SOCIAL MEDIA PLATFORMS, DIGITAL MARKETING AND SERVICE DELIVERY AMONG TOUR OPERATORS IN THE HOSPITALITY INDUSTRY: EVIDENCE FROM LAGOS STATE, NIGERIA

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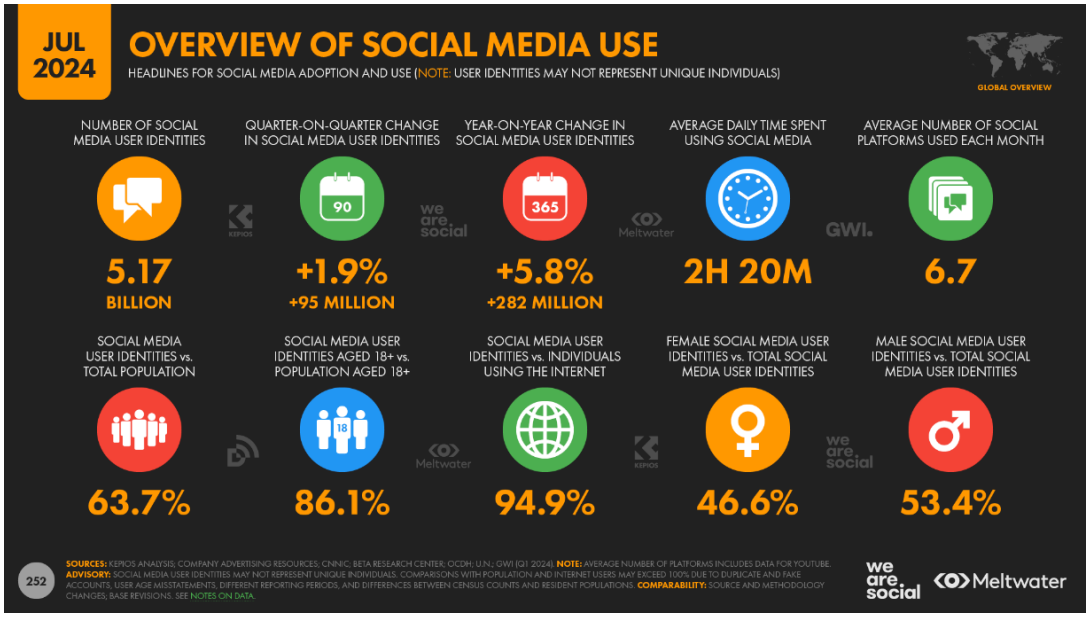
ABSTRACT
This study evaluates the adoption and utilisation of Instagram and Twitter for e-marketing and service delivery among tourism and tour operators in Nigeria's hospitality industry. A positivist research philosophy and a deductive approach were employed, with data collected through an online survey of 273 participants. Descriptive and inferential analyses were conducted, including linear regression and chi-squared tests. The study's results demonstrate substantial adoption of social media, with Instagram and Twitter contributing significantly to e-marketing effectiveness and service delivery. Statistical analysis revealed a mean score of 5.84 for visual content sharing and 5.54 for influencer collaborations, indicating very high utilisation of these strategies. Additionally, user-generated content had a mean score of 5.45, further emphasising its role as an effective e-marketing tool. The impact of real-time communication was reflected in a mean score of 5.43, confirming its positive influence on customer engagement and brand visibility. Experience was found to significantly affect social media use, with a p-value of 0.027, while education level and years of social media use showed limited influence, as indicated by non-significant p-values of 0.159 and 0.067, respectively. The study concludes that Instagram and Twitter are valuable tools for tourism operators in Nigeria. It recommends further integration of these platforms into marketing strategies, with an emphasis on mobile optimisation, real-time communication, and age-appropriate content. Finally, the study highlights the need for multi-channel communication approaches to maximise the impact of e-marketing efforts in the hospitality sector.
Keywords: E-marketing, Service delivery, Tourism and hospitality, Instagram and Twitter
JEL Classification: M31, L83, L86, O33

