

# Modeling SOLOMO Marketing Based on Technological Development in the Tourism Industry

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## Abstract

The objective of this research is to identify the components and develop the internal relationships of the SOLOMO marketing components in the tourism industry. This study makes a significant contribution by presenting a robust framework derived from both qualitative and quantitative analyses, offering practical insights for enhanced marketing management in the tourism sector. The statistical population of the research in the qualitative part includes 15 experts in the field of tourism, using the purposive sampling method, and in the quantitative part includes 420 active participants in the tourism sector. In the qualitative part, the techniques of word association, sentence completion, and dream exercises were used in the form of in-depth interviews and using the MAXQDA software, and in the quantitative part, confirmatory factor analysis was used to verify the validity of the constructs and the PLS software. The findings in the qualitative part, based on the analysis performed in the open coding stage, identified 145 codes, and then 18 core codes and finally 3 selective codes (social media marketing, mobile marketing, and local marketing) were categorized. Also, in the quantitative part of the research, for the overall model fit, the GOF criterion was used, which resulted in a value of 0.830, indicating a strong overall fit of the model in the present research. The results of this research have provided the tourism sector with the opportunity to better access, interact with, and analyze customers, and have improved marketing management in this industry. Especially for the dissemination of attractive and valuable content, it can help attract and convert potential customers. This validated framework warrants further investigation for its applicability across other consumer-facing industries.

**Keywords:** SOLOMO Marketing; Social Media Marketing; Mobile Marketing; Local Marketing; Content Analysis; Projective Techniques.

## 1- Introduction

SOLOMO marketing is actually a type of modern marketing that can be described as a combination of three methods: social media marketing, local marketing, and mobile marketing. SOLOMO is an emerging concept in marketing that can leverage modern digital marketing tools and explore the convergence of social media, the execution capability of social media marketing, and mobile connectivity. SOLOMO has the potential to set new standards for service personalization and establish a new paradigm in customer-centric marketing. One new type of marketing that can be particularly useful in the tourism sector is solo marketing [1].

The rapid development of information technology and the widespread use of various social media have brought about great changes in the current tourism industry and have also put forward more new requirements for tourism management strategy and marketing management tools. The deep integration of tourism with technologies such as mobile Internet devices, online sharing platforms, and geographic positioning information systems has also given the tourism industry a richer concept and development trend [2].

In developing countries, the tourism industry can be considered one of the fastest and fastest growing industries, serving as an important source of income and foreign exchange reserves that drives growth and development. This industry can definitely pave the way for sustainable development and create job opportunities in these countries.

In this regard, attention should be paid to all factors affecting the improvement of the tourism industry, among which it is essential to pay attention to the role of appropriate marketing and, in particular, to turn to digital marketing elements and methods to anticipate needs and satisfy tourists [3].

Today, in many countries, tourism is considered the main force of economic development and growth, and it is so important in the economic and social growth of countries that economists have called it an invisible export. In a situation where there is a lot of competition among tourism product suppliers to attract travelers, companies will be successful that distinguish themselves from competitors and create a favorable and unique position in the minds of their consumers [4].

Marketing in the tourism industry involves anticipating the needs and satisfying current and future tourists, which is the basis for travel companies and suppliers to compete with each other. In the tourism industry, marketing has been done in different periods based on the media that was available to the industry's practitioners, and with the emergence of new media, this type of marketing activity had to change. The new media of our era, especially social networks, are a great opportunity to present a new way in the field of marketing with multimedia and sharing capabilities (Fahmi and colleagues, 2022 and Tussyadiah).

Social media has become the most popular communication tool for service providers and consumers [5].

For a country like Iran, which is dependent on oil revenues and this is considered one of the main weaknesses of its economy, tourism development moves the country out of a single-product economic system and brings the country abundant income. Tourism and its latent capacities can be one of the strategies used in implementing the idea of resistance economy. Due to its very high potential for the country's economic development and the need to diversify income sources and reduce the country's dependence on a single source such as oil, and to create employment and development, this industry can be referred to as a hidden wealth that the country has not yet been able to bring its various parts from potential to reality [4].

In today's complex, dynamic and highly variable environment, companies need to design and adopt strategies that can help them improve their performance day by day. Because in such a competitive environment, only companies that are able to survive can keep up with the changing and dynamic conditions of the competitive market [6].

Companies must resort to unconventional marketing methods to survive in the competitive arena. One of these unconventional methods is solo marketing, which has attracted the attention of many companies in recent years, but not much research has been done in this field, especially in the tourism industry, and the effects of this type of marketing on consumer behavior are still not completely clear. Therefore, it can be said that one of the obstacles to

the success of the tourism industry in Iran is the reliance on traditional marketing tools and communication channels and the lack of sufficient attention to the use of new technologies in this field. Despite the importance and significant role of media, social networks, and tools such as mobile phones in influencing consumer behavior and the increasing growth of this communication tool, it seems that this issue has been somewhat neglected in the literature and research in the field of tourism in the country, as well as in the planning of tourist attraction programs, and there is a research gap in this field. According to the presented materials, the main goal of the research is to develop the SOLOMO marketing scale in the tourism industry. The novelty of this study lies in employing an integrated mixed-method approach to comprehensively identify and model the key components of SoLoMo marketing. Unlike most previous studies that examined social, mobile, or location-based marketing separately, this research unifies these dimensions within a single conceptual framework. By combining qualitative content analysis with quantitative validation through confirmatory factor analysis, the study provides a localized and empirically tested model of SoLoMo marketing. This framework offers valuable insights for businesses seeking to design more effective, context-aware digital marketing strategies that align with mobile consumer behavior and local engagement dynamics.

