The Rise of Consumer Community on Social Media, its Influence on Consumers' Decision Making Process, Perceived Value and Loyalty Intentions in Tourism Industry: A Conceptual Thought

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Abstract

In today's tourism industry, consumers are strongly influenced by electronic word of mouth (e-WOM) generated by the social media. Consumer communities on the social media are believed to have tremendous effect on consumers' brand preferences and loyalty intentions. Presence of tourism providers on social media is strongly evident to engage with the current and prospective customers. The objectives of this paper are to examine the influence of social media-based community in consumers' decision making process and consequently how it affects consumers' perceived value and behavioural intention of loyalty towards tourism providers. Based on an extensive literature review on social media and virtual consumer communities, the study proposed a conceptual model of consumer perceived value and loyalty formation in a consumer community on tourism social media. The model combined consumers, company, products, brands and social media as an integrated part of the social media community. On the basis of relationship among these entities, the model further explains the decision making process and its influential factors which are mainly contents, content transmitter and interaction aims. Important findings from the literature are synthesized and a number of critical avenues for future research are postulated. Practical implications of this research are discussed.

Keywords: Social Media, Tourism, Customer Loyalty, Consumer Community, Perceived Value.

Introduction

Customer loyalty has declined in various tourism businesses and destinations globally due to intense market competition (Visioncritical, 2019; WTTC, 2017; Gomes, 2016). It is revealed that 95% young people use internet and social media to purchase tourism product (Chuah, Marimuthu, Kandampully, & Bilgihan, 2017). However, reduced loyalty of this young segment

towards tourism and hospitality products due to social media community is evident in the recent era (Buhalis, Parra López, & Martinez-Gonzalez, 2020). Therefore, Industry experts and researchers have strongly emphasized on businesses actively present on social media (SM) to ensure sustainability (Harrigan, Evers, Miles, & Daly, 2017; Munar & Jacobsen, 2014). It is not surprising that social media (SM) has tremendously transformed the communication landscape in tourism and hospitality industry. Considerable amount of tourism operators are engaging with current and potential customers through SM platforms to market their product and service brands (Sotiriadis, 2017; Leung, Law, van Hoof, & Buhalis, 2013). Since tourism products are relatively expensive and not frequently consumed (Barcelos, Dantas, & Sénécal, 2019; Hays, Page, & Buhalis, 2013), consumers intend to heavily relay on electronic word of mouth (e-WOM) generated on SM to gather and compare other consumers' prior experiences in the process of crafting their travel decisions (Litvin & Dowling, 2018; Leung, Sun, & Bai, 2019). According to Global Webindex, there are 3.96 billion users of SM worldwide as of January 2020, the number is projected to increase to 4.41 billion in 2025 (Globalwebindex, 2020). Facebook has approximately 2 billion active users and it is considered as the key SM network worldwide, especially in the tourism and hospitality industry (Gretzel, 2018).

The importance of electronic word of mouth (e-WOM) and consumer-generated content (CGC) provided by the consumer community on SM platforms are continuously increasing in tourism and hospitality industry (Hwang, Park, & Woo, 2018; Ladhari & Michaud, 2015). Tourism product consumption comprises of various services and products for certain destinations, therefore the consumer community in tourism seems to be more complex and comprehensive. The consumer community on SM is a substantial part of the consumers' decision making stage. So far, most of the past researches in relation to SM in tourism perspective widely focused on customers' perspective on SM use (e.g., Leung, Law, van Hoof, & Buhalis, 2013; Leung, Sun, & Bai, 2017) managerial aspects of SM brand community from business perspective (Leung, Sun, & Bai, 2019; Whalen & Bowen, 2017); Zeng & Gerritsen, 2014) to understand the nature of the community and impact of SM on the community (e.g., Matikiti-manyevere, 2019; Whalen & Bowen, 2017), the elements of the community, the relationship among those elements, classifications and how do they interact within themselves, the impact of customers' engagement in SM communities (e.g. online brand communities) and its subsequent consequences on consumers' behaviour towards the brand (e.g., Cheng, Wu, & Chen, 2018 ; Martínez-lópez et al., 2017; Laroche, Habibi, & Richard, 2013). In such cases, the researches mainly focused on directly collecting data from SM sites (e.g.Tripadvisor) related to tourism (e.g. Litvin & Dowling, 2018; Zeng & Gerritsen, 2014). However, the researches have failed to comprehend the consumers' psychological aspects of decision making process on SM consumer community, an inherent factors that can impact consumers' decision making.