1. INTRODUCTION
Social media platforms, which were originally created for personal communication, have grown to be indispensable tools for businesses looking to advertise their goods and services, interact with consumers, and build relationships with their suppliers. According to Wang, Chen, and Yang (2023), social media has a rising impact on both individua and enterprises' everyday life. In terms of global population, there were 5.45 billion internet users as of July 2024, or 67.1%. Social media users (Statista, 2024) accounted for 5.17 billion, or 63.7% of all people on the planet. Most notably, more than 90% of these internet users interact on social media every day. For instance, although WhatsApp has 2 billion monthly users in 2022 (Kepios, 2022), YouTube's potential ad audience is 2.515 billion individuals. With billions of active users per month, other sites such Instagram, WeChat, TikHub, Facebook Messenger also show significant user bases (Kepios, 2022).

Figure 1. Social Media Use globally



Source: DataReportal (2024)

The hotel industry, which is highly advertised online, is an excellent example of how businesses use different social media platforms to engage with their target clients (Agustina & Yosintha, 2020; Ho et al., 2022). The number of hotels and restaurants has skyrocketed in both developed and developing economies over the last two decades, hence escalating hotel sector rivalry (Yoopetch et al., 2021; Agustina & Yosintha, 2020; Alola et al., 2021). Social media offers these businesses another avenue to properly handle consumer connections. Kotler and Armstrong (2012) point out that public relations techniques have been transformed by social media for governments and businesses all over. Similarly, Okonkwo et al. (2015) define social media as a digital platform that enables honest communication between individuals living in different regions of the globe. Melián-González and Bulchand-Gidumal (2016) claim that social media entails online sharing of several kinds of material, including text, photographs, and videos. According to Lakha and Vaid (2021) and Sánchez-Franco et al. (2019), a growing number of enterprises in the hospitality sector have included social media into their websites in an effort to enhance customer service, particularly with regard to the distribution, promotion, and communication of their services.

Though tourism in Nigeria is less than in industries like industry, oil, and agriculture, it is nonetheless essential to the national economy (James & Essien, 2019). About 30% of Nigeria's GDP comes from the tourism industry, which emphasises its importance for yearly economic development (Alamai et al., 2018). Therefore, it is crucial for tourism's continuous expansion to increase investment. Nigerian hotel owners and visitors share a regular usage of social media. However, its use in the travel and tourism subsectors is still restricted (Alamai et al., 2020). This indicates that, especially among tour and travel agencies, Nigeria's hospitality sector has to improve its usage of Instagram and Twitter for e-marketing and service delivery. Most of the current studies on social media in Nigerian hospitality sector (Okonkwo et al., 2015; Aydin, 2020; Bello & Bello, 2021) concentrate generally on the sector instead of particular platforms. This points to a gap in the research, particularly with relation to how Nigerian tour operators and tourist businesses may use Instagram and Twitter for efficient e-marketing and service delivery. The purpose of this study is to evaluate how social media platforms, specifically Twitter and Instagram, are adopted and used by tourism operators. It

examines their impact on e-marketing effectiveness and service delivery, with the hypothesis that platform usage increases customer engagement, differs by the size of the agency, and is influenced by the number of years in operation. Addressing this gap will offer valuable insights for the sector.

2. LITERATURE REVIEW

2.1. Theoretical Framework

The Diffusion of Innovation (DOI), Technology Acceptance Model (TAM), and Theory of Planned Behaviour (TPB) are widely recognised frameworks for understanding technology adoption, each offering distinct perspectives relevant to this study's focus on Instagram and Twitter adoption by tourism operators (Amini & Jahanbakhsh, 2023).