## 2- Theoretical Framework

The tourism industry, much like many other economic sectors, has recently witnessed profound transformations driven by digital transformation. The emergence of new technologies, shifting traveler expectations, and the increasing prevalence of online platforms have completely altered the nature of marketing and service delivery in tourism. In this era, the success of businesses is no longer solely dependent on the allure of destinations or the quality of traditional services, but rather on their ability to integrate smart marketing strategies, personalize customer experiences, and effectively utilize big data. Identifying and understanding the key components of this new marketing ecosystem, including social media marketing, mobile marketing, and local marketing, is crucial for maintaining a competitive advantage and reaching the new generation of customers. This research endeavors to build a comprehensive model for mastering these digital marketing components within the dynamic tourism landscape. In this section, the basic idea used in this research is defined. In the section, definitions of SOLOMO marketing are examined, and then the marketing framework of the SOLOMO model in tourism destinations is explained.

## 2-1- SOLOMO Marketing

SOLOMO Marketing is a type of advertising strategy that integrates the best of both worlds to transform technology, e-commerce, digital marketing, media and public relations. SOLOMO revolves around the idea of today's consumers consuming more content on their mobile phones and trusting the opinions of their social media friends around their geographic location [2].

The SOLOMO model analysis framework was first proposed by American investment researcher John Dwyer (2011), which is based on the current process of information and communication technology and media communication theory. The SOLOMO-based marketing model is recognized as the future development trend of marketing management. By better explaining this model, it can provide a useful reference for the development of tourism destination marketing in the new Internet era [2].

First of all, it is for "social", which is mainly due to the development of Internet science and technology, such as the introduction of high-speed 4G and 5G networks into people's lives, the efficiency of information transmission has been greatly improved. People can use video phones, cameras, videos, audio, and quickly upload what they have to all kinds of social media platforms, and a wide range of sharing. The points raised are typical of the "social" feature, which forms the foundation of marketing in the current Internet era. Secondly, with the increasing intelligence of mobile terminals such as mobile phones, tablets, and smart watches, the performance of LBS service (Location-based service) on most mobile terminals, it enables the service to determine local location more accurately. Finally, for "mobile", it emphasizes the importance of mobility and flexibility of mobile terminals in the Internet era. It creates almost an information portal for users to receive and give feedback on all kinds of information at all times, which enables different people to communicate effectively through the Internet platform [3].

Figure (1) describes the SOLOMO model analysis framework and its operating mechanism in marketing management.

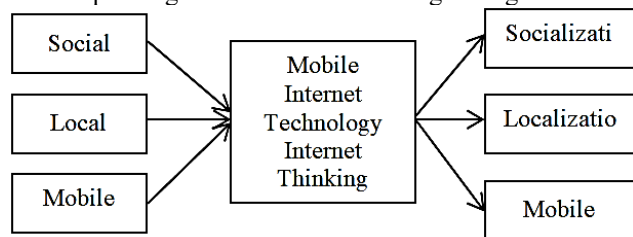


Fig 1. The main framework of the SOLOMO model

Social development creates a marketing environment where everyone participates, while local mainly makes the positioning of the marketing target more accurate and

reliable, and provides more local and personalized services. Mobile works by making the carrier of information transfer more flexible and effective, so that marketing behavior can receive more appropriate feedback [4].

The Internet and digitalization have brought about many changes in today's world, both positive and negative. Iran has not been and will not be an exception to these changes. With the improvement of the Internet infrastructure in the country, it has become possible for businesses to operate on this platform [7].

With these opportunities increasing, a number of challenges arise that businesses looking to adopt SOLOMO marketing should consider in their strategy [8].

Many challenges arise from the existing literature on social media marketing, context-aware marketing, and mobile marketing. One of the main challenges to address is privacy concerns, including who will manage this information and how. Collecting aggregated contextual information about an individual raises questions about how to do this. The technique is becoming a powerful tool for marketers. Smartphones are rapidly becoming the remote control of people's lives. With the growing adoption of smart mobile devices and their proliferation into consumers' daily lives, SOLOMO marketing will play an important role in the near future. In particular, smartphones appear to be benefiting from a series of innovations through applications that provide highly valuable services [9].

## 2-2- Social Media Marketing Path

Social media marketing is the most specific part of the SOLOMO model of marketing management. With the rapid growth of internet users, the download of various social media applications has increased, which makes it possible for tourism destinations to carry out social media-based marketing [10].

According to the daily statistics of magazines, out of Iran's approximately 82 million population, about 73 million people, or 89 percent of the total population, are using the internet. 77 percent of the Iranian population uses mobile internet, and about 57 percent of Iranians, or 47 million people, use social media. 3 million people are added to the number of internet users in Iran every year, which is a staggering number. Therefore, from the above data, it can be seen that Iran basically has a good social media market, and given these statistics, businesses in the tourism industry can make good use of this opportunity.