There is still a dearth of research and insights about the consumer's decision making process on SM platforms in tourism (Aydin, 2019; Hao Zhang & Liang, 2018). The lack of sufficient conceptual and empirical knowledge in regards to the formation, nature and structure of the SM based community may result in the complexity to fully understand the impact of such communities on decision making process within the SM platforms (Litvin & Dowling, 2018; Bowen & Whalen, 2017). Particularly the "relationship" within the elements of a SM based community and how these relationships influence the consumers' behaviour such as

perceived value and loyalty intention (Hwang, Park, & Woo, 2018; Weijo et al., 2014). It was highlighted by Bowen & Whalen (2017) that it is important for the tourism practitionairs to take in serious consideration to examine the consumers' motivations and the decision making process in SM based community. Such approach is crucial for the tourism providers to evaluate and understand the customers' value perception and behavioral intention of loyalty towards the firms or destination for crafting appropriate product and marketing strategies. In this respect, although Laroche, Habibi, & Richard (2013) revealed that SM brand community enriches the relationship among its main entities that can enhance consumers' perceived value and consequently influence customers' loyalty. However, how such relationship in the consumer community on SM influence the consumers' decision making process has received little attention in the current literature (Hudson & Thal, 2013). Furthermore, the literature has revealed that consumers' decision making process has an impact on consumers' perceived value and behaviour (Reichstein & Brusch, 2019) as well. So far, based on our knowledge, no work has offered a comprehensive explanation on how consumer community on SM influences consumers' decision making process and what the influential factors in the decision making processes are. Or whether the decision making process has any impact on consumers' perceived value and loyalty intentions towards the tourism brands.

With this in view, by reviewing the existing literature, a model that represent the decision making process of consumers in tourism SM-based community is proposed . The elements of the model are summarized and analyzed based on the existing literature. In doing so, we consider the perspective of "social media brand community" model developed by Laroche, Habibi, & Richard (2013) based on customer-centric brand community model (McAlexander, Schouten, & Koening, 2002) and the decision making model in viral marketing by Reichstein & Brusch (2019) by synthesizing the existing literature .The main objective of this study is; 1) to examine how brand community on SM influences consumer decision making process and the factors influencing the decision making process on SM consumer community; 2) to examine how the decision making process can influence perceived value and consequently exerts consumer behavioural intentions towards the brands or the firms in the community on the SM platforms. It is believed that consumer perceived value plays a key mediating role in this process, which has been less attended in the previous literature. Eventually, research gaps are identified, avenues for future empirical research and practical implication of the research are also discussed.

Theoretically, this paper contributes by providing a comprehensive literature on the importance of consumer community on SM to influence consumers' decision making process, and consequently consumers' behavioral intention towards tourism providers and the destinations. Furthermore, it highlights the importance of tourism providers to engage with SM-based consumer community to induce superior perceived value and the behavioral intentions by proposing a conceptual framework for future research. Practically, this study can shed light to the tourism business operators and destinations to facilitate in crafting better SM-based marketing strategies considering the available resources. Moreover, it is expected to provide a clear understanding for the practitioner on the possible impact of SM consumer communities on tourist behavioral intentions such as loyalty. As customer loyalty is one of the best indicator of business sustainability in modern competitive tourism industry (Litvin & Dowling, 2018; Munar & Jacobsen, 2014).

Literature Review
Social Media in Tourism Industry

Social media refers to the internet Web 2.0 applications based on online-mediated social networking technology (Zeng & Gerritsen, 2014; Kaplan & Haenlein, 2010). SM platform allows individuals to interact with each other virtually through generating CGC, videos and photos which are implied as distinctive features of these platforms. Facebook, Instagram and You Tube are among the well-known SM platforms. On the other hand, there are some other SM sites built up on the interest of connecting, especially the tourism providers (e.g. hotels, restaurant, and destinations) and consumers. These are known as tourism social media (TSM) sites such as Trip Advisor, Expedia and Airbnb, Booking.com. Unlike other SM platforms (e.g., Facebook) these TSM sites allow travellers to create and spread CGC such as comments, service reviews and suggestions that are even available in search engine results such as Google, MSN and Yahoo (e.g., Harrigan et al, 2017; Kim & Fesenmaier, 2015; Munar & Jacobsen, 2014). Therefore, in socio-economic context, tourism business presence and engagement with customers on SM and TSM depicts as important trends (Khan & Hashim, 2020; Khan, Hashim, Aziz, & Samdin, 2020 ; Bowen & Whalen, 2017; Hudson & Thal, 2013).

