Gender Differences in the Perception of Selected Aspects of Social Media as Part of Ecommerce Activities during a Pandemic: A Case Study in the Tourism Segment

Ľudovít Nastišin a, Richard Fedorko b, Radovan Bačík c

abcUniversity of Prešov, Faculty of Management, Prešov, Slovakia

https://doi.org/10.35609/gcbssproceeding.2021.1 (129)

ABSTRACT

In the current time of pandemic crisis, social media is one of the most effective tools for ecommerce to keep in touch with customers. They spend more and more time on these platforms and attach more and more importance to them in gathering information necessary for purchasing decisions. One of the most affected segments worldwide is undoubtedly the tourist segment at this time. Therefore, our goal was to examine the perception of selected aspects of social media in the light of gender differences during a pandemic in the tourist segment, when these can convince or discourage the customer to buy.

Keywords: Social Media, Ecommerce, Tourism, Pandemic