2.1.1. Technology Acceptance Model (TAM)

TAM focuses on perceived usefulness and perceived ease of use as the primary determinants of technology adoption (Davis, 1989). It suggests that if a technology is seen as beneficial and user-friendly, individuals or organisations are more likely to adopt it. In the context of tourism operators, TAM could explain Instagram and Twitter adoption based on their potential to enhance e-marketing effectiveness. However, TAM is often critiqued for its narrow focus on individual decision-making, ignoring broader social and organisational factors that may influence technology adoption (Sujatha & Sekkizhar, 2019).

2.1.2. Theory of Planned Behaviour (TPB)

TPB expands on TAM by incorporating attitudes, subjective norms, and perceived behavioural control as predictors of adoption (Ajzen, 1991). It suggests that individual intention, shaped by societal expectations and perceived control over actions, drives technology adoption (Azhar et al., 2023). While TPB's broader scope accounts for social influences, it has been criticised for its focus on individual-level factors, potentially overlooking organisational dynamics and the complexities of group adoption (Liao, 2024).

2.1.3. Diffusion of Innovation (DOI)

DOI's framework examines technology adoption over time (Rogers, 1995). The theory describes five stages by which innovations spread in organisations or societies: knowledge, persuasion, decision, implementation, and confirmation. DOI's classification of adopters as innovators, early adopters, early majority, late majority, and laggards helps tourism operators understand how Instagram and Twitter may be adopted at different stages of technological integration (Gu et al., 2019).

2.*2*. Empirical Review

The emergence of social media has had an outstanding influence on corporate operations (Oldenbourg, 2024). According to Mahoney and Tang (2024), the collaborative aspects of social media help to spread knowledge and support creative marketing ideas. Han, Ozdemir, and Agarwal (2024) underline how, by lowering running expenses, social media usage may improve brand awareness and sales. Additionally, Lin et al. (2024) point out that social media's speed, affordable cost, and adaptability make it significantly more effective in disseminating knowledge than more conventional means of communication. In addition, social media assists the hospitality sector which consists of food, drink, transportation, real estate, and the arts much as it does other industries. Online reviews, according to Melián-González and Bulchand-Gidumal (2016), assist monitor and improve corporate reputation. Customer satisfaction is increased by social media involvement, which leads to repeat reservations (Chen et al., 2023; Ojadi et al., 2024). Using social media, Khayiya and Mani (2019) provide proof from Katsina,

Nigeria, demonstrating how businesses may increase visibility, satisfaction, and marketing potency. Underlining the need of including technology in Nigeria's hotel services, Arasli et al. (2021) show that social media activities during festivals strongly correspond with attendee satisfaction.

Twitter and Instagram are crucial platforms for e-marketing and service delivery in the hospitality sector. Twitter's real-time communication capabilities enable businesses to interact with customers promptly, making it an effective tool for addressing inquiries and complaints, which fosters loyalty (Sashi et al., 2019). However, witter's character limit can restrict deeper engagement, making it challenging to convey detailed marketing messages (Mahoney & Tang, 2024). Despite these limitations, Twitter's ability to leverage trending topics and hashtags enhances audience reach (Erhard, 2023). On the other hand, Instagram's visual storytelling focus makes it ideal for promoting destinations and engaging users through images and videos (Lim et al., 2020). Features like Instagram Stories and Live allow for real-time interaction, creating a sense of exclusivity (Liu, 2023). While Instagram excels in visual content, balancing user-generated content (UGC) with brand consistency is key to maintaining authenticity (O'Hern & Kahle, 2013).