E-WOM on SM has emerged as crucial digital marketing resources in tourism sector (Hwang, Park,& Woo, 2018). The evolution of virtual consumer communities on SM has connected cultural, economic and social aspects of the modern society by giving a remarkable drive for the tourism and hospitality business development. It is due to the fact that tourism products are intangible in nature. Consumers inherently intend to rely on SM to look for other consumer reviews in gathering sufficient information and knowledge about the available products and services to reduce the risk of uncertainty before making the final buying decision (Khan, Hashim, Aziz, & Samdin, 2020 ; Liu & Park, 2015). Thus, SM has gradually being well accepted and gained popularity among the tourism businesses and destinations as a new channel for promotion, marketing communication and to improvise their relationship with the customers (Ramanathan, Subramanian, & Parrott, 2017 ; Leung, Law, van Hoof, & Buhalis, 2013). Consequently, tourism providers are able to experience the benefit of effective customer relationship management and positive business performance through marketing cost reduction, enhancing brand image (Leung, Law, van Hoof, & Buhalis, 2013; Parveen, Jaafar, & Ainin, 2016). Similarly, consumer also have their own motivations to join in SM based communities. One of the essentials is their unquenchable need for social interaction and build relationship (Budeanu, 2013 ; Munar & Jacobsen, 2014), pursuit of entertainment value, self presentation and identification in an online social community are the prime incentives in this context (Jahn & Kunz,2012 ; Vivek, Beatty, & Morgan, 2012). Hence, SM consumer community arises as an important and integral part of today's business organisations as a communication tool, especially in tourism and hospitality.

Consumer Community on Social Media

The concept of consumer community on SM was derived based on two fundamental notions which are online based community (McAlexander et al., 2002 ; Muniz & O'Guinn, 2001) and SM brand community (Laroche, Habibi, & Richard, 2013). According to McAlexander et al. (2002) a brand community is formed mainly based on a few commonly identified entities and the engaging relationship among those entities in an online platform. These entities are namely: focal customer, company/ provider, product or service brand and the other customers. Here, virtual brand community (e.g., web pages/ blogs created by individuals and

consumer clubs) facilitates and acts as a platform for these entities to share their cognitive, emotional and other resources that would benefit to fulfill their mutual interest and needs (Muniz & O'Guinn , 2001). However, the most important thing in such community is the negotiation and creation of meaningful relationships through interactive communication environment. Due to highly engaging and meaningful relationship among the entities of such community, it further strengthens the relationship among them that can further influence the consumers' value perception and behavioral intention towards the brands or company within the community (Tsai et al., 2012; McAlexander et al., 2002).

As technology has advanced in rapid manner in recent decades, the concept of online brand community had extended its horizon beyond the geographical stance. It has become more dynamic compared to the previously static (web pages or blog) based online brand communities due to the emergence of SM platforms. Unlike offline consumer brand communities, the virtual communities on SM are sort of a complex society adhering to the social norms, rules, membership and governance (Brodie, Ilic, Juric, & Hollebeek, 2013). In such communities the main four entities as mentioned earlier (focal customer, company/ provider, product or service brand and the other customers) actively engage and exchange knowledge, discuss practices, judgment and behaviour among them for value co-creation and relationship development (Brodie, Ilic, Juric, & Hollebeek, 2013). In this regard, Laroche, Habibi, & Richard, (2013) revealed that SM provides a high context interactive relationship environment between and among the entities of the SM based community. With this in view, these authors have extended the offline model of McAlexander et al. (2002) which was conceptualized as "SM-based consumer brand community".

Similarly, in the current research we believed that consumer community on SM basically consists of two main elements which are SM platform itself and the virtual consumer community fostered by the SM which integrates a vast amount of consumers along with multiple service providers in a single platform. For instance, on Facebook, a consumer community known as "KL Tourism Community", where visitors can share their experience and photos after returning from a tour or during a tour to benefit other visitors. Besides, the travellers are also able to seek and get authentic information and advice from the members of the community (both the consumers & service provider) who has already experienced the trip or provided the services. Hence, compared to the traditional brand community on SM which is generally created by a particular brand or a company, consumer community on SM act as wide-ranging store for e-WOM and extensive reviews, experience and recommendation mainly dominated and controlled by the consumers (Liu & Park, 2015; Brodie, Ilic, Juric, & Hollebeek, 2013). Due to less control of the brand or the company over the community environment, consumers perceived SM community as a more credible source of information (Martínez-López et al.,2017). This enables consumers to easily compare the available tourism service providers and make a better decisions based on their judgment on the available information in the community. Eventually, consumer community on SM affects the consumers' whole planning and consumption process which includes pre, during and post-trip stages (Matikiti-manyevere, 2019). Thus, it has created a vulnerable situation for the companies or brands to maintain their customers' loyalty since e-WOM on SM can influence consumer's decision to compare and choose the alternative brands more easily.

Mutual interactions among the consumers focused on various product and services within the community members provides an opportunity for them to build social relationship (Zaglia (2013); which have an impact on the consumers' pre and post consumption behaviour of loyalty intention (Leung, Sun, & Bai, 2019). Several past studies have revealed that brand community has an impact on the members' consumption perception and behavioral actions (e.g., Ladhari & Michaud, 2015: Brodie, Ilic, Juric, & Hollebeek, 2013). In such cases, the SM based community not only influence other members within the community but also the other customers outside the community by sharing with others on SM platforms (e.g., Raies, Muhlbacher, & Gavard-Perret, 2015; Matzner et al., 2011). Thus, this study focuses on understanding the influence of SM based consumer community on consumer's decision making process and its impact on their perceived values and behavioral intentions towards a tourism provider or a destination.