In this environment, tourism destination marketing can also take advantage of the rapid development of online social media, considering social media as the main port for tourism marketing [11] and implement different destination marketing strategies according to the characteristics of different ports [12].

### 2-3- Local Offline Marketing Path

Online marketing is based on the focus and characteristics of social media, and local offline marketing of tourism destinations is an effective online marketing action on social media. Otherwise, online marketing activities without the support of offline institutions are mostly rootless, which cannot have a practical effect on improving the tourism environment and tourism quality of tourism destinations. Different from online social media marketing, it can only attract the target group in the virtual visual or auditory perception. Offline marketing activities are more involved in the actual shaping experience, through their own experience related to tourism and cultural activities, with the social media platform to achieve a good contrast with the sensory experience, enhance the useful experience. In addition, participants can feedback their experiences and activities back to the social media platform, which can form an effective iteration and effectively create a comprehensive positive feedback marketing approach of "online perception, offline experience, experience feedback, online secondary perception" integrated with online and offline [13].

In terms of specific measures, offline tourism destination marketing activities can mainly adopt the following ways and strategies. First, it is necessary to understand the user information data and the needs of the tourism group audience according to different tourism seasons to determine the main direction of tourism destination marketing. For example, in the off-season of each year, attract nearby tourists to frequent games through monthly tickets or special tickets. In the peak season, popular activities such as "cultural festivals", "trade fairs" and "special concerts" can be held to increase the popularity of tourism destinations. The second is to optimize and improve the marketing mode of tourism destinations, which mainly focuses on exploring and extracting local tourism resources. Although tourism destination marketing is very important, its basic core is that the tourism destination itself must have valuable tourism resources and services that can attract tourists. Third, the integration of local tourism resources is the formation of tourism brand. An important goal of marketing activities is to create a well-known tourism brand. Under the support of brand tools, it will be easier to carry out marketing activities. Therefore, tourism destinations should actively integrate a variety of local tourism resources, take advantage of their localization advantages, explore local tourism resources, and launch various tourism brand marketing activities under the support of local governments [14].

### 2-4- Mobile Marketing Path

Mobile is an effective link between online and offline marketing tools. At present, mobile tools have become the

most important gateway for customers. When formulating online and offline marketing channels, we must also rely on information technology to deeply explore the content of mobile marketing management, firmly grasp the mobile portal, and add its foundation to the marketing of tourism destinations [12].

According to the above theoretical foundations, it can be seen that, relying on the SOLOMO model, tourism destination marketing should take online social media marketing as the main tool, combine various offline marketing activities as an effective auxiliary tool, and use information technology support to obtain tools. With the joint efforts of these three components, a multi-level and comprehensive tourism destination marketing path is formed, and the tourism destination marketing promotion strategy is realized in the current Internet era. This process is shown in Figure (2).

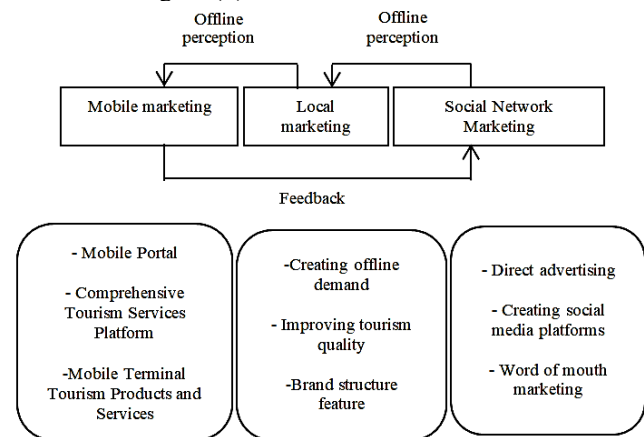


Fig 2. SOLOMO Destination Marketing Framework

Review and analysis of the background of the subject of this study shows the expansion of studies, especially foreign studies, in this field, but little research has been conducted in the country and no research has been conducted to identify new components and present a model in this field. Accordingly, the following domestic and foreign research can be mentioned in this regard: In a study to design and validate the electronic marketing model in the tourism industry, 12 main categories were achieved using a mixed method, which was followed by the results of structural equation modeling that the effect of all independent variables on the development of electronic marketing in the tourism industry of Yazd province was positive and significant [15].

In a study aimed at investigating the role of using social networks and electronic customer relationship management in improving marketing performance, the statistical population included managers and employees of insurance companies, and using a structural equation model, the results show that using social networks has a positive effect

on the success of implementing electronic customer relationship management. Success in implementing electronic customer relationship management also has a mediating role in the relationship between using social networks and marketing performance of insurance companies [16].

In another study aimed at investigating the effect of SOLOMO marketing on tourists' behavioral intentions and destination brand equity, tourists in the last 5 years were considered as the statistical population in Isfahan, Shiraz or Susa. The data were available using an online questionnaire and sampling. Finally, the research findings show that SOLOMO marketing has a positive and significant effect on tourist destination brand equity and tourists' behavioral intentions. Also, brand equity plays a mediating role in the effect of SOLOMO marketing on tourists' behavioral intentions [17].