More, empirical studies on social media platforms, particularly Twitter and Instagram, demonstrate their significant impact on e-marketing effectiveness and service delivery in the tourism and hospitality sectors. Ge and Gretzel (2018) analysed social media-based visual strategies by reviewing 250 Weibo posts, highlighting the importance of visual content, such as images and videos, in engaging users and improving marketing outcomes. This finding supports the present study’s focus on Instagram’s visual storytelling to promote tourism services. Similarly, Salah et al. (2023) examined the role of electronic word-of-mouth (eWOM) in enhancing customer behaviour in eco-friendly hotels, revealing that positive eWOM, driven by customer satisfaction, significantly boosts revisits. Furthermore, Sashi et al. (2019) investigated customer engagement through Twitter in the quick service restaurant industry, highlighting the importance of service recovery transparency and timeliness in retaining customer loyalty, which parallels this study's exploration of Twitter's role in addressing customer complaints. In addition, Alamai et al. (2020) found a strong correlation between user-generated content (UGC) on social media and improved service quality in Nigerian hospitality businesses, further supporting this research’s focus on how Instagram and Twitter empower tourism operators to enhance service delivery.

Moreover, Muñoz-Expósito et al. (2017) introduced a comprehensive Twitter engagement metric, showing the platform’s ability to track and improve engagement trends, which underscores its utility for real-time customer interaction. Similarly, Aydin (2020), through an analysis of Facebook posts from Turkish luxury hotels, found that interactive and vivid visual content increases customer engagement, reinforcing Instagram’s potential for e-marketing effectiveness. Additionally, Godey et al. (2016) demonstrated that social media marketing efforts, particularly through word-of-mouth and customer interaction, positively influence brand loyalty and customer revisits, further aligning with the present study’s hypothesis that social media platforms enhance tourism customer loyalty.

2.3. Gaps in the Literature and Value Addition

Despite research on social media marketing, gaps remain in the literature concerning the specific adoption and utilisation of platforms like Twitter and Instagram by tourism operators, particularly in developing economies such as Nigeria. Many studies focus on broader global

contexts or other industries (Leung et al., 2015; Godey et al., 2016: Sashi et al., 2019; Aydin, 2020; Salah et al., 2023; Erhard, 2023; Chen, et al., 2023), leaving a significant gap in understanding how these platforms can be strategically leveraged for e-marketing and service delivery in Nigeria's hospitality sector. Ge and Gretzel (2018) highlighted the role of visual content but did not address the challenges faced by smaller operators in emerging markets. Moreover, studies like Salah et al. (2023) on eWOM in Saudi Arabia overlook the unique socio-economic factors affecting Nigerian tourism. This study adds value by addressing these gaps, providing targeted insights into the adoption of social media platforms by tourism operators in Lagos, thus contributing to the body of knowledge on social media marketing in developing economies.

3. METHODOLOGY

3.1. Theoretical Framework Adopted

The framework employed in this study is grounded in DOI theory, with a focus on understanding the stages of adoption—knowledge, persuasion, decision, implementation, and confirmation—among Nigerian tourism operators (Mataruka et al., 2023). The methodology adopted involved descriptive and inferential statistical analyses, particularly linear regression and chi-squared tests, to assess the relationship between social media adoption (Instagram and Twitter) and the effectiveness of e-marketing and service delivery. Also, this study uses DOI because it accounts for individual and organisational factors, making it ideal for studying service-based innovations like e-marketing and tourism service delivery (Mataruka et al., 2023). DOI emphasises social systems and communication networks that accelerate knowledge sharing and adoption, unlike TAM and TPB, which focus on individual perceptions and intentions (Lin & Rasoolimanesh, 2024).

3.2. Research Philosophy

A positivist approach was adopted to align with the objective of harnessing empirical data for exploring social phenomena within the realm of natural sciences (Aityan, 2022). This perspective prioritised the gathering and analysis of objective data, concentrating on observable realities and employing quantitative methods to probe the relationships between e-marketing practices and service quality in Nigerian hotels (Aityan, 2022). Despite the critique that positivism tends to simplify complex social phenomena by neglecting internal dynamics (Bryman, 2016), it proved suitable for this research. It facilitated the use of statistical analysis, which provided actionable insights aimed at enhancing marketing strategies in the hospitality industry.