Decision Making Process in Social Media Consumer Community
Understanding how consumers make decision in the SM community is the cornerstone of the current tourism marketing strategy. In order to comprehend such complex decision making process (DMP) involves several models beyond narrative definition (Cohen, Prayag, & Moital, 2014).There are multitude of extensive literatures discussed about the decision making process and the individual consumer behaviour in that process. However, existing literature regarding the consumer's decision making in the virtual marketing context concentrated merely on the outcomes and very little is known about the psychological aspects of this phenomenon (Tang, Tang, & Yuan, 2018; Reichstein & Brusch, 2019). The first model of DMP in viral (online) consumer marketing platform (e.g, email, blogs) were introduced by De Bruyn and Lilien (2008) which consists of three stages of decision: *firstly*, opening the received content, *secondly,* viewing the content and *finally*, forwarding the content to others with similar interest. Similarly, Pescher, Reichhart, and Spann (2014), and Camarero and San José (2011) further developed this three stage model which is mainly focusing on the various factors affecting this particular model, their characteristics and applicability in various context.

Reichstein & Brusch (2019) argued that such static decision making models in viral marketing is insufficient in the current era of SM. According to the authors in SM, the decision making process involves only two dynamic stages. These are upon accepting the content, it is viewed and displayed immediately, therefore the first stage (open) of the previous models are obsolete here. After viewing the content, user automatically enters the second stage which is interaction and sharing. These whole process is dynamic in nature rather than static since the information is captured dynamically and there is no static stepwise procedure (Open < view < share). For instance, in SM the user can view the video or text before accepting or can even interact without sharing it (Reichstein and Brusch, 2019). However, in tourism context, the complexity arises as the consumer's purchase decision to a destination involves multiple stages of tourism consumption which includes pre, during and post phases (Cohen, Prayag, & Moital, 2014), where each of the stage plays a vital role in the differing consumer cognitive process. Apparently, it also depends on how a consumer perceive the contents in SM consumer community in his or her cognitive system. For instance, when a consumer is in the pre stage of information gathering for a hotel booking, he or she will just read the reviews and may or may not go to the next steps of interaction through commenting or generating CGC. Consequently, when customers are in during or post phase of tourism experience they

are likely to share their experience through review or videos either at any of their travel stage (pr, during or post trip).

Based on this view, we argue that in tourism the decision making process could be both static and dynamic involving three stages; (i) analyzing the service review contents and conversation by the consumer communities,(ii) interacting for further information in pre or during the consumption phase, and (iii) sharing the actual experience for self-gratification as well as to benefit others. These decision levels are influenced by the consumers' tourism product or service consumption phases namely pre, during and post consumption as highlighted earlier. This means that there is a prescribed procedure which are closely related to the three consumption phases of tourism products, and the process is static in the sense that once someone views the content then he interacts and shares it accordingly in a successive manner. For instance, if someone share a hotel review without having a real experience of it, people will question its authenticity (reviews) in the community because they want to know the real tourism experience and there is no room for speculations. Otherwise, it is not meaningful for them. This is also a dynamic process. For example, upon browsing the review content (text, image or videos) in the consumer community a person may want to interact and get more information or clarification. However, in this stage, he could change his mind and would want to experience it first and then share it with the community afterwards. After processing the information in the consumer cognitive process, the consumer made his final decision and no interaction was done. Therefore, we concur with Reichstein and Brusch's (2019) and Cohen, Prayag, and Moital (2014) views that more researches on consumer decision on SM context particularly in the tourism sector due to its various complex and interrelated product and embedded with multiple consumption phases.

Major Influential Factors in the Decision Making Process
Though consumers' decision making process is a mechanism to understand the chronology of creating a shared responsibility in the consumer community through mutual interaction and sharing of experiences. However, this has also been explored in prior studies by Reichstein and Brusch's (2019) that the consumers cognitive process of decision making is influenced by factors such as the framework conditions (considering the transmitter of contents), contents in SM and the interaction aims*. It is important to note that, each of the influencing factors can impact every dynamic stage of the consumers' decision making process (Reichstein and Brusch, 2019). In this light, the brief discussion on factors influencing decision making process are presented.