In a study aimed at studying the content analysis of bank profiles on social networks, the social pages of 14 foreign and Iranian banks on 4 well-known social networks were studied using the content analysis method. Ultimately, the findings showed that most banks use their social pages to display bank information about their mission/goals, to provide product information about the added product, to show organizational identity about the company image, to introduce bank events about conferences, to display bank videos about the music style, to display bank photos about the lifestyle, to support customers about information support, to display advertising slogans about the intimate/conversational/rhythmic/poetic style, to display bank albums about their campaigns, to present issues related to the bank's social responsibility, to use sports and environment-related posts, to send bank marketing messages about services, to publish bank information about the bank, to publicize the bank's social responsibility and public information and advice, and also to engage customers interactively [18].

An external study on sustainable development in digital marketing found that digital marketing strategies promote sustainable development by encouraging sustainable consumption patterns. This scenario stated that by understanding consumer behavior, communicating key messages through the best channels and green marketing campaigns, it influences consumer attitudes and purchasing decisions [3].

In a study that analyzed the most buzzwords in advertising in 2022, it attempts to examine buzzwords, buzz marketing, and the main reason behind the spread of these marketing strategies in the business world. In conclusion, the study showed that such a type of marketing strategy has the potential to increase the speed of advertising messages to end consumers as well as increase brand sales [2].

In another study, they examined the moderating role of gender for SOLOMO-based product recommendations on consumers' acceptance intention and finally found that

consumers' acceptance of SOLOMO-based product recommendations is determined by source credibility and recommendation usefulness; perceived source credibility, accuracy, and perceived benefit have a positive effect on recommendation usefulness. In addition, gender is an effective moderator [19].

In a study, SOLOMO examined the financial behavior of platform users during the COVID-19 pandemic and found that defining financial behavior will help companies adapt to the current situation. They concluded that the results obtained from the findings can be applied across different business sectors [1].

In an article, location services and marketing communications were studied from a global perspective, and the aim was to examine the characteristics associated with the localization of portable electronic devices in space and related efforts to improve the level of personalized communications in order to correctly time the wireless distribution of advertising content to the recipient. This further helps the findings of this study to identify different types of localization technologies that convey information in SOLOMO marketing to the target audience [20].

In a study, how SOLOMO-based product recommendations affect consumers' acceptance intention with the moderating role of gender was tested. According to the information acceptance model, this study examined how source credibility, perceived accuracy, and perceived benefit affect consumers' acceptance intention towards SOLOMO-based product recommendations through recommendation usefulness, with gender as a moderator [21].

In a study, the university library's WeChat knowledge service system was investigated based on SOLOMO. Referring to the concept of the SOLOMO Internet boundary, this study designs a new mobile smart service system, including system architecture design, content design, and data communication design [22].

To strengthen the theoretical foundation of the model, three key frameworks are utilized that directly overlap with technology-driven and interactive components:

Technology Acceptance Theories (TAM and UTAUT) for Explaining the Use of Mobile and Online Technologies  
Since the Mobile Marketing component and the use of online intelligent tools play a central role in your model, technology acceptance theories are essential for explaining how and why individuals (both tourists and businesses) adopt these tools.

Technology Acceptance Model (TAM)

As the most fundamental model, TAM predicts an individual's intention to use a system based on two core constructs:

- Perceived Usefulness (PU): The degree to which a user believes that using this technology (e.g., a booking application, mobile marketing platforms) will enhance their performance.

- Perceived Ease of Use (PEOU): The degree to which a user believes that using this technology is free of cognitive effort.

Relevance to SOLOMO: To explain the adoption of Mobile Marketing and the use of Online Intelligence tools by tourists, PU and PEOU must first be measured.

Reference: Systematic literature reviews (such as the literature review in the tourism field) have shown that TAM remains a robust tool for assessing technology acceptance in the hospitality and tourism industry ([1], [3]).

Unified Theory of Acceptance and Use of Technology (UTAUT) As a more comprehensive extension of TAM, UTAUT incorporates other factors that are vital for networked environments:

- Social Influence: The importance of peer recommendations and communities in social networks on user decision-making.
- Facilitating Conditions: The availability of necessary infrastructure and support for technology use.

Relevance to SOLOMO: UTAUT is directly ideal for explaining the success of Social Media Marketing (due to the presence of “Social Influence”) as well as the success of Online Support Services (due to the presence of “Facilitating Conditions”). Newer advancements like UTAUT2 are also applicable in explaining the adoption of sustainable technologies (which may relate to Green Marketing).

Reference: The literature suggests that the UTAUT model can be integrated with other theories to provide greater explanatory power in studies of Information and Communication Technology (ICT) in tourism ([4]).

Consumer Engagement Theory for Explaining Communication The components of Social Media Marketing and Viral Marketing (which appear frequently in your data) necessitate a framework beyond mere technology adoption; this framework must focus on the level of cognitive and behavioral involvement of the user.

Relevance to SOLOMO: Consumer Engagement Theory explains how two-way interactions activate emotions, cognitions, and brand-related behaviors (such as sharing, commenting, and loyalty) in active users. This theory can well explain how “User-Generated Content (UGC)” activities (seen in your attached data) lead to co-creation of value and Smart Loyalty.

Media Richness Theory (MRT) for Local Marketing

While previous theories focus on digital aspects, Local Marketing sometimes requires face-to-face communication or media capable of rapid feedback transfer and handling ambiguities.

