0.116	-0.843	0.403	0.502	1.992
TVAT	-0.185	-1.126	0.265	0.351	2.849
BBAT	-0.115	-0.684	0.497	0.337	2.968
SMAT	0.279	1.823	0.074	0.404	2.474
ONAT	0.416	2.542	0.014	0.354	2.826
RAT	-0.008	-0.058	0.954	0.455	2.200

The equation “OFTEN” is used to find the result of Table: 3. The result of the constant T-TEST is 1.052, and the Sig score is 0.297. The one channel that influences people is ONAT. The beta of ONAT is 0.416 more influence on people’s choice to often interact with the channel. The T-TEST is 2.542 has a significant value of 0.014 that is lower than 0.05 that makes people often interact with the channels.

$$\text{ATTENDING} = a + b_1\text{TVAW} + b_2\text{BBAW} + b_3\text{SMAW} + b_4\text{ONAW} + b_5\text{RAW} + b_6\text{TVAT} + b_7\text{BBAT} + b_8\text{SMAT} + b_9\text{ONAT} + b_{10}\text{RAT}$$

Table 4 Enter model of people choice of attending CSR activities because of these channels

	Beta	T-Test	Sig.	Collinearity Statistics	
				Tolerance	VIF
Constant		2.564	0.013		
TVAW	0.275	1.844	0.071	0.503	1.987
BBAW	0.115	0.794	0.430	0.539	1.855
SMAW	-0.118	-0.727	0.471	0.425	2.355
ONAW	0.043	0.277	0.783	0.471	2.125
RAW	-0.019	-0.130	0.897	0.502	1.992
TVAT	0.101	0.566	0.574	0.351	2.849
BBAT	-0.265	-1.452	0.152	0.337	2.968
SMAT	0.490	2.944	0.005	0.404	2.474
ONAT	0.021	0.120	0.905	0.354	2.826
RAT	0.284	1.810	0.076	0.455	2.200

The equation of ATTENDING mentioned above is used to find the result in the Table 4. The constant T-Test is at 2.564, and the constant significant number is at 0.013. The only variable that has an influence over people's decision on attending CSR activities is SMAT. It has the highest beta at 0.490 which means it has more influence on people's choice. T-Test is at 2.944 can show that if people firstly have an attitude towards CSR social media, the starting point of making a decision to join CSR activities is at 2.944 out of 5. The significant result is 0.005 which lower than 0.05 illustrates that the SMAT has an influence on the decision of people choosing to attend CSR activities.

$$\text{OFTEN} = a + b_9\text{ONAT} + b_3\text{SMAW}$$

Table 5 Stepwise model of how often people see CSR activities through these channels

	Beta	T-Test	Sig.	Collinearity Statistics	
				Tolerance	VIF
Constant		1.688	0.096		
ONAT	0.400	4.075	0.000	.991	1.009
SMAW	0.459	4.675	0.000	.991	1.009

The equation is for Table 5. The result of the table SMAW has 0.459. On the ONAT has 0.400 in beta. SWAW and ONAT are also positive. It has a high influence on SMAW and ONAT to make people often to CSR channels. The T-TEST is 1.688 out of 5, which means even with no channels the rate will start at 1.688.

$$\text{ATTENDING} = a + b_8\text{SMAT} + b_1\text{TVAW} + b_{10}\text{RAT}$$

Table 6 Stepwise model of people choice of attending CSR activities because of these channels

	Beta	T-Test	Sig.	Collinearity Statistics	
				Tolerance	VIF
Constant		2.761	0.008		
SMAT	0.395	3.753	0.000	0.939	1.065
TVAW	0.288	2.756	0.008	0.956	1.046
RAT	0.216	2.096	0.040	0.979	1.022

The equation is written for the result of Table 6. From the table, SMAT has the beta of 0.395, TVAW has the beta of 0.288, and RAT has the beta of 0.216. All beta is positive so it means these independent variables can influence people to join CSR activities especially for SMAT. The constant T-Test is 2.761 which means if there are no channels of CSR activities distribution, people will perceive the idea of attending CSR activities at the score of 2.761 out of 5. People who first have an attitude on CSR on social media will have the starting decision point of joining CSR

activities scored at 3.753 out of 5. For people who are first aware of CSR on television, they will have the beginning score to attend CSR activities at 2.756 out of 5, and the starting point for people who firstly have an attitude towards CSR on radio is 2.096 out of 5. SMAT, TVAW and RAT can have an influence on people's choice of attending CSR activities as the significant numbers are below 0.05.

Discussion

After the authors run all the tests, we found out that social media will raise a high awareness of CSR of consumers. According to Parmelee & Bichard (2012), consumers mainly focus on online channels such as Facebook, Instagram, and Twitter because real-time, quick, direct, and concise. The CSR on social media is fast to get into the target group, and the consumer also has a high attention to social media. Television awareness that provides consumer tendency to attend more CSR on television. Moreover, Dawkins (2004) mentioned that “consumers expect more to learn about CSR activities through both company sources and unbiased media sources such as editorial coverage on television”. This television awareness will impact more consumer awareness toward CSR on television. However, CSR on television should be careful because it has a chance that consumers will respond negatively, such as Kraft Band's food (Kati & Kim, 2014). Consumers who have an attitude on online newspapers about CSR activities are more often seen these activities promoted. As from the previous research, the rich website with capacity allows more social, non-verbal, and complex cues can lead to consumers' positive attitude towards the website (Jahng et al., 2007). Social media and radio can create a positive attitude of consumers to attend CSR activities. Consumers prefer richer presentations regardless of the nature of the product (Simon & Peppas, 2004). It means if the company wants to get more attention from consumers on their CSR activities, they have to develop a creative presentation in order to attract consumer interest. Social media is perceived as more trustworthy than traditional communication channels (Spark & Bradley, 2018). This illustrates that social media might have more influence on attending CSR activities than radio as it can reduce more scepticism of consumers. However, this research result still claims that traditional medium as radio still can raise the attitude of consumers on attending CSR activities.

Conclusion

This study aims to find CSR on social media whether it can make more consumers interested in the CSR activities or not. It is related to the field of CSR literature. First, the authors try to find out the relationship between consumer demographic and CSR activities. The result is unsatisfied as none of the demographic can influence people on CSR activities whether to see it more often or to attend it. Secondly, by exploring consumer behavior on travelling, this study reveals that the behavior of consumers is not related to their perception on CSR activities. However, the third hypothesis has very satisfying results that social media can raise more consumer awareness to see CSR activities promoted on this channel. At the same time, traditional channels such as television can increase awareness of people to attend more CSR activities. Lastly, the authors found out that consumers who are having positive perceptions on online newspapers are going to notice more about CSR activities, and people who are confident with social media and radio are willing to attend more CSR activities than others. In conclusion, social media can influence people to perceive more information and create a willingness to be involved in CSR activities. Companies can use this research as the guideline to choose promotion channels in order to get directly into target consumers. It helps to promote the company itself as well as to increase sales.

Recommendation

Authors suggestions to try doing research in other areas for comparison. Whether the study results are still the same or not because social conditions affect the way of life. If samples are collected from different areas, the result remains the same or not? Therefore, the authors would recommend doing research by comparing the data. This research collects sample data from the capital city. In another study, Samples may be collected from other provinces or regions of Thailand.

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