Firstly, the factors through which people can easily evaluate and classify the content is the *transmitter of the contents* or the content generator who share and post the reviews on the SM community. In this case, the credibility of the transmitter have an impact on the interacting and sharing decision. As the probability of viewing a content by others in the community is higher if the transmitter is closely related or known to the receiver (Gunawan & Huarng, 2015; Aghdaie, Sanayei, & Etebari, 2012). However, Hsieh, Hsieh, & Tang (2012) argued that consumer's attitude to interact with the content might change if it is understood that the content is just a mere advertising message of a consumer product or service, that the influence of credibility and the close relationship is disregarded in the decision making process . In such cases, contents and reviews from strangers are considered as more effective,

unbiased and acceptable than the acquaintances' ones (Schulze, Schöler, & Skiera, 2014; Nelson-Field et al., 2013).

Secondly, *the content* on SM is perhaps considered as one of the highly influencing factor in the decision making process, especially on the interaction and sharing stage (Reichstein and Brusch, 2019). According to Miquel-Romero and Adame- Sánchez (2013) a superior perceived value of content positively influence the transmitter-receiver relationship in the community. Subsequently, it impacts the receivers' or information seeker's decision making process compared to the poor quality content regardless of the relationship strength or weakens relationships between the parties (Park & Nicolau, 2015). For instance, when a traveler is in search of review contents, he or she predominantly considers the information with instrumental value of product performances and it was found that consumers are likely to book a hotel online which has a greater number of positive review content (e.g. Text, photo, video) (Aydin, 2019; Hwang, Park, & Woo, 2018). Thus, it is clear that depending on the content, people's intention to interact and share are also adapted. However, the impact of contents on a SM community in consumer decision making process is inconclusive with mixed findings in the current literature. For example, Reichstein & Brusch (2019) has mentioned that if the content is alleged as controversial, it might increase the consumer's degree of intention to interact and share on the SM. Therefore, further research is needed to shed the light to get deeper insights to understand the influence of contentions and the factors (e.g. individual motivations) that influence to interact and share in the community. So that business entities can perceive and design contents in such a way to induce individual triggers on the content and influence the consumers in the community.

Thirdly, i*nteraction aim* of an individual in the community has a far reaching impact on the decision making. According to Barasch and Berger (2014), and Beverland, Dobele, & Farrelly (2015) on of the reasons people interact with the content is to create individual's own positive image and become a part of the community. However, it was argued that such motivations can be different from person to person. For instance, Whiting and Williams (2013) revealed in their study that 88% of the respondents use SM for social interaction, 40% said they use it for information sharing and 56% mentioned that their intention is to express own opinion in the SM community. In general, people have the urge to build social relationships by communicating with each other in the society. These feature of CGC in the SM community helps consumers satisfy their needs through SM by sharing their experiences and thoughts with others to whom it is regarded benefitial and important (Park & Nicolau, 2015; Zaglia, 2013). Moreover, the uniqueness of the SM-based community is that it gives consumers an influential power over the brand personality by empowering consumers to communicate and connect with other counterparts globally (Martínez-lópez et al., 2017; Sloan, Bodey, &Gyrd-Jones, 2015). Therefore, it is evident that individual interaction aims can influence the decision making stages dynamically on SM-based community. Based on this, the researcher proposed:

H1: Consumer community on SM is positively associated with consumers' decision making process.

Perceived Value

Perceived value is conceptualized as the consumer's psychological valuation and overall assessment of the benefits that they receive against the resources (e.g time & money) they sacrifice to acquire a certain product or service (Deng, Yeh, & Sung, 2013 ; Zeithaml et al.,1990). According to Zeithaml et al. (1990) perceived value is conceptualized in four ways: (i) value for money, (ii) value for customer's demands in a product or service to meet his or her expectations, (iii) value for the quality received compared to the money paid for and (iv) value for what the customer gets for what they give (e.g., time, price). In relation to this, Petrick and Sirakaya (2004) revealed that majority of tourism literature has focused on the fourth value which is the value consumers gets for what they paid for such as price and time.

In the context of SM of service organisations, Zhang, Hu, & Liu, (2016), and Jahn & Kunz (2012) considered perceived value as a multi-dimensional construct. According to the authors, *functional value* refers to the functional and instrumental features of SM platforms, for instances seeking and receiving useful information and updating CGC by its SM community. *Emotional value* refers to the benefits directly related to the user's personal feelings and emotions such as, interesting, innovative and entertaining contents while engaging with the community. While *interaction value* refers to the value that is derived from the interaction among customers, members and between the customers and the organisations themselves such as sharing of service experience, benefits, positive or negative reviews, feedback related to the brand or the firms in the SM community. Coleman (1988) introduced *social capital value* which refers to the resources like human capital or financial such as social relationships, networks and connection that occurs between the members in a SM based community networks to bring mutual benefits or value. Several previous researches found that social capital affect consumers' behavioral intention of loyalty to the virtual networking platforms such as SM (e.g., Cheng, Wu, & Chen, 2018 ; Kaye, Kowert, & Quinn, 2017). According to (Bowden, 2009) and Amersdorffer et al. (2012), when customers engage with various brands or company on SM platform, it plays an important role on enhancing consumer perceived value proposition towards the brand and the company, that consequently influences consumers' behavioral intention of loyalty. In addition, numerous previous researches has argued that perceived value is considered as a major antecedent of customer loyalty, which has been examined in various industry context (e.g., Yap, Ahmad, & Zhu, 2018; Coelho & Henseler, 2012; EID, 2013; Kam, So, King, Sparks, & Wang, 2014; Bowden, 2009).