Relevance to SOLOMO: MRT posits that “rich” media (such as face-to-face communication or video conferencing) are better suited for transmitting complex and ambiguous messages, whereas lean media (such as simple SMS or email) are better for transmitting routine and transparent data. This helps justify the strategic selection of the appropriate tool for Local Marketing and the transmission of Transparent Information [23,24,25,26].

### 3- Research Methodology

Given the purpose of the research, which is to develop the SOLOMO marketing scale in the tourism industry, a mixed method (qualitative and quantitative) was used. Given the quantitative research conducted in the field of SOLOMO marketing and the lack of SOLOMO marketing scales and components, the qualitative part of this research attempts to identify new components of SOLOMO marketing. Among the methods of conducting qualitative research, the projection technique was used. The main idea in this method is that people are more willing to project their feelings onto others than to attribute them to themselves. This method helps the person to express things that are difficult to say directly, indirectly and is considered less threatening and revealing to the person [27].

Projection techniques, originally developed in clinical psychology to explore individuals’ subconscious thoughts and emotions, were later adapted by marketing researchers to gain deeper insights into consumer perceptions, motivations, and attitudes. Given that the present study focuses on SoLoMo (Social–Local–Mobile) marketing—where social influence, trust, and authenticity play crucial roles—this approach is particularly useful. In social and influencer marketing contexts, consumers tend to rely more on the opinions and recommendations of friends, family members, and trusted influencers than on traditional advertising messages. As a result, projection methods provide a powerful means to access consumers’ implicit beliefs and emotional responses, yielding data that are both richer and closer to their actual decision-making behavior.

Projection techniques are generally classified into three main categories based on the nature and depth of responses they elicit: word association, sentence completion, and dream or imaginative exercises. In the word association technique, participants are presented with a sequence of stimulus words—usually unrelated to reduce bias—and are asked to immediately state the first word or thought that comes to mind. The sentence completion method extends this idea by requiring respondents to complete an unfinished sentence, producing more elaborate and spontaneous associations that reveal underlying attitudes or perceptions. Finally, in dream or imaginative exercises, participants are encouraged to imagine or describe hypothetical scenarios, leveraging the creativity and symbolic expressions that emerge when logical constraints are relaxed. These exercises can uncover deep-seated emotions and motivations that might not be readily articulated in direct questioning.

In the present study, semi-structured interviews constituted the main instrument for qualitative data collection. The interview protocol was designed using projection-based questions and prompts, allowing respondents to express their perceptions freely and indirectly. The qualitative population consisted of experts and professionals active in

the tourism industry—a field where SoLoMo marketing is rapidly evolving. Participants were purposefully selected based on their expertise and engagement with digital marketing practices in tourism, and 15 in-depth interviews were conducted until theoretical saturation was achieved. The collected data were analyzed using MAXQDA software. To extract and conceptualize the key components of SoLoMo marketing in tourism, qualitative content analysis was employed. Both manifest (explicit) and latent (implicit) content analysis approaches were applied—meaning that, in addition to direct textual meanings, indirect and symbolic interpretations embedded in participants' responses were also considered. The analysis followed a structured process including: data transcription, coding of meaningful units, categorization of themes, and interpretation to identify the fundamental dimensions underlying SoLoMo marketing behavior.

- Implementation of interviews: The recorded interviews were implemented in Word software format.
- Data summary: The findings from each interview were summarized and coded in the form of tables in MaxQDA software.

Data classification: The findings from each interview were placed in a separate table. A similar general table was completed for the codes assigned to the concepts, which resulted in 145 items that were provided to 12 experts who had worked in this field or had empirical competence. Following the qualitative interview phase, the resulting findings and concepts were systematically organized into a comprehensive Conceptual Code Matrix, which yielded 145 final codes (sub-categories). To enhance the Content Validity and Reliability of this conceptual framework, an Expert Review process was implemented. The final code matrix was distributed to 12 field experts possessing relevant empirical competence and specialized backgrounds in areas such as digital marketing and technology. Experts were asked to evaluate each of the 145 codes based on predefined criteria (including direct relevance to the SOLOMO conceptual model, clarity, and comprehensiveness). Acceptance of the codes was determined by a Consensus Criterion. Only those codes agreed upon by a minimum threshold of 80% of the experts were adopted into the final model. This two-stage validation (researcher coding followed by expert ratification) ensures the effective conversion of qualitative data into quantifiable structure for the mixed-methods approach.

In the following, in the quantitative part of the present study, factor analysis is used to find out the underlying variables of a phenomenon or summarize a set of data. The primary data for factor analysis is the correlation matrix between variables. Since in this study, the relationships between the constructs were previously identified through qualitative analysis, a confirmatory factor analysis approach is used in this part. To confirm the factors extracted from the research questionnaires, confirmatory factor analysis method based

on PLS software was used. One of the prerequisites and very important things in structural equation modeling and in general testing research hypotheses is to examine the validity and quality of the measurement tool, or questionnaire (in most cases). In general, the concept of construct validity deals with whether the questions designed for a construct or latent variable are related to that construct or not?

The verification and validation of validity and reliability in qualitative research generally includes four criteria: validity, transferability, reliability, and confirmability, according to Guba and Lincoln in 2000. The present study is valid due to continuous engagement, the use of integration in the research, and the researcher's review. Reliability is very similar to reliability. In this study, since the findings are close and related to each other, the reader will be able to evaluate the adequacy of the analysis by following the researcher's decision-making process. One of the criteria for the reliability of data is confirmability. Confirmability is a gradual and continuous process criterion. Recording data step by step and the time sequence of the data collection process are very important in confirmability. To describe the demographic characteristics of the study population, descriptive statistics indicators were used to categorize data related to gender, age, and education level. Among them, about 60% were men and 40% were women. The lowest number was under 30 years old, and the highest number was between 40 and 50 years old, with about 40%. In terms of education, bachelor's degrees accounted for the largest number, with about 48%.

#### 4- Research Findings

In order to extract the components of SOLOMO marketing in the field of tourism, qualitative content analysis and projection technique were used. There is no specific formula for determining the sample size in qualitative research, and the main criterion for this is that we select a sample of experts, experienced and skilled in the field under study to meet our research needs. The main criterion for sampling in qualitative research is quality, not quantity. For sampling, it is recommended to use the purposive sampling method, and the condition for sampling was to reach theoretical saturation. The number of interviews conducted was 15 interviews. In this method, specific participants are consciously selected by the researcher. Regarding saturation, it should be noted that the sample size of N=15 was achieved after the data collection was stabilized, meaning that subsequent interviews did not provide any new and significant concepts, codes, or relationships related to the SOLOMO model. This confirmed the operational achievement of theoretical saturation within the scope of our research questions and

therefore, justified the end of the data collection phase at this stage, as is standard practice in rigorous qualitative research. The indicators and components affecting SOLOMO marketing in the field of tourism can be categorized as follows. For classification, higher-level concepts are placed as categories and lower-level concepts as subcategories. The method of describing subcategories forms the categories. As can be seen in Table 1, the open codes identified through the interviews include 145 components, which were categorized into 18 axial codes and 3 Greenwich codes based on semantic affinity and family affiliation. All selective codes are also categorized into two categories: visible and invisible. In Table 2, we classify the characteristics of the concepts and axial anopen codes extracted from the analysis of the interviews

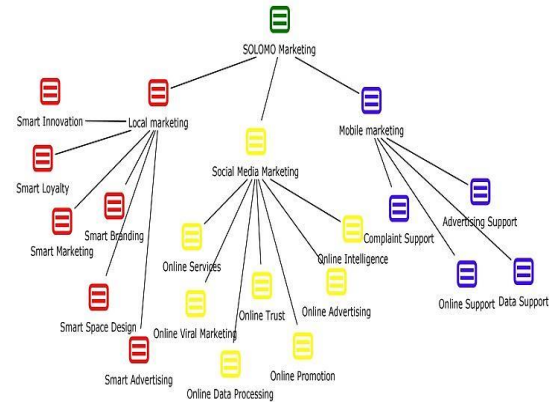


Fig 3. Solomo Marketing Components Network in the Tourism Field

Table 1: Characteristics of axial and open codes extracted from the analysis of interviews

Components	Subcategory of conceptualization in the axial code	codes	Open code
Social Media Marketing	Online Services	8	48
	Online Intelligence	20	
	Online Data Processing	11	
	Online Advertising	9	
	Online Trust	8	
	Online Promotion	17	
	Online Viral Marketing	11	
Local marketing	Smart Advertising	8	31
	Smart Space Design	7	
	Smart Branding	4	
	Smart Marketing	12	
	Smart Customer Orientation	6	
	Smart Loyalty	3	
	Smart Innovation	6	
Mobile marketing	Online Support	7	10
	Complaint Support	3	
	Advertising Support	2	5
	Data Support	3	
<b>Open and axial code</b>		<b>18</b>	<b>145</b>

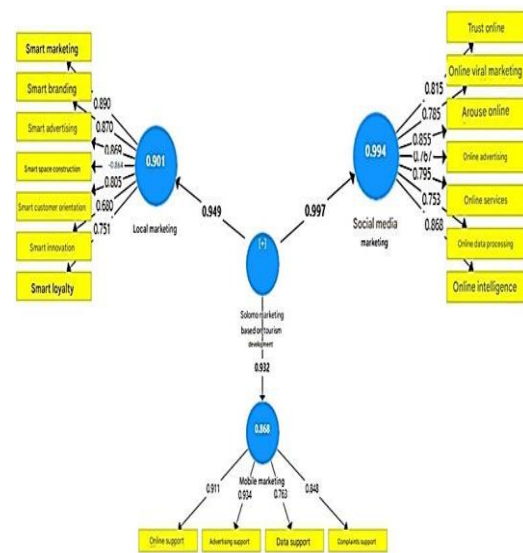


Fig 4. General research measurement model (Path coefficient)

The identified components of SOLOMO marketing in a network are shown in Figure 3 based on the output of MAXQDA software:

In the second part of the study, which is the quantitative part, the concept of construct validity will be used to examine whether the questions designed for a construct or latent variable are related to that construct. The construct validity of SOLOMO's marketing indicators and the fit of the overall research model are shown below.