3.3. Research Approach

The study followed a deductive approach, which started with established theories and hypotheses, testing them against data (Ratten, 2023). This approach fit the study's aim of using quantitative methods to assess the impact of e-marketing on service delivery in Nigerian hotels. Deductive reasoning ensured that findings were supported by empirical evidence, making results more reliable and generalisable (Sloan, & Quan-Haase, 2022). However, it might have limited the discovery of unexpected insights, as it relied on predefined hypotheses (Hall et al., 2023).

3.4. Research Design

The study employed a quantitative research design**,** using numerical data and statistical analysis to examine the relationship between e-marketing efficiency and service quality in Nigerian hotels (Hair Jr, Page, & Brunsveld, 2019). A deductive approach ensured a structured investigation, offering insights into how quantitative variables interacted within the research context (Ratten, 2023).

3.5. Research Strategy

A survey method was selected to gather data from a statistically valid sample of travel operators in Lagos, Nigeria (Hair Jr, Page, & Brunsveld, 2019). Surveys enabled the collection of data on e-marketing and service delivery efficiently. The survey's flexibility, offering both online and paper-based options, allowed for wide and diverse participation. However, it was important to recognise that self-reported data could be biased, and survey questions were carefully designed to minimise this issue (Ball, 2019).

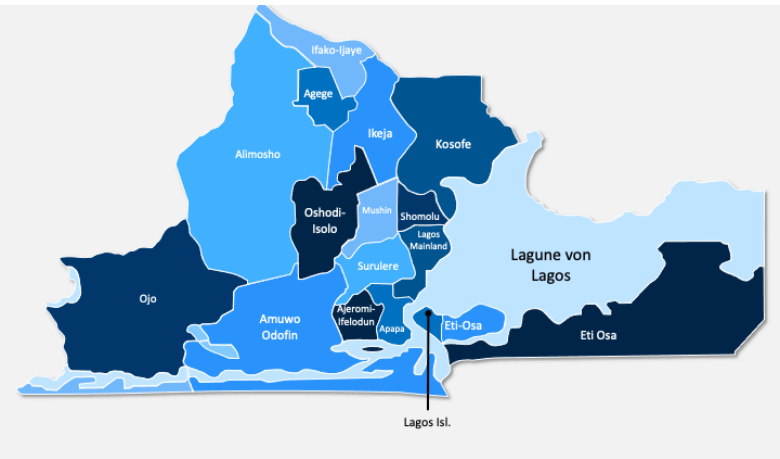
3.6. Time Horizon

The study adopted a cross-sectional approach, collecting data at a single point in time due to limited resources and time (Ratten, 2023).

3.7. Population, Sample and Sampling Method

The study focused on travel agencies in Lagos, Nigeria, with a sample of 350 operators selected from six areas with high business activity. Snowball and random sampling techniques were used to ensure diversity and representativeness (Parker et al., 2019). Snowball sampling helped recruit participants by referral, particularly useful for reaching hidden or specialised populations, while random sampling ensured equal selection chances (Bryman, 2016).

Figure 2. Map of Lagos, Nigeria



3.8. Data Collection

Data were collected using an online survey designed in Microsoft Forms. The survey consisted of two sections: demographic information (Section A) and Likert scale questions on e-

marketing and service delivery (Section B). The Likert scale allowed participants to express their opinions on a scale.

The response categories are as follows: 7 = Strongly Agree / Very High Extent, 6 = Agree / High Extent, 5 = Slightly Agree / Moderately High Extent, 4 = Neither Agree nor Disagree / Neutral, 3 = Slightly Disagree / Moderately Low Extent, 2 = Disagree / Low Extent, and 1 = Strongly Disagree / Very Low Extent.

3.9. Data Analysis and Reliability Testing

The study used both descriptive and inferential statistics to analyse the data (Simonsohn et al., 2019). Descriptive statistics, including measures of central tendency (mean, median, mode) and variability (range, standard deviation), were used to summarise data ((Simonsohn et al., 2019). Inferential statistics, including linear regression and chi-squared tests, were employed to test hypotheses and predict broader population behaviour (Ali & Bhaskar, 2016). RStudio was used for data analysis due to its versatility and user-friendly interface (Wickham & Grolemund, 2017).

The reliability testing for this study, based on 20 valid cases and 22 items, yielded a Cronbach's Alpha of **0.793**, indicating good internal consistency. A value above 0.7 generally suggests that the items are measuring the same underlying construct reliably. The 100% valid cases and absence of excluded cases ensure comprehensive data analysis. The findings suggest that the questionnaire has a strong reliability, making it suitable for further analysis or practical applications within the study's context.

3.10. Research Ethics

The study adhered to Northumbria University's data security policies, ensuring that participant data were securely stored and used ethically (Northumbria University, 2023). No personal information was collected, and participants gave implied consent by completing the survey. All sources were properly cited, ensuring adherence to research ethics (Northumbria University, 2016).

4. RESULTS AND DISCUSSIONS

The study achieved a total of 273 responses from the 350 operators sampled, representing a strong response rate of 78%, though 22% non-participation could influence the generalisability of the findings. The robust sample size allowed for reliable statistical analysis regarding Instagram and Twitter adoption and utilisation in the Nigerian hospitality sector for e-marketing and service delivery.

4.1. Demographic Findings

Table 1 summarises the demographic profile of participants. The gender distribution shows 44.57% male, 38.11% female, 5.80% non-binary, and 10.14% chose not to disclose. Most respondents (31.39%) were aged 25-29, and 37.96% had 5-10 years of work experience. Income levels varied, with 25.92% earning between N50, 000 and N100, 000, and 51.99% accessed social media via smartphones. Regarding social media usage, 54.22% used it multiple times daily, with 31.95% having 3-5 years of experience. Employment statuses included 31.14% part-time and 27.80% full-time workers. Education levels showed 31.51% had some college or an associate degree, with 31.12% holding a bachelor's degree. These findings reflect a diverse, predominantly younger and digitally engaged participant group.

Demographic	Frequencies	Percentages (%)
Gender		
Woman	106	38.41%
Man	123	44.57%
Non-binary	16	5.80%
Prefer not to say	28	10.14%
Years of Experience		
Below 5 years	97	35.40%
5 to 10 years	104	37.96%
10 years and above	72	26.31%
Income Level		
Below N25,000	42	15.33%
N25,000 - N50,000	60	21.90%
N50,000 - N100,000	71	25.92%
N100,000 - N150,000	56	20.47%
Above N150,000	44	16.08%
Device Used to Access Social Media		
Smartphone	142	51.99%
Laptop/Computer	88	32.18%
Tablet	43	15.73%
Other	0	0.00%
How Often Use Social Media		
Multiple times a day	148	54.22%
Once a day	46	16.81%
A few times a week	50	18.28%
Once a week	14	5.12%
Rarely or never	15	5.49%
Years of Using Social Media		
Less than 1 year	44	16.08%
1-2 years	33	12.08%
3-5 years	90	32.95%
6-10 years	69	25.27%
More than 10 years	37	13.55%
Employment Situation		
Employed full-time	76	27.80%
Employed part-time	85	31.14%
Unemployed	17	6.23%
Self-employed	61	22.30%
Student	30	10.99%
Retired	4	1.46%

Table 1. Demographic of the Respondents

4.2. Adoption and Utilisation of Instagram and Twitter

The results, presented in Table 2, highlight that Instagram and Twitter are widely adopted for e-marketing and service delivery, particularly for visual content sharing (mean = 5.842) and influencer collaborations (mean = 5.538). The low standard deviations across categories (ranging from 0.463 to 0.775) indicate consistent utilisation of these platforms across

respondents. These findings align with research by Chu et al. (2020) and Leung et al. (2022) studies, who also revealed the importance of these platforms in the hospitality industry.

Category	**Mean ($\bar{x}$)**	**Std. Dev.**	**Remark**
Visual Content Sharing	5.842	0.463	Very High Extent
Customer Engagement	5.436	0.559	High Extent
Influencer Collaborations	5.538	0.641	Very High Extent
User-Generated Content	5.454	0.641	High Extent
Customer Support and Feedback	5.396	0.775	High Extent
Promotional Campaigns	5.535	0.653	Very High Extent
Destination Inspiration	5.473	0.681	High Extent
Cluster Mean	**5.52**	**0.63**	**Very High Extent**

Key: $\bar{x}$ = Mean; Std. Dev. = Standard Deviation

Table 2. Adoption and Utilization of Instagram and Twitter e-marketing and service delivery

4.3. Impact on E-Marketing Effectiveness

The result in table 3 confirms that Instagram and Twitter significantly enhance e-marketing, particularly in terms of reach and visual content. Increased Reach ($\bar{x}$ = 5.747) and Engaging Visual Content ($\bar{x}$ = 5.538) scored highest, highlighting their effectiveness in expanding audience reach and providing visually appealing content, consistent with Chu et al. (2020) and Leung et al. (2022), who emphasise the power of visual storytelling in social media. Enhanced Brand Visibility and User-generated Content (both $\bar{x}$ = 5.520) further support the role of social media in building trust and engagement, aligning with Naem & Okafor (2019) on the value of UGC in customer trust. However, Targeted Marketing ($\bar{x}$ = 5.396) and Real-time Communication ($\bar{x}$ = 5.377) scored slightly lower, suggesting some limitations in personalisation and immediacy. Overall, the results reflect strong consensus on the platforms' positive impact on e-marketing, reinforcing their importance for boosting brand visibility and customer interaction.

Impact on E-Marketing Effectiveness	**Mean ($\bar{x}$)**	**Std. Dev.**	**Remark**
Increased Reach	5.747	0.506	Strongly Agree
Enhanced Brand Visibility	5.520	0.607	Strongly Agree
Targeted Marketing	5.396	0.700	Agree
Engaging Visual Content	5.538	0.635	Strongly Agree
Real-time Communication	5.377	0.738	Agree
Real-time Communication 2	5.432	0.774	Agree
User-generated Content and Social Proof	5.520	0.676	Strongly Agree
Cluster Mean	**5.50**	**0.66**	**Strongly Agree**

Key: $\bar{x}$ = Mean; Std. Dev. = Standard Deviation; SA = Strongly Agree; A = Agree

Table 3. Impact on E-Marketing Effectiveness

4.4. Influence on Service Delivery

The findings on Use of Data and Analytics ($\bar{x}$ = 5.443) and Enhanced Customer Relationships ($\bar{x}$ = 5.443) as shown in table 4 being impactful but slightly lower align with recent literature. Jha & Verma (2023) emphasised that while real-time customer engagement and visibility are

key strengths of social media, the use of data analytics plays a supportive but less dominant role in enhancing service delivery. Similarly, Dedeolu et al. (2019) found that social media primarily boosts customer relationships through direct communication, but the impact of analytics is often overshadowed by more interactive elements such as real-time updates and direct messaging. These results show a consistent pattern with studies like Ge & Gretzel (2018), which underline the importance of customer relationships but suggest that data-driven approaches, while beneficial, may not have as immediate or visible an effect as direct customer interaction.

Influence of Instagram and Twitter	**Mean ($\bar{x}$)**	**Std. Dev.**	**Remark**
Use of data and analytics	5.443	0.700	Agree
Increased Visibility and Exposure	5.740	0.544	Strongly Agree
Direct Communication and Customer Engagement	5.524	0.601	Strongly Agree
Enhanced Customer Relationships	5.443	0.684	Agree
Engaging Visual Content	5.432	0.720	Agree
Real-time Communication	5.440	0.760	Agree
Real-time Updates and Offers	5.469	0.728	Agree
Cluster Mean	**5.49**	**0.68**	**Agree**