This study argues that the virtual interaction among the consumer community on SM sites spurs value co-creation through the exchange of resources, information and knowledge among the community members as it is built upon an embedded relationship among the elements of the SM community model (Laroche,Habibi,&Richard, 2013). In which the relationship between consumers, company or provider, brand and among other consumers is the heartbeat of such community. With this in view, the researcher believes that when tourism customers log in to their SM-based consumer community, such as Trip Advisor, Expedia or Facebook to seek information and consider the reviews from other travellers who shared their experiences, he or she will interact with the service providers for further information and queries if required on the platform. Such interactive environmental settings of the consumer community can be achieved via social media and enhance consumers' perceived value and positively influence consumers' behavioral intentions towards the service providers.Based on this, the researcher however hypothesizes that:

H2: Consumer community on social media is positively related to consumers' perceived value.

Consumer Loyalty Intention

Managing consumers' loyalty has been a topic of a greater strategic importance for service organisations, especially in the tourism & hospitality service sector. Consumers' loyalty is considered as a critical, fundamental and an inexpensive strategic element for firms' sustainability (Petrick and Sirakaya, 2004). Oliver (1999) described consumer loyalty as a deeply held commitment to rebuy or patronize a particular product or service consistently in the future, despite situational influences and potential marketing efforts deployed by the competitors to influence the switching behaviour. Consumer loyalty intention in the field of tourism marketing literature has been studied since 1990s (Zhang, Fu, Cai, & Lu, 2014). Generally, consumer loyalty in tourism marketing research has been conceptualized from three-dimensional perspective: behavioral, attitudinal and composite or the mix modes of both behavioural and attitudinal aspects (Yap et al., 2018; Chen & Chen, 2010). From the behavioural perspective, loyalty is conceptualized emphasizing only on the purchase behavioral pattern of the consumer or how frequent a product is purchased or a service is experienced by certain consumers (Alcaniz, García, & Blas, 2005). From the attitudinal perspective, loyalty is conceptualized as emphasizing customers' psychological state of mind and expression of emotional commitment to purchase a brand in repeated manner or endorse it to other potential consumers (Cheng, Wu, & Chen, 2018; Scaglione, & Mendola, 2017). On the other hand, composite loyalty is the combination of both behavioral and attitudinal approach of loyalty (Dick & Basu, 1994).The multi-dimensional composite approach of loyalty measurement is often operationalised as the most accepted approach to provide reliable and a wide-ranging understanding of the consumer loyalty construct (Zhang, Fu, Cai, & Lu, 2014; Chen & Chen, 2010). Therefore, aligning with the previous literature, this paper conceptualised consumer loyalty from the composite perspective adopting the loyalty definition from Oliver (1999) and (Dick and Basu, 1994).

The importance of SM community in nurturing consumer loyalty should not be ignored. Dick and Basu (1994) had pointed out that consumers who are loyal will spread e-WOM for the service provider. For instance, empirical evidence from Chen, Yang, Chang, and Lee (2017) indicated that positive e-WOM on SM exerts consumer's behavioural intention of loyalty for fashion products on Facebook brand community page. According to Bowden, (2009) and Amersdorffer et al. (2012) when consumers engage with various brands or consumer community on SM platforms that consequently improve consumers' behavioural intention of loyalty towards the brands. The possible reason for this is that with the help of SM community, the brands can interact with their target consumers, which can enhance the superior relationship between both, and thus turning it into higher customer loyalty intention (Khan & Hashim, 2020; Cheng, Wu, & Chen, 2018).

In SM community, how consumers make decision to view, interact and share the contents widely on the platforms as well as the whole process of decision making are not only important but has far reaching impact on consumers' behaviour towards the subject matter (e.g. products or services). Consumers' review contents on SM can influence other consumers' attitude as it depicts the content generator's behavioural intention (e.g. whether to revisit in future and recommend to others or otherwise) even though he or she did not

interact with the content. For instance, Ye, Law, Gu, and Chen (2011) found a positive relationship between the numbers of hotel booking rates and the number of positive reviews on SM. Similarly, Vermeulen and Seegers (2009) and Hwang, Park, & Woo (2018) found that CGC on SM (Trip Advisor) improves consumers' awareness, attitude and behavioral intentions towards the hotel service provider. However, consumers' decision making process of sharing and interacting with review contents has a subsequent effect on their perceived value and behavioral intentions of loyalty. This hypothesis remains to be proven in empirical research and could be examined in future research. Based on the above literature, we argue that consumers' decision making process on SM is an integral element of the tourism consumption phases, which has an ultimate effect on consumers' behavioural intention of loyalty towards a tourism destination. It is therefore hypothesised that:

H3: Consumer community on social media is positively related to behavioral intention of loyalty.

H4: Perceived value is positively associated with consumers' behavioural intention of loyalty on social media consumer community.

Methodology
This study was based on extensive literature review from peer-reviewed journals related to the past and present scenario of SM-based consumer community in tourism industry. The main focus was to conceptualised the concept of SM-based consumer community and how has this impacted the modern tourism consumers' decision making process within the community. In exploring further whether SM-based consumer community has any subsequent influence on consumers' behavioural intention towards the business entities within such virtual community on SM platforms. Past journal articles were reviewed considering the three following categories:(i) the current state of knowledge on consumers loyalty in tourism industry and its relation to SM (ii) consumer community literature related to SM studies that concentrated on both tourism and consumers' behavior in other products and service industries. (iii), the potential impact of consumer communities on SM in shaping consumers' decision making process to come up with a proposed conceptual framework for further examination and future empirical investigations. In order to examine this model in subsequent empirical study and to advance the literature in this line of research, the researchers propose the following methodological procedure:

Although identification and development of the measurements of the constructs in the proposed model would need greater efforts in future studies, depending on the relevant literature and suitability of the study context. The available measurement scales in the current literature might be able to reflect the proposed framework in order to examine the relationships between SM-based community and its elements (Brodie, Ilic, Juric, & Hollebeek, 2013; Laroche,Habibi, &Richard ,2013), for decision making process (Reichstein & Brusch, 2019) and behavioural intention towards a tourism brand or destination (e.g., Jahn & Kunz, 2012; Litvin & Dowling, 2018; Cheng, Wu, & Chen, 2018). The targeted respondents for the study is proposed to be selected through random sampling procedure, comprising the tourists who are the members of the tourism community, have been exposed to use tourism CGC web platforms (e.g., Trip Advisor) to consume and recommend tourism related services and products (e.g. restaurants, accommodation). The proposed data collection instrument is structured self-administrative survey questionnaire. The questionnaire could be sent through

online media such as email, Facebook and Twitter. This procedure is consistent with previous researches on online social media context (Cheng, Wu, & Chen, 2018; Filieri, Alguezaui, & McLeay, 2015; Laroche,Habibi,&Richard,2013). However, data could also be collected from the targeted population in various tourism location using self-administrative survey questionnaires.

Conclusion and Findings from the Literature
The importance of consumer community on SM is constantly increasing in tourism and hospitality industry. Extensive literature reviews have revealed that majority of the researches related to SM in tourism context was focused mainly on the narrative definition, descriptions, its capabilities in leveraging business performance, consumer's attitude and behaviour towards acceptance of CGC on SM sites, excluding a few exceptions. In addition, it is also found that SM-based brand community and consumer communities have positive impacts to build relationship, perceived value and consequently loyalty towards the brands. Therefore, this work provides an overview based on the available literature and argue that SM's ability to build relationship and perceived value (e.g. trust) among the entities of SM-based consumer community depends on mainly two aspects; (i) whether people perceived the contents (e.g., reviews, photos, videos) which flows on SM are worthy enough to influence their value perceptions and their ability to induce mutual engagement, building strong relationship and trust among themselves, (ii) how people make decisions in terms of interacting and sharing the contents in SM; as it is predominantly important to understand that SM is a virtual platform, and contents are the heart of its existence that make it relevant to the users (Schulze, Schöler, & Skiera, 2014; Reichstein & Brusch, 2019). Based on the literature we conclude that contents can be categorised into two; (i) affecting consumers' value perception and (ii) do not affect consumers' value perception at all. Therefore, it is believed that only contents that can affect consumers' value perception are able to influence their behavioural intentions on SM.

