

THE INFLUENCE OF SOCIAL MEDIA MARKETING ACTIVITIES AND ITS IMPACT ON HOSPITALITY SECTOR



V. M. SALGAOCAR INSTITUTE
of
INTERNATIONAL HOSPITALITY EDUCATION

Dissertation

completed by

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B.Sc. International Hospitality Management

Declaration

We, CARLTON FERNANDES, EMERALD MONTEIRO, HARSH RAJ SINGH BHUIE, LYSANDRA COSTA, PARIN HALDANKAR, PURVA SHARMA declare that this dissertation and the work presented in it are our own and has been generated by us as the result of our own original research work done by us under the supervision of Dr. Semele Sardesai, visiting faculty- Dissertation.

Research Title: THE INFLUENCE OF SOCIAL MEDIA MARKETING ACTIVITIES AND ITS IMPACT ON HOSPITALITY SECTOR.

We confirm that:

1. This work was done wholly or mainly while in candidature for a B. Sc. International Hospitality Management at V M Salgaocar Institute of International Hospitality Education;
2. Where we have quoted from the work of others, the source is always given. With the exception of such quotations, this dissertation is entirely our own work;
3. We have acknowledged all main sources of help;
4. This work has not been previously submitted for publication elsewhere.

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Certificate of completion

This certificate is awarded to

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On

THE INFLUENCE OF SOCIAL MEDIA MARKETING ACTIVITIES AND ITS IMPACT ON
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successful completion of their dissertation title as one of the partial requirements for
the award of B.Sc. degree in International Hospitality Management

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ABSTRACT

BRIEF INTRODUCTION

Online platforms and technologies that enable people and organisations to produce, distribute, and exchange information, ideas, and content are referred to as social media. The social media networks Facebook, Instagram, Twitter, YouTube, and LinkedIn are a few examples. The hospitality sector includes companies like hotels, eateries, pubs, and travel agents.

The emergence of social media has significantly altered how customers connect with businesses and how those firms sell themselves, which has had an influence on the hospitality sector. Customers may share their experiences and views on hotels and other hospitality services on social media platforms, which can have both good and bad effects on a company's image.

The hotel sector has benefited from social media in a number of ways, including better customer involvement, higher exposure and visibility for businesses, and more options for targeted advertising. The risk of data breaches and cyberattacks, the requirement for businesses to monitor and maintain their online presence, and the possibility for bad reviews and comments to undermine a business's reputation are some of the negative repercussions.

Overall, social media has emerged as a crucial tool for hospitality firms to interact with clients, build their brands, and maintain their image.

Through this research we studied the effects and the influence of social media on the hospitality by documenting the responses we get from hotel managers as well as hotel guests.

OBJECTIVE OