 https://doi.org/10.56279/orseaj.v13i2.6

Continuous Social Media Use Intention in the Accommodation Sector Recovery during Post-Covid-19 Pandemic: Reflection on the Tanzania Experience

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Abstract

This study evaluated the intention to use social media in the accommodation sector recovery process during the post-COVID pandemic period. Informed by the Theory of Planned Behaviour, the study focused on three key constructs Subjective norms, Perceived Behaviour control, and Attitude to assess the accommodation sectors on going intention to utilise social media in the post-COVID era. The study employed Structural Equation Modelling (PLS-SEM) for data analysis based on 316 responses generated from various accommodation entities. The results indicate that these three variables are significant predictors of continuous use intention in the accommodation sector's recovery efforts. Moreover, the study has established that the accommodation sector in Tanzania is adapting to customer preferences by leveraging social media platforms to enhance reputation and trust, influenced by tourism industry expectations and subjective norms. Based on study's findings and conclusion, government-driven initiatives, among others, may strengthen the accommodation sector's competitive advantages, promote continuous intention, and improve attitudes towards social media use. Additionally, educational initiatives may also help people become more digitally-literate and enable them to utilise social media in a productive way.

Keywords: Social Media Use Intention, Accommodation Sector Recovery, Post Covid-19

Introduction

The COVID-19 has spread all over the world like oxygen, imposing a tremendous and extraordinary impact (Barichello, 2020; Ulaş, 2021). The pandemic has not only destroyed lives, livelihoods, societies, and economies of many nations but also various business entities (Orîndaru et al., 2021). The flow of the virus turned the world upside-down for billions of businesses world-wide (Barichello, 2020). It also damaged the country's sources of foreign exchange earnings and eroded employment prospects in various sectors. The tourism businesses where among them with employees went on forced unpaid leave or put in a shift without lost their jobs altogether in the face of dwindling tourist arrivals. Specifically, a report by Barichello (2020) revealed a decline of 70 percent in inbound tourism globally for the first months of 2020. Due to pandemic, the COVID-19 counter measures, included restricting travel abroad, put tourism businesses and jobs at higher risk (Barichello, 2020; Guardaro, Hondula, & Redman, 2022). Inevitably, tourism enterprises experienced the greatest impact because they primarily

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depend on the flow of individuals travelling from one location to another. More than 121 million people worldwide were unemployed by the end of 2020 as a result of the COVID-19, which negatively impacted the tourism ability to make a living and resulted in one of the biggest socioeconomic catastrophes recently. This dire situation prompted international collaboration in the global recovery of the tourism (Lu et al., 2022). One of the most severely hit sectors in the tourism is accommodation. The accommodation sector is widely recognized for its substantial contribution to local economic growth, because it provides the majority of local communities' and families' income, opportunities for subsistence, and means of creating wealth, the accommodation sector is well known for its significant contribution to engendering local economic growth (Azhar, Ali, Hamid, Akhtar, & Rahman, 2022). This acknowledgment results from a large number of tourist-related attractions being located in nearby areas and frequently serves as sources of livelihoods since they bring jobs and revenue to local residents, and businesses.

In fact, tourism activities, particularly in the accommodation sector, have become an integral part of the local economy. Owing to the complex nature of tourism consumption, their influence extends far across numerous local production sectors, making a substantial contribution to the general advancement of society (Henseler, Maisonnave, & Maskaeva, 2022). Prior to the COVID-19, the tourism industry had experienced significant growth over the years and had become intricately linked to the overall development of tourism destinations (Barichello, 2020). These linkages highlighted the need for diverse regions to adopt supporting policies, which in turn enabled the sector to play a critical role as a catalyst for socioeconomic growth (Azhar et al., 2022). The World Health Organisation (WHO) and government authorities imposed restrictions included measures such as lockdowns, social distancing, sanitation practices, and vaccination, spurred a heightened interest in the utilisation of social media. In this context, social media emerged as a predominant platform for seeking and sharing information related to travel, tourism, and hospitality during the shutdown of the COVID-19 (Azhar et al., 2022).

The COVID-19 restrictions played a crucial role in slowing down the outbreak, resulting in a restoration of travellers' confidence (Henseler et al., 2022). Consequently, several destinations are now witnessing a return of tourists. Even though there are still many regulations governing tourism in some places, including countries such as China and Singapore, many destinations are seeing a rise in the number of visitors returning (Yu, Li, Chen, & He, 2023). COVID-19 Antigen Rapid Tests (ART) are often necessary before crossing borders, taking flights, or embarking on journeys in many places, whether or not there are restrictions in place. To guarantee safety and stop the virus from spreading, passengers are usually required to travel with a negative test results (Schwob et al., 2023). With the rapid growth of the internet and related technologies, which enable communication without physical contact, social media continues playing a pivotal role in business (Aggarwal, Singh, Chopra, & Kumar, 2022). Studies have demonstrated that social media provide efficient ways for businesses to inform clients about their services during the COVID-19 pandemic (Barichello, 2020).

In fact, the profound impact and importance of social media during the COVID-19 pandemic have stimulated investment in internet technologies and applications on a global scale and, as a result, generated significant interest in research that explores the effectiveness of social media in fostering business recovery (Lu et al., 2022). Scholars have exhibited a strong desire to pinpoint

measures and approaches that may aid in the tourism industry's recuperation from the COVID-19 pandemic (Lu et al., 2022; Orîndaru et al., 2021). However, most of research findings does not address the specific issues at the micro-level, for example the accommodation sector (Barichello, 2020), covered in this study. Even though the Tanzania government has taken a number of measures to combat and recover from the COVID-19, none of them have particularly addressed how social media facilitate operations in the accommodation sector. Whereas social media has served as both a critical strategic tool both during and after the pandemic, little research has been done on how it affected the accommodation sector's post-pandemic recovery in Tanzania. Currently, professionals in the tourism are actively seeking innovative strategies for dealing with the difficult business climate and, accordingly, adjust to shifting consumer purchasing patterns.

A realistic assessment of the COVID-19 pandemic's present state has been made possible by the social media reports that the epidemic is slowing down. This social-media engendered transparency has aided the restoration of travellers' confidence in continuing with their journeys. Expanding upon the analytical insights, this research evaluates the influence of social media usage on the recovery of Tanzania's accommodation sector during the post- COVID-19 period. To better understand the distinctive context of the Northern Tanzania tourism zone, the study applies the Theory of Planned Behaviour (TPB). The purpose of this study is to examine the unique dynamics of social media use in this region and how it affects the recovery of the accommodation sector. Its primary aim is to create a model that could assist the tourism recover from crises and advance sustainable growth, with a specific focus on the accommodation sector.

Additionally, the research findings have the potential of making a valuable contribution to the body of knowledge on the accommodation sector by providing a fresh viewpoint and deepening our comprehension of the intricacies of tourism recovery. Furthermore, this study can provide crucial direction to policymakers and other strategists working in the accommodation sector, enabling them to devise proactive plans intended to handle emergencies and lessen the impact of unforeseen difficulties. To the best of our knowledge, this study marks an inaugural attempt to evaluate the impact of social media on the recovery of the post-COVID-19 accommodation sector in the specific context of Tanzania. The insights gleaned from this research can also shed light on consumer preferences regarding the significance of social media in the tourism industry, particularly their accommodation options relative to quality and cost.

Theoretical Literature Review

In the post-COVID-19 period, researchers have widely applied the Theory of Planned Behaviour (TPB) to scrutinise individual intentions in various sectors. However, its utilisation to understand personal actions related to the continuous plan to use social media for the accommodation sector's recovery has been comparatively restricted (Azhar et al., 2022). The TPB is well-suited for this study since it is a widely accepted framework for predicting and understanding human behaviour. In this particular context, it helps to predict whether accommodation providers will be inclined to continue using social media in their business operations, especially for marketing purposes, in post-COVID-19 time.

By identifying specific attitudes and perceptions of subjective norms connected with the use of social media, the theory assists in evaluating the ideas that underpin behaviour (Elhoushy & El-

Said, 2020). This knowledge is invaluable in devising interventions and strategies, aimed to promote sustained social media use. The three components of the TPB are individual attitudes (AT), subjective norms (SN), and perceived behavioural control (PBC), which can all affect an individual's intention to engage in a particular behaviour, as discussed by La Barbera and Ajzen (2020). Attitudes, in this context, pertain to an individual's overall evaluation of a specific behaviour while considering its perceived outcomes (McLean, Osei-Frimpong, Al-Nabhani, & Marriott, 2020).

In this study, attitudes represent an individual's personal beliefs regarding the use of social media continuously for commercial purposes. Conversely, subjective norms are associated with an individual's perception of the effect of social media, including customer expectations, which indicate how much users value social media interaction (Bosnjak, Ajzen, & Schmidt, 2020). Perceived behavioural control relates to an individual's perception of their ability to successfully carry out a particular behaviour, which, in this context, is the use of social media. This article, therefore, employed the TPB to examine the relationship between three components AT, SN, and PBC and the continuous intention to use social media in the accommodation sector during the post-COVID-19 pandemic. The COVID-19 crisis has necessitated a shift in a firm's marketing strategies due to social distancing and lockdowns. In consequence, marketers have had to seek alternative methods to effectively convey information to customers (Aggarwal et al., 2022).

Attitude and Social Media Use Continuous Intention

A variety of fields, have applied TPB to predict individual intentions to continue with certain behaviours (El-Said & Aziz, 2022). Researchers' interest in using TPB to clarify behavioural intentions (BI) in tourism-related studies has grown recently (Choe, Kim, & Hwang, 2021; Zhou, Song, & Zhou, 2022). For instance, Erul, Woosnam, and McIntosh (2020), for example, applied the theory to explicate why people favour the growth of tourism in their areas. Soliman (2021) extended the model to encompass marketing aspects, particularly in the context of tourists' revisiting intentions in Egypt.

Beyond individual intents, researchers have shown that TPB is useful for predicting individual behaviour intentions in a variety of contexts. Wang and Wong (2021) have shown this, using TPB to examine the marketing decisions made by friendly hotel marketers through religion segmentation. Significant research on the application of internet technologies in the hospitality sector may also support the TPB. For instance, Azhar et al. (2022) employed the TPB to study visitor behaviour while making online travel reservations. Although the majority of earlier studies have focused primarily on people as the main players in TPB, it is important to remember that the theory may also be used as a theoretical framework for studies that move their attention to a firm-level viewpoint. Frequently in charge of deciding whether or not their companies should use social media in the post-COVID-19 era. According to Choe et al. (2021), there is merit to the claim that management ultimately makes decisions about the use of internet technologies, such as social media, in tourist organisations after decisions about their adoption are made primarily at the consumer level. Thus, our theory is predicated on the idea that the three TPB qualities have a significant impact on accommodation entities' on going intentions to utilise social media in the post-COVID-19 period.

AT, SN, and perceived BC have an impact on the accommodation sector management's decision to keep utilising social media (Pahrudin, Chen, & Liu, 2021). AT denotes a management evaluation of that specific activity, estimating both desired and unfavourable results. Conversely, PBC connects personal perception to acts associated with planned intention, while SN deals with actions that reflect desired (Choe et al., 2021). Choi and Noh (2020) study on Facebook explored visitors' attitudes towards sports activities whereas Choe et al. (2021) assessed the use of drone technology for food delivery. According to TPB, attitude (AT) is the extent to which a person assesses whether a conduct will result in a good or negative scenario or outcome (Bosnjak et al., 2020). Fishbien and Ajzen (2010) further contend that an individual's attitude (AT) to behavioural intention (BI) is primarily shaped by the anticipated gratification. Based on these premises, we hypothesise:

H1: AT has a positive influence on continuous intention to use social media during post-Covid-19 era.

Subjective Norm and Social Media Use Continuous Intention

The second key concept in the TPB that characterises personal social-psychological impact is the subjective norm (SN), which leads people to feel that it motivates particular behaviours (Azhar et al., 2022). SN refers to the perceived social-psychological pressure encountered in relation to behaviour performance (Elhoushy & El-Said, 2020). The psychological strain resulting from social media use during the COVID-19 pandemic may encourage lodging companies to adopt social media going forward. Due to social isolation, lockdowns, and border restrictions, there has been socio-psychological pressure on media choice and use during the COVID-19 era (Azhar et al., 2022). Social media had a significant role in corporate communication during the COVID-19 epidemic (Ulaş, 2021). The accommodation sector is likely to have a favourable perception of social media use in the post-COVID-19 period if it was seen of as a possible communication route for businesses.

According Azhar et al. (2022), people's continuous behaviour intention are drawn to social media because of the satisfactions it offers. Pahrudin et al. (2021) demonstrate a substantial association between subjective norms during the post-Covid-19 period and visitors' inclination to visit a place based on social media. Travellers' aspirations to visit places have been linked to socio-psychological elements brought about social media use. Bambauer-Sachse and Young (2023), on their part, found that have provided noteworthy results which, based on the impact of COVID-19 perception on visitors' behaviour intention, show a substantial correlation between subjective norms and behaviour intention. Based on previous studies, we therefore hypothesise:

H2: SN has a positive influence on continuous intention to use social media during post Covid-19 era.

Perceived Behaviour Control and Continuous Social Media Use Intention

Subjective norms and social media use have a favourable association, according to (Ajzen, 1991). The concept is significant in explaining individual's behaviour especially when they do not possess control due to situational factors (Soliman, 2021). In choosing the marketing communication channels marketers equip themselves with the power of reasoning or assessment about the benefits and usefulness of the chosen channels. People frequently link social media

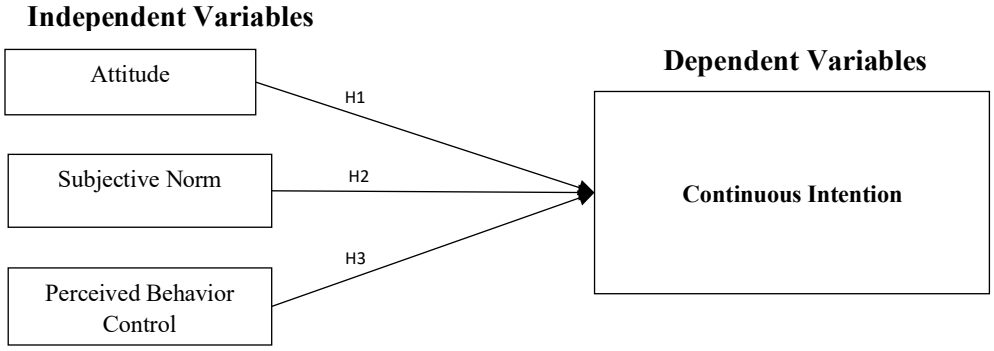
use with behaviours that can be either easy or difficult to perform and, thus, can significantly influence their intention during post covid-19 for accommodation sector recovering. The concept emphasises on individual behaviour control to determine the extent of having or not having what they expected to succeed (Azhar et al., 2022). Such expectation influence individual conduct evident in voluntary control (Pahrudin et al., 2021). However, research from socio-emotional experiences built around communication-related technology indicates that, given enough time, people may construct an entirely new understanding of media usage based on the satisfactions they gain from it (Pahrudin et al., 2021). Perceived behavioural control supports the accommodation businesses in the post-COVID-19 era by giving them confidence in social media channels' capacity to deliver accurate and valuable marketing material. Marketers viewed social media platforms as helpful conduits since they were crucial for communication during the COVID-19 pandemic. This kind of thought favourably impacts the marketers of lodging companies' ongoing plans to use social media in the post-COVID-19 era (Erul et al., 2020; Pahrudin et al., 2021).

The selection and ongoing utilisation of communication channels are mostly impacted by the opinions of lodging marketing managers on their capacity to meet the marketing goals of their companies, which leads to the ongoing utilisation of social media (Zhou et al., 2022). Sembada and Koay (2021) found that PBC had a significant favourable impact on the ongoing usage of communication channels. According to Sun, Law, and Schuckert (2020), there is a positive correlation between the desire to pay for accommodations using mobile money and one's perception of behavioural control. Additionally, Zhang, Chen, and Fu (2023) found that social media use positively affects how behaviour control is viewed. This study's premise, derived from conceptualised literature, is that marketers' perceived control over social media usage has a beneficial impact on consumers', desire to use social media continuously after the COVID-19 epidemic. Based on these arguments, the study hypothesises:

H3: PBC has a positive influence on continuous intention to use social media during post Covid-19 era.

Research Model

Based on TPB, empirical literature reviewed and hypotheses, Figure 1 validates the research framework that informed the study.



Source: Developed from literature review (2023)

Figure 1: The Conceptual Framework

Study Methodology

The study used a 7-point Likert scale with 1 denoting strongly disagree and 7 denoting strongly agree. According to (Joshi, Kale, Chandel, & Pal, 2015), Likert scales in survey research help to gauge the respondents' attitudes, views, and perceptions on a variety of topics. Likert scales must be sufficiently flexible to evaluate a broad variety of attitudes and behaviours in order to be used in research pertaining to internet and electronic use (Azhar et al., 2022). Respondents were asked in the first part if they utilised social media during the COVID-19 epidemic. If they answered negatively, their answers were removed from the study. The second section of the questionnaire asked for the age, gender, position within the company, degree of education, and demographic data of the respondents. Questionnaires on attitude, perceived behaviour control, subjective norm, and continuing intention usage were included in the concluding phase of the tool. The concepts utilised to create these dimensions were taken and slightly altered to fit this article's purpose. As seen in Table 1, PBC, which has five items, and AT, which has four items, were taken from Taylor and Todd (1995) whereas SN and CI are from Venkatesh and Davis (2000) and Mathieson (1991) as Table 1 illustrates.

Table 1: Conceptualisation of the variables

Variables	Number of Items	Items Source
AT	4	Taylor and Todd (1995)
SN	4	Venkatesh and Davis (2000) and Mathieson (1991)
PBC	5	Taylor and Todd (1995)
CI	4	Venkatesh, Morris, Davis, and Davis (2003)

Source: Developed from reviewed literature (2023)

Data collection

Through a cross-sectional online survey, marketing managers were provided with a questionnaire to provide requisite data. The study used this approach because it is the simplest and fastest way to reach research participants through random selection (Azhar et al., 2022). Moreover, utilising internet surveys simplifies contacting a large number of respondents of interest to the study (Orîndaru et al., 2021). Even if individuals have re-established social distance in the post COVID period, pointless activities are still generally avoided (Aggarwal et al., 2022). As such, data was gathered from accommodation entities at one time using a cross-sectional survey technique (Azhar et al., 2022). Before the main survey, a pilot test of the research questionnaire based on 50 replies was carried out to make sure that the statements were simple, easy-to-grasp, and intelligible for respondents. The primary poll was circulated online between December 1, 2022, and February 28, 2023.

The rationale behind selecting that time frame for data collecting was that during those months, the tourist season was at its height, meaning that lodging establishments were operating and had marketing managers on hand to answer our surveys. Furthermore, every social media site used by lodging companies and on which surveys were sent was operational, including Booking.com, Airbnb.com, TripAdvisor, Agoda, Kayak, Expedia, and Hotel.com. In order to provide a

cohesive study, the lodgings found on social media platforms were verified to be registered and licenced lodging establishments under the Ministry of Natural Resources and Tourism in the United Republic of Tanzania.

Based on marketing managers who use social media, 586 accommodation establishment were randomly sampled online over a predetermined period. All of the population's contact information, including email addresses, was gathered and given to possible responders on the list. A sample of 368 replies was calculated from the list obtained and contacted via mail; 316 responses were returned, resulting in a response rate of 63.89 percent. Because 52 of the answers did not use social media during COVID-19, they were disqualified from the analysis. An internet application, a Microsoft Excel spreadsheet, was utilised to randomly choose the responders.

Analysis of the Measurement Models in Smart-PLS

The confirmatory composite analysis (CCA), which evaluates the items and the underlying construct (measurement model) as well as construct-to-construct (structural model) as suggested by Hair, Howard, and Nitzl (2020) is the basis for evaluating the model quality in PLS-SEM research. Thus, the researcher assessed whether the study data perfectly fits the theories utilised based on the validity and reliability evaluation of the measurement model (Orîndaru et al., 2021). The study concentrated on the construct level known as internal consistency reliability (ICR) and the indicator level known as indicator reliability (IR) for the reliability evaluation. Findings for the reliability in Table 2 reveal that the loadings for the items retained (IOL) are greater than 0.5 whereas the composite reliability (CR) values for composite reliability (CR), Cronbach alpha (α), and rho_A were greater than 0.7, hence signalling that reliability at indicator level, but also construct level were ensured.

Descriptively, according to descriptive statistics, the variables' mean values vary from 4.564 to 5.101, indicating that most of the respondents concur that the three TPB ideas have a positive and substantial impact on social media usage and continuous intention (Pimentel, 2019). Perceived behaviour control (PBC) has the lowest mean value (4.564) of the three concepts, whereas continuous intention (CI) has the highest mean value (5.101). For continuous intention (CI), the standard deviation is 1.646; for attitude (AT), it is 1.887. When these indices are less than 3, it means that there is not much variation in the replies. Table 2 presents the comprehensive statistics measurement model indices data derived from PLS-SEM.

Table 2: Summary of Measurement Models

Variables and Items	Reliability				Validity		
AT→ CI (SD=1.887, M= 4.802)	IR	ICR			CV	DC	Model Type
	IOL	CR	α	RA	AVE	HTMT	
AT1	0.906	0.919	0.883	0.89	0.741		Reflective
AT2	0.791						
AT3	0.860						
AT4	0.881						
SN → CI (SD=1.751, M= 4.837)							

SN1	0.872	0.892	0.822	0.842	0.735		
SN2	0.857						
SN4	0.842						
PBC → CI (SD=1.711, M= 4.564)						< 0.85 Table 4.2	
PBC1	0.687	0.848	0.781	0.802	0.529		
PBC2	0.820						
PBC3	0.674						
PBC4	0.660						
PBC5	0.783						
CI (SD=1.646, M= 5.101							
CI1	0.79	0.821	0.711	0.719	0.534		
CI2	0.706						
CI3	0.691						
CI4	0.733						

Source: Field data (2023): Notes: CV, Convergent validity; DC, Discriminant validity; IR, Indicator Reliability; ICR, Internal Consistency Reliability; IOL, Indicator outer loadings; CR, Composite Reliability; α, Cronbach Alpha; RA, Rho_A; SD, Standard Deviation; M, Mean; HTMT, (Heterotrait-monotrait Ratio of Correlations); AVE, Average of variance extracted; AT, Attitude; PBC, Perceived behaviour control; CI, Continuous intention; SN, Subjective norm

Besides reliability, this study assessed the validity of the instrument, which is the degree to which measurements measure what they are supposed to (Hair et al., 2020). Based on the average variance extracted (AVE), the convergent validity of the measurement models was ensured since the values of the study constructs were greater than 0.5, as suggested by Hair et al. (2020). Additionally, discriminant validity at the construct level was evaluated using the Heterotrait-monotrait Ratio of Correlation (HTMT), as indicated in Table 2. Indices for HTMT, as suggested by Connelly (2022) and presented in Table 2 are less than 0.9, hence indicating that latent constructs differ empirically from each other and, thus, confirm the discriminant validity of the items (Webber, Critchfield, & Soble, 2020). Cross loadings have been used to assess factors discriminant as presented in Table 4 where items of each concept are greater than their cross-loadings indicating that items measure the concepts well.

Table 3: Discriminant Validity on Heterotrai-Monotrait Ratio (HTMT)

Variables	AT	CI	PBC	SN
AT	0.861			
CI	0.463	0.731		
PBC	0.124	0.240	0.728	
SN	0.270	0.435	0.007	0.857

Source: Field Data Extracted from Smart PLS3 (2023)

Table 4: Cross loadings

Items	AT	CI	PBC	SN
AT1	0.906	0.415	0.092	0.263
AT2	0.791	0.352	0.146	0.209
AT3	0.860	0.444	0.124	0.237
AT4	0.881	0.373	0.068	0.217
CI1	0.425	0.790	0.268	0.316
CI2	0.316	0.706	0.113	0.35
CI3	0.354	0.691	0.143	0.294
CI4	0.228	0.733	0.156	0.317
PBC1	0.073	0.122	0.687	0.024
PBC2	0.106	0.218	0.820	0.023
PBC3	0.11	0.213	0.674	0.012
PBC4	0.092	0.133	0.660	0.004
PBC5	0.051	0.137	0.783	-0.049
SN1	0.327	0.437	0.050	0.872
SN2	0.175	0.326	-0.037	0.857
SN4	0.163	0.337	-0.008	0.842

Source: Field Data Extracted from Smart PLS3 (2023)

Before proceeding to further data analysis of the variance, the inflation factor was performed for collinearity check since its presence could bias the result of the path coefficient (Kock, 2015). Thus, the coercion results in Table 5 show the highest value for inner (construct) and outer (items) VIF being less than 3, which indicates no multi-collinearity issue. However, since data were gathered using a self-administered scale they could result in common method bias or CMB (Kock, Berbekova, & Assaf, 2021) assured by running the full collinearity test based on PLS-SEM and as illustrated in Table 5, indices are greater than 3, which signifies that CMB was not a concern in our analysis (Kock et al., 2021).

Table 5: Collinearity Assessment

Items	Outer VIF values	Inner VIF values
AT1	3.327	
AT2	1.767	
AT3	2.119	1.096
AT4	2.967	
CI1	1.448	
CI2	1.482	
CI3	1.314	
CI4	1.589	
PBC1	1.816	
PBC2	1.957	
PBC3	1.290	1.017

PBC4	1.365	
PBC5	1.858	
SN1	1.708	
SN2	2.026	1.079
SN4	1.881	

Source: Field Data Extracted from Smart PLS3 (2023)

As Table 5 and Figure 2 illustrate, all predictive indices for model fit measures as empirically modelled earlier were significant supporting the hypothesised relations under the study. Attitude indicated the strongest relationship with continuous use of social media (0.347), followed by subjective norm (0.340) and, lastly, perceived behavioural control (0.194). Jointly, the three explain more than 35 percent of the variance in continuous use intention *(*R2 0.355).

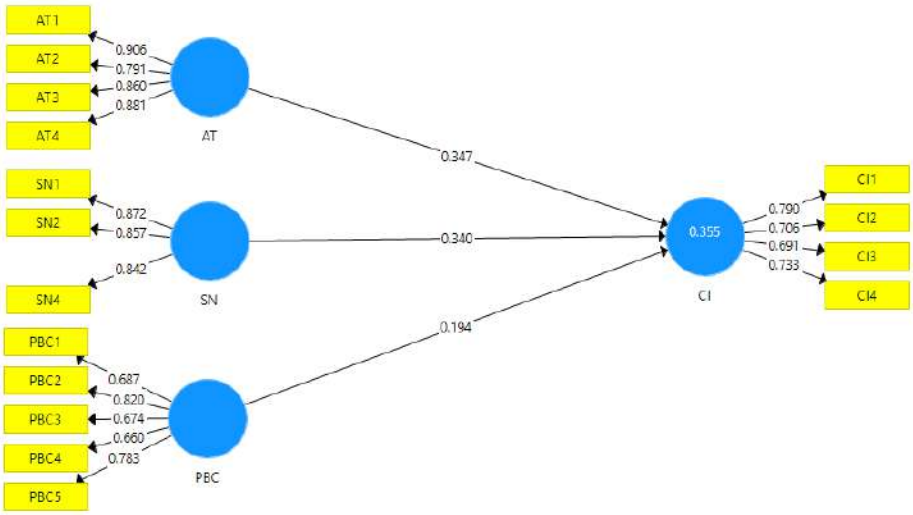


Figure 2: PLS Path Model Result

Source: Field Data Extracted from Smart PLS3 (2023)

As Table 6 demonstrated, values for Q^2_predict are all positive and values for RMSE for items as acquired from PLS are small than RMSE values in the LM section, indicating higher model predictive power (Shmueli et al., 2019). The study's final model with factor loadings illustrates path coefficients, and the explained variance R^2 of the independent variables. The effect size (*f*2) measures the impact of a specific predictor variable on the dependent variable with a value range of 0.02 small, 0.15 medium, and 0.35 large (Cohen, 1988). Table 7 indicates the minimum indices for *f*2 is 0.14, which is above the small effect size threshold, hence signalling that the path models have significant predictive relevance. The Q^2 is 0.172, which is above zero, thus clearly indicating that the study path models are predictive relevance. More to that, PLS predict analysis assessed out-of-sample model predictive power through Q^2_predict values as well as root-mean-squared error (RMSE) values where results were found to be smaller than the error based on LM results.

Table 6: Out-of-sample predictive performance based on PLS and RMSE values

Items	PLS Results RMSE	Q^2_predict	LM Results RMSE	RMSE(PLS-LM)
CI3	1.546	0.163	1.563	-0.017
CI1	1.465	0.250	1.499	-0.034
CI2	1.406	0.162	1.436	-0.030
CI4	1.563	0.111	1.578	-0.015

Source: Field Data Extracted from Smart PLS3 (2023)

Table 7: The Direct Relationship for Hypothesis Testing

Relationships	Std. β	SD	*f*2	t-Value	p-Values	95%	Q^2
AT -> CI	0.347	0.054	0.33	6.444	0.00	0.434	
PBC -> CI	0.194	0.052	0.14	3.729	0.00	0.289	0.172
SN -> CI	0.340	0.051	0.38	6.723	0.00	0.428	

Source: Field Data (2023) Notes: Std. β, Standard beta; SD, Standard deviation; *f*2, Effect size; Q^2

Hypotheses testing

The analysis based on PLS-SEM depicts that the three hypothesised relationships are positive and statistically significant at a 5% significant level, 1-tail test. According to the results in Table 7; attitude (H1) has values implying the positive and statistically significant (β= 0.194, SD = 0.052, t = 6.444, p = 0.001). Similarly, perceived behavioural control (H2) has (β= 0.347, SD = 0.054, t = 3.729, p = 0.001). In the case of the subjective norm (H3), the results are also positive and statistically significant (β= 0.340, SD = 0.051, t = 6.723, p = 0.001).

Important Performance Map Analysis

To provide information to the management about issues that need to be improved to increase potentials resulting from social media continuous use intention an important performance map analysis (IPMA) was conducted with continuer intention as a target construct. Based on the four quadrants diagram as illustrated in Figure 3 where the horizontal axis represents attributes from not very important to very important. Vertically, the axis denotes perceived performance as regards attribute from poor to good performance. According to Hair et al. (2020), the four quadrants are Q1 (management is fine), Q2 (something needs improvement), Q3 (too much performance for the non-important issue), and Q4 (it does not matter and no performance). The quadrants are marked based on the mean of performance and that of importance as demonstrated in IPMA Table 8.

Table 8: Important Performance Map Analysis

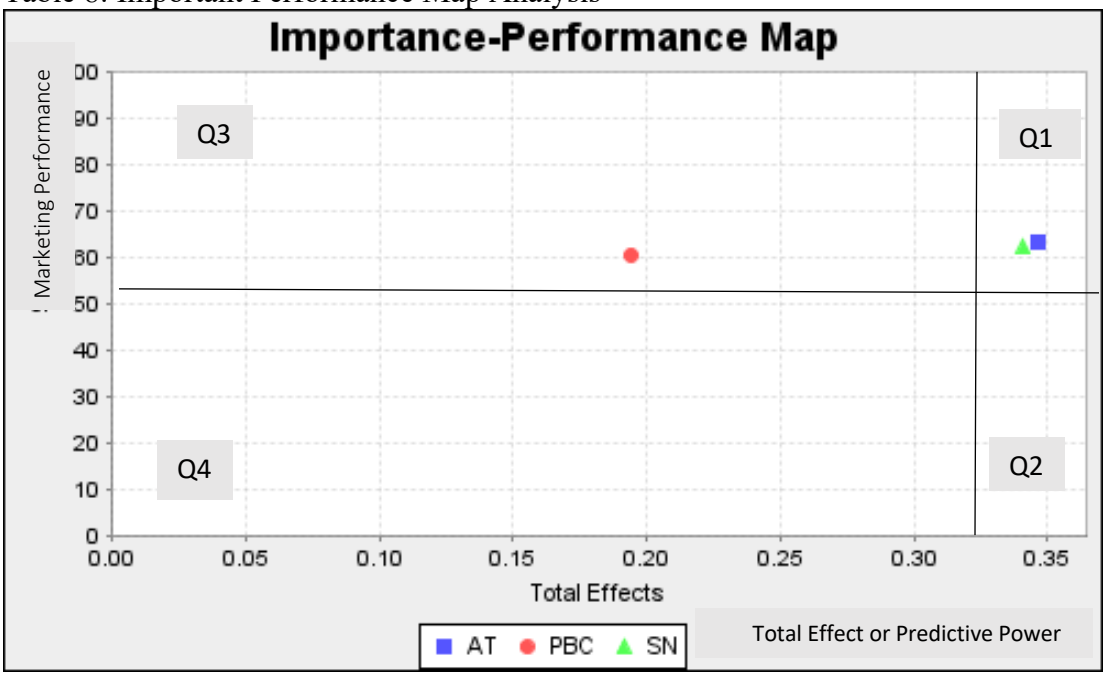


Figure 3. IPMA results from SPL-SEM. Notes: Red: perceived behaviour control; Blue: attitude; Pink: subjective norm