This study shed light and understanding about the phenomenon under study. With the modest approach attempted by the researchers of this study, the objectives of the study are achieved firstly, by presenting an integrated conceptual model; explaining the relationship between SM-based consumer communities, consumer decision making process, perceived value and behavioral intention in a single framework in this current era of SM-based marketing nexus. Secondly, by explaining the factors that could possibly affect the consumers' decision making process on SM-based consumer community. Thirdly, providing a comprehensive understanding on consumers' decision making process on SM platforms related to tourism products or destinations which could be examined in future empirical researches. Fourthly, this study expects to contribute to the existing tourism marketing literature and ongoing discussion in regards to the importance of SM-based consumer community in the sector. A summary of consumer community on SM and its relation to the consumers' decision making process, perceived value and behavioural intention is presented in the conceptual model (see figure. 1) based on the review of relevant literatures.
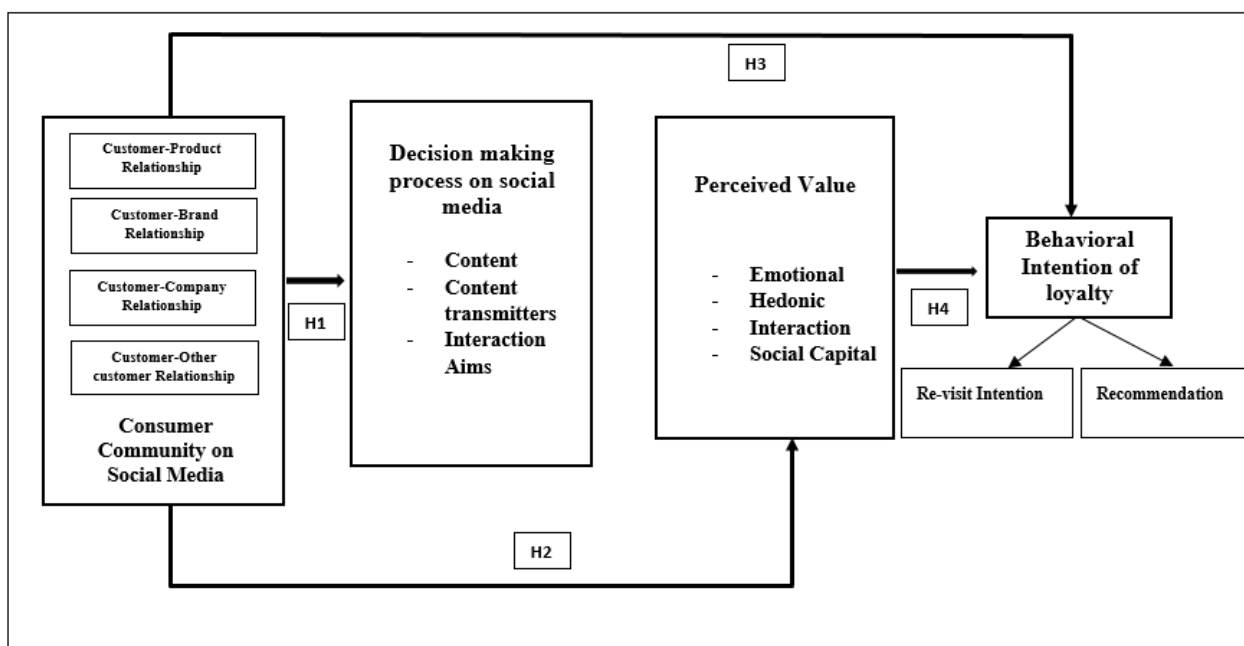
Figure 1: Proposed conceptual Framework

Conclusion and Future Research

The research raised and discussed a number of critical issues related to consumer community on SM platforms that have been grasped in the existing literature, especially in tourism and hospitality sector. With the help of the developed model, it provides a clear direction on the subject matter under investigation that are relatively important and need further investigation. It is also firmly believed that the research can open up possibilities for future research endeavors that are related to consumers' decision-making process on SM platforms pertaining to CGC and reviews. It is well evident from the literature that the use and influence of SM is well researched in the current literature. However, the process of decision making stages of view, interaction (e.g, like, comments) and sharing contents on SM-based community, have received very little or no attention in the current research. In addition, how consumer community on SM can influence consumers' perceived value and behavioural intentions are still in dearth of research and need greater attention by the tourism researchers. In future research the proposed model could be tested empirically to examine whether a particular company or brand's presence in SM-based consumer community is able to enhance perceived value and behavioural intentions towards the firms. Future research could also focus on how and which relationship between the entities of the consumer community (e.g. customer to company relationship or company to customer relationship) has more influence on the decision making process. Furthermore, in the decision making process, it is also important to investigate on which are the factor(s) that has stronger influence on the stages of decision making process discussed earlier. For instance, are the contents more important factor for consumers' interaction on SM community or is it the interaction aim that consumers are more focused on in the process? Such valuable insights and findings will be helpful for the service providers, especially tourism marketers to properly understand the effect of engaging with customers in SM-based consumer community to attract more consumers and engage their loyalty.

The empirical insights from the model would assist and guide the managers in crafting effective SM-based marketing strategies to allocate organisational resources more efficiently and in an appropriate manner. However, future researches may consider other variables such as satisfaction, consumer's demographic characteristics and trust to examine the moderating or mediating effects in the relationships between consumer community on SM and consumers' decision making process. In addition, the same variables and approach may also be applied in the relationships between perceived value and behavioural intention of loyalty to get more insights about consumers' future behavioural intention in various tourism and hospitality related sub-sectors(e.g., hotel, destination, theme park).

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