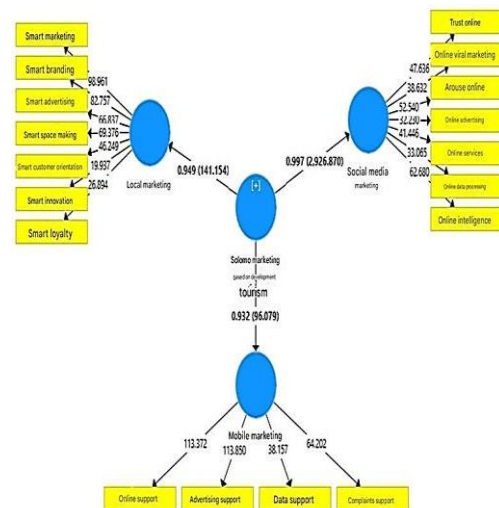


Fig 5. General research measurement model (t-significance coefficients)

Table 2: Cronbach’s alpha, Composite Reliability and Convergent Validity of General realization model

Variables	Cronbach alpha (Alpha>0.7)	Composite Reliability (Cr>0.7)	AVE (AVE>0.5)
Mobile Marketing	0.877	0.923	0.751
Social Media Marketing	0.910	0.928	0.650
SOLOMO Marketing Based on Tourism Development	0.956	0.972	0.920
Local Marketing	0.918	0.935	0.675

Given that Cronbach's alpha, composite reliability (internal consistency), and average extracted variance are all within the relevant range, it can be confirmed that the overall model's reliability and convergent validity are appropriate. According to the matrix in the table 3, the principal diameter values of all constructs are greater than their correlation values with other constructs, which indicates appropriate divergent validity and good fit of the overall measurement model.

Given that the calculated value of the t-statistic for the paths is not in the range [1.96, -1.96], it can be concluded that the constituent indices are capable of measuring this construct.

**4-1- Checking the Predictive Fitness of the Overall Model**

The value of the Q<sup>2</sup> (Stone-Geisser) statistic, which determines the predictive power of the model in endogenous constructs. Models that have acceptable structural fit should be able to predict the endogenous variables of the model. This means that if the relationships between constructs are correctly defined in a model, the constructs have sufficient influence on each other and thus the hypotheses are correctly confirmed. Hensler and colleagues (2009) have determined three values of 0.02, 0.15 and 0.35 as low, medium and strong predictive power.

**4-2- Overall Model Fit (GOF Criterion)**

The overall model includes both the measurement and structural model parts, and by confirming its fit, the fit check in a model is complete. To check the fit of the overall model, a single criterion called GOF is used: This criterion is calculated through the following formula:

$$GOF = \sqrt{Communalities \times R^2}$$

Thus, the value of the GOF criterion for the above research is equal to:

$$GOF = \sqrt{Communitaty \times R^2} = \sqrt{0.749 \times 0.921} = 0.830$$

Table 3: Fornell and Larker matrix to examine the divergent validity of the research model

Independent Dependent Path	Coefficient Value	Standard Deviation	t-Test	p-value
SOLOMO Marketing Based on Tourism Development Mobile marketing	0.923	0.010	96.079	0.0001
SOLOMO Marketing Based on Tourism Development Social Media Marketing	0.997	0.000	2926.870	0.0001
SOLOMO Marketing Based on Tourism Development Local marketing	0.949	0.007	141.154	0.0001

Table 4: T-statistic, path coefficient and standard deviation of the research model

Situation	Q <sup>2</sup> Stone-Geisser Q <sup>2</sup> (=1-SSE/SSO)	SSE	SSO	Variables
Strong predictive fit	0.628	625.399	1680.000	Mobile Marketing
Strong predictive fit	0.624	1106.647	2940.000	Social Media Marketing
Strong predictive fit	0.584	1222.865	2940.000	Local Marketing
Situation	Q <sup>2</sup> Stone-Geisser Q <sup>2</sup> (=1-SSE/SSO)	SSE	SSO	Variables

Table 5: Stone-Geisser statistic values of research variables

	Mobile Marketing	Social Media Marketing	SOLOMO Marketing Based on Tourism Development	Local Marketing
Mobile Marketing	0.867			
Social Media Marketing	0.804	0.806		
SOLOMO Marketing Based on Tourism Development	0.832	0.803	0.959	
Local Marketing	0.774	0.801	0.819	0.821

Table 6: Communality and Observable Variable R<sup>2</sup>

Observable Variable	Communality	R <sup>2</sup>
Mobile Marketing	0.751	0.868
Social Media Marketing	0.650	0.994
SOLOMO Marketing Based on Tourism Development	0.920	-
Local Marketing	0.675	0.901
Average of the above values	0.794	0.921

Considering three values of 0.01; 0.25 and 0.36 as weak, medium and strong values for GOF (Mohsinin and Esfidani, 2014: 73), the value of 0.830 for GOF indicates a strong overall fit of the model in the present study.

## 5- Discussion and Conclusion

In this study, based on the main objective of conceptualizing and categorizing SOLOMO marketing components in the field of tourism, 145 open codes and 14 core codes were extracted from the content analysis of the interviews, which included 376 sentences, and the new SOLOMO marketing components were classified into 3 categories. The first category is social media marketing, which is itself classified into two visible and invisible parts. In the visible part, the core components and codes include online services, online intelligence, online data processing, and online advertising. The intangible part of the core codes includes online trust, online stimulation, and online viral marketing. The second category of local marketing is also classified into two visible and invisible parts. In the visible part, the core components and codes include smart advertising, smart space building, smart branding, and smart marketing. The intangible part of the core codes includes smart customer orientation, smart loyalty, and smart innovation. Finally, the third category is mobile marketing, which in the visible part includes online support components, complaint support, and in the intangible part includes advertising support, data support. To benefit from the present research model, we first draw the identified components in the form of Figure (5).

Also, in the quantitative part of the research, considering the Cronbach's alpha numbers and the composite reliability (internal consistency) and the average variance extracted are all in the relevant range, it can be confirmed that the reliability and convergent validity of the overall model are appropriate. Also, based on the Fornell and Locker matrix of the divergent validity of the research model, the values of the main diameter of all the structures are greater than their correlation values with other structures, which indicates appropriate divergent validity and good fit of the overall measurement model. Considering that the calculated value of the t-statistic for the paths is not in the range [1.96, -1.96], it can be concluded that the constituent indicators are able to measure this structure. Finally, considering the value of 0.830 for GOF, it indicates a strong overall fit of the model in the present study.

Table 1 comprehensively outlines the complete set of identified components, illustrating the clear hierarchical relationship between the sub-dimensions and their overarching primary dimensions.

Based on the findings of the research, it was generally shown that the components of SOLOMO marketing were placed in three parts, so it can be said that the present study

is in line with Shir Shamsi (2023) who, in his research using a mixed method and a mixed approach in the tourism industry, reached 12 new categories that are consistent in some components, for example, electronic and smart marketing and also branding, which ultimately all of these things reduce costs, and in both studies, electronic marketing is efficient in the country's tourism industry [15]. Also, Mohammadi (2022) in his research, which aims to influence mobile marketing on tourist behavior, is in line with the present study in a main component, which is mobile marketing. The results of the two studies confirm that mobile marketing can be used as a new and effective tool to promote tourism destinations [24]. Asgarnejad (2022), who in his research sought to examine the role of social networks and emphasized the impact of these networks on customer relationships, is in line with the present study and is in line with it, explaining that cyberspace has an impact on businesses and causes easy communication, increased customer power, increased competition, word-of-mouth advertising, and as a result, reduced marketing and advertising costs, and leads to brand loyalty [16]. Rosario (2023) is in line with the present study in that it is the same as one of the main and most frequent components and codes of green marketing campaigns, because both studies emphasize that green marketing has a positive effect on consumers' attitudes and purchasing decisions [3]. Zhou and Chang (2021) are also in line with the present study because SOLOMO affects consumers' acceptance intentions, and the present study has analyzed all dimensions of SOLOMO [19].

Practical suggestions: One of the basic points that should be considered in this context is the way of looking at SOLOMO marketing because, as mentioned in the theoretical foundations section, SOLOMO marketing is a new concept in marketing that can use completely new and modern digital tools and creates convergence between social media, the ability to implement social media marketing and mobile connectivity. SOLOMO marketing is a combination of three types of marketing including social media marketing, local marketing and mobile marketing, in fact, the interaction of social networks, local information and the mobile network at the right time and place has created a new service called SOLOMO. Therefore, it is suggested that considering that one of the main components of social media marketing is and the new components identified in this category are online intelligence, online advertising and online viral marketing, the results of this research can be useful for tourism businesses and marketing managers in this industry so that SOLOMO can reduce costs in the advertising sector in large volumes by using online viral marketing and adopt the right strategy and attract more customers with the lowest advertising costs. Another point that can be mentioned in this section is the issue of trust, this component can create conditions in which the customer steps towards this business or company in question without

worries and with complete trust and benefits from its services. Also, with the smart marketing and the expansion of smart social networks, most have taken a broad trend towards using the new marketing paradigm. In the second section, which is local marketing and the discussion of smart advertising, smart branding and smart customer orientation is raised, in fact, this strategy is best suited to businesses in the tourism industry such as restaurants, professional services, retail stores that need a local marketing strategy and are of great help, so that they target audiences close to the business location and here smart advertising can be used correctly and content production can be used to attract more customers. Another new component is smart customer orientation. New customers are always found in the surrounding areas, and with smart advertising you can reach potential customers in your area who do not yet know about your business or do not support it. The last section is mobile marketing and the identified components include online support and since it is mentioned in the theoretical foundations that today about 80% of Internet users have smartphones, we must engage users or in other words create more interaction and use this tool to create mobile campaigns. In mobile marketing, information can be transferred quickly and the customer or audience can be informed about different campaigns. It should be noted that the effectiveness of text messages is greater than messages sent in email. The next and very important point is the low and affordable costs of mobile marketing.

Research limitations: The present study, like other studies, has limitations, and removing these limitations will pave the way for new studies. This study is almost the first study in the field of SOLOMO marketing that attempts to examine its dimensions and components in the field of tourism in Iran and also to identify the components using interviews. The main limitation is related to theoretical foundations and literature. The researcher has tried to search all relevant keywords both inside and outside Iran correctly, but the theoretical foundations that directly interpret and explain the main components of SOLOMO, especially inside the field of tourism, are very few and limited. For future research, it is suggested that based on the components identified in this study, fuzzy DEMATEL be used for cause-and-effect relationships and ranking criteria. Identify the importance of the elements and use multi-criteria decision-making methods. It is also suggested that the present study be compared in the studied population among the three generations X, Y, and Z. Presenting a comprehensive model for SOLOMO marketing success using Q methodology.

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