Statistically, the results in Table 8 also presented in Figure 3 indicate the IPM of individual independent variables alone with its influence on the outcome variable (i.e., continuous intention). The results further show that attitude (H1) and subjective norm (H2) have both higher performance and higher importance. In this sense, it may be acknowledged that a unit increase in attitude (H1) from 60.411 to 61.411 would increase continuous intention (CI) by 0.347 units. Besides, the subjective norm (H2) a unit increase from 59.119 to 60.119 will increase continuous intention by 0.341 units. Since perceived behaviour control does not seem to have significance and its performance is low, investment and management attention should be directed to attitude (H1) and subjective norm (H2). Thus, these two variables in terms of management and given their higher performance and importance in our analysis require the highest attention to achieve maximum continuous SM use intention within the accommodation sector. Nonetheless, the management needs to rework and reshape PBC, which is H3 because it is an important aspect that needs to provide a firm with MP performance.

Table 8: Importance Performance Map for Target Construct Continuous Intention

Constructs	Construct Total Effect for (CI)	Construct Performance for (CI)
AT	0.347	60.411
PBC	0.194	57.492
SN	0.341	59.119
Mean	0.294	59.007

Source: Field data (2023) extracted from Smart PLS3

Discussion of Findings

Examining the on-going intention for social media usage in the recovery of the lodging industry during the post-COVID-19 pandemic era was the primary goal of this study. The TPB provided guidance for the study, which aimed to assess the fundamental ideas of attitude, subjective standards, and perceived behaviour control. The study took into account two factors to evaluate reliability: internal consistency reliability, which was assessed using metrics like composite reliability, Cronbach's alpha, and rho-A coefficient, and internal reliability, which looked at the item's outer loadings. Convergent validity was used to evaluate the measurement model's validity by taking into account variables including cross-loadings, heterotrait-monotrait correlation (HTMT), and average variance extracted (AVE). In addition, we employed a structural model to assess the study's hypotheses. The minimal threshold value of the variation in the continuous intention for social media usage during the post-COVID-19 pandemic was R^2 = 25%. The suggested model, however, correctly explained 35.5% (R^2 = 0.355) of the variance.

Impliedly, the model has a high degree of predictive relevance and can adequately explain the dependent variable, which is the on-going usage of social media by lodging establishments. Furthermore, we examined the suggested correlations using a bootstrapping approach with 5,000 sub-samples, and all hypotheses were shown to be positive and statistically significant in a one-tailed test at a five per cent significance level. This shows that the study's dependent variable can be reliably predicted by the three TPB ideas. Social media is a vital conduit for the distribution of travel-related information to the lodging industry. It may also be quite helpful in informing clients, which will have a big positive impact on the lodging industry. Even in the aftermath of the COVID-19 epidemic, people still give safety and health concerns top importance (Orîndaru, 2021). Moreover, even if the epidemic is declining, there are still travel restrictions in place in some areas. People still keep a physical distance from each other out of caution for the possibility of infection. Social media has the potential to have a greater influence than conventional tools in the post-COVID-19 age since it serves as a non-face-to-face communication channel (Orîndaru, 2021).

The TPB served as the study's main structural basis. Regarding the continued intention of social media usage within the lodging industry during the post-COVID-19 era, the results substantially and significantly validated the TPB model. Because social media may tell tourists about the COVID-19 status, it is important to integrate the accommodation sector, social media usage intention, and TPB. Social media is the favoured option for companies during and after the COVID-19 pandemic because, in addition to being a non-face-to-face communication medium, it confidently draws a higher number of participants compared to traditional channels. As far as we are aware, no prior empirical research has used the factors included in this study to investigate whether or not people intend to continue using social media after the COVID-19 epidemic. Since there was no clear end to the COVID-19 epidemic, accommodation establishments can help spread information about the virus and, in certain cases, make it easier for people to purchase their goods and services using safe and secure communication methods. As a result, this study focuses on the elements that drive the desire to continue using social media in Tanzania's tourism industry in the post-COVID-19 period, particularly in relation to the country's accommodation sector.

Selecting safe and secure communication methods can help accommodation companies spread COVID-19 information and, where possible, promote their goods and services, while a permanent solution to the global pandemic has not yet been announced. As a result, in the post-COVID-19 age, this study aims to determine the elements that impact the accommodation sector's continued desire to utilise social media. The results of this investigation are consistent with those of other studies (Guardaro et al., 2022; Park, Chen, & Cheng, 2021). It has been established that social media usage and continuous intention (CI) are positively and significantly impacted by the three key factors in the TPB model: Attitude (AT), Perceived Behavioural Control (PBC), and Subjective Norm (SN). These aspects have been observed to exert a positive and significant impact on social media use continuous intention (CI). In particular, the association between AT and CI exhibited a significant effect ($\beta = 0.347$; t-value = 6.640; and p-value = 0.001). Among the three hypotheses based on the TPB, it was apparent that AT emerged as the most influential predictor of CI ($\beta = 0.347$).

These results are in line with the conclusions reached by previous researchers in the same field (Azhar et al., 2022). The results show that, in the post-COVID-19 period, the accommodation sector continues to have a favourable attitude to the ongoing intention to utilise social media. Moreover, this positive attitude towards continued social media usage has been notable. Choi and Noh (2020) have underlined the trend as a driving force for maintaining a positive outlook on the intention to use. Implicitly, the post-COVID-19 era's expectations of social media advantages drive continued social media use. In this case, accommodation establishments are more likely to stick with using social media as a marketing channel in their operations if they have a positive attitude towards its utilisation.

Though it appeared to have the least predictive strength ($\beta = 0.194$, $t = 3.658$, $p = 0.001$), perceived behaviour control nonetheless had a positive and significant effect on the continuous intention for social media usage ($\beta = 0.194$). The findings show that 66.7% of the managers are younger than 45, and it is well known that this demographic spends a large amount of time on social media (Azhar et al., 2022). It is also critical to emphasise that the majority of the respondents (54.6%) had college degrees and had a good educational background. Additionally, the availability of internet connections with limitless download capacity provided by companies implies that lodging facilities do not encounter major barriers to their ongoing usage plans. The findings pertaining to perceived behavioural control (PBC) align with those of previous studies conducted by Chaffey and Smith (2022) and Bambauer-Sachse and Young (2023).

Evidently, when businesses consider using social media to be easy and convenient for their operations, they develop a favourable attitude towards the ongoing use of these platforms. Also, businesses are more likely to have a favourable mind-set towards the ongoing usage of social media platforms if they provide user-friendly interfaces and are simple to use. In reality, social media use may help create a favourable impression if it turns out to be effective in terms of both time and resources. In fact, companies frequently value solutions that help them accomplish their goals with the least amount of extra work or expenditure. In this regard, social media platforms avail direct and effective contact between consumers, clients, and service providers.
Companies that experience positive interactions through these channels are more likely to continue using them. Social media also serves as a powerful marketing tool for reaching a broader audience. Firms that observe positive outcomes in terms of brand visibility and

customer engagement can maintain a favourable attitude. As mentioned earlier, the non-face-to-face nature of social media aligns with the preferences of both businesses and customers in a post-COVID-19 world, hence further reinforcing the positive attitude toward its use. In short, the ease-of-use and the various advantages that social media engender can cultivate a positive attitude and motivate firms to maintain their presence on these platforms as a part of their business operations.

The last TBP construct tested in this study is Subjective Norms (SN), which exhibited a positive and significant impact on continued social media use intention in the accommodation sector ($\beta = 0.340$; t-value = 6.784; and p-value = 0.001). This result is consistent with previous research findings by Chaffey and Smith (2022) and Bambauer-Sachse and Young (2023). Subjective norms, as defined under TPB, pertain to an individual's perception of the social influence related to engaging in a specific behaviour, such as the continuous use of social media in this study. It suggests that in the context of accommodation establishments, subjective norms can have a significant positive or negative impact, that is, either encouraging or discouraging this behaviour. The study findings have two implications regarding the results from subjective norms. Firstly, during and after the COVID-19 pandemic, accommodation businesses seem to gravitate towards activities conducted through social media due to the availability of COVID-19-related information. The Secondly, businesses appear inclined to tailor their offerings based on customer information, which is readily accessible on social media platforms during this time of the epidemic.

The richness of information, the effectiveness of communication, and the ability to engage in dialogues through social media are additional factors that can further motivate the intention to continue using social media, as also emphasised by Park et al. (2021). Accommodation establishments may also perceive that their competitors or other related businesses in the industry actively use social media for marketing and customer engagement, based on their observations on social media. This perception of what others in the industry are doing can create a sense of social influence. Seeing competitors effectively using social media also encourages accommodation establishments to continue using it. On the customer side, if accommodation establishments believe that their customers expect to engage with them on social media platforms, they come under social pressure to meet these expectations. Neglecting these expectations can lead to a negative perception of the firm. Additionally, the social media activity of accommodations can influence customer trust. Overall, the accommodation sector is increasingly utilising social media to maintain a positive reputation and build trust with customers. The continuous intention of businesses and customers to use these platforms is driven by their belief in their effectiveness and the subjective norms that shape their perceptions of industry expectations, customer preferences, and best practices.

Conclusion and Implications

The study highlights the importance of integrating tourism-related businesses with social media platforms to fully utilise the potential it offers. Social media has become a crucial channel for establishing firm-customer relationships, especially for tour-related businesses and social media content creators. By gathering customer information, businesses can develop tailored strategies to serve customers and recover from the impacts of the COVID-19. Since TPB concepts also significantly impact social media use intention in the post-COVID-19 era, the accommodation

sector should continue utilise social media to contribute to their recovery from the COVID-19 fallout. Technically, content designers should enhance skills to deliver high-quality information to influence customers' purchasing decisions. Accommodations should also incorporate social media into their business strategies to access quickly popularity and accruing benefits, and sharing with their clientele of accommodation-related information more efficient.

Moreover, social media in Tanzania is indubitably crucial for post-pandemic recovery and improved customer service. As such, the Tanzania Communication Regulatory Authority (TCRA) should, therefore, ensure widespread internet connectivity to facilitate social media communication across all sectors. In this regard, educational programmes can promote digital literacy and empower individuals to effectively use social media. Government-driven initiatives can further improve attitudes towards social media use, encourage continuous intention, and enhance the competitive advantages of the accommodation sector. Furthermore, the current study makes a valuable contribution by offering substantial theoretical support and insights to the existing body of work on the TPB and the continuous intention to use social media (SM) during the post-COVID-19 era.

The theoretical model developed in this study also provides a comprehensive framework for scholars seeking to delve into the role of the TPB's three core concepts in shaping continuous SM use intentions during the post-COVID-19 period. Empirically, this study was designed to assess and validate the TPB's applicability in predicting the continuous intention of the accommodation sector during the post-COVID-19 era. The findings augment existing research particularly in understanding the role of SM in the recovery of the accommodation sector during the post-COVID-19 epidemic era. Since only few studies have examined continuous SM use intention in the accommodation sector in developing country contexts such as Tanzania using the three TPB concepts, this study fills this research gap by establishing a solid theoretical foundation for future scholarly, research endeavours, and academic contributions. Significantly, the study's model offers a valuable and suggestive explanation of the three primary drivers of continuous SM use intention. Additionally, it provides guidance for future research to enhance our understanding these integrated concepts.

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