Key: $\bar{x}$ = Mean; Std. Dev. = Standard Deviation; SA = Strongly Agree; A = Agree

Table 4. Influence of Instagram and Twitter on Service Delivery

Hypothesis Testing

The first hypothesis, which posited that tourism operators with more experience would use Instagram and Twitter more effectively for e-marketing, was supported by the data, as shown in Table 5. The positive estimate (0.17472) and p-value (0.02768) indicate a statistically significant relationship between years of experience and the effectiveness of social media utilisation. This supports Dwivedi et al. (2021) and Madhani's (2010) Resource-Based View theory, which highlights the importance of experience in leveraging social media for competitive advantage. However, the low R-squared (0.01776) suggests that experience explains only a small portion of the variance.

Metrics	**Estimate**	**Std. Error**	**Significance**
Intercept	1.87168	0.16276	0.001
Years of Experience	0.17472	0.07892	0.001
Residual Standard Error		1.019	
Multiple R-squared	0.01776		
p-value		0.02768	

Table 5. Linear Regression Analysis on the Effect of Years of Experience on the Reasons for Using Instagram and Twitter among Tourism and Tour Operators for E-Marketing and Service Delivery

For Hypothesis 2, **Table 6** presents the results of Pearson's Chi-squared test, which found no significant effect of education level on device preference (p = 0.1593). This challenges previous assumptions regarding education's role in technology adoption and supports **Davis' (1989)** Technology Acceptance Model, which suggests that perceptions of usability outweigh demographic factors.

Metric	Value
X-squared	11.823
df	8
p-value	0.1593

Table 6. Pearson's Chi-squared Test on the Significant Effect of Education Level on the Device Used for Social Media Access by Tourism Operators

Finally, Hypothesis 3, which suggested a relationship between years of social media use and visual content sharing, was not supported, as shown in **Table 7**. The p-value (0.06675) indicates no statistically significant relationship, in line with **Bandura & Walters' (1977)** Social Learning Theory, which highlights the influence of external social factors rather than the duration of use.

Metrics	Estimate	Std. Error	Significance
Intercept	5.71566	0.07433	0.001
Years of Using Social Media	0.04117	0.02237	0.001
Residual Standard Error		0.4607	
Multiple R-squared	0.01235		
p-value		0.06675	

Table 7. **Linear Regression Analysis: Significant Effect of Years Using Social Media Applications on Visual Content Sharing Utilization**

5. CONCLUSION AND RECOMMENDATIONS

This study demonstrates the crucial role Instagram and Twitter play in enhancing e-marketing and service delivery for tourism operators in Nigeria's hospitality industry. The high adoption rates reflect the broader literature, which shows that social media is key for expanding brand visibility, customer engagement, and real-time communication (Dwivedi et al., 2021). While experience significantly influences effective use, education level and years of social media use had limited impact on device preference and content sharing. This suggests that other factors, like personal preferences and available infrastructure, are also important.

Tourism operators should further integrate Instagram and Twitter by leveraging visual content, influencer collaborations, and user-generated content to boost engagement and credibility (Naem & Okafor, 2019). Targeting younger demographics with visually appealing content and optimising it for mobile platforms, which are widely used (Kenney & Pon, 2011), is essential. Operators should also focus on real-time communication for better service delivery and train less-experienced staff to improve platform use. Additionally, adopting a multi-channel approach beyond Instagram and Twitter is recommended to ensure comprehensive communication (Bughin et al., 2012).

The study has limitations. The positivist and deductive approach might miss nuanced insights specific to Nigeria's e-marketing context (Bryman, 2016). Self-reported data could introduce biases like social desirability (Zefeiti & Mohamad, 2015), and the focus on Lagos limits generalisability. Also, the cross-sectional design restricts understanding of e-marketing's evolution over time. Lastly, factors like organisational size, which may impact e-marketing

strategies, were not considered. These limitations should be acknowledged when interpreting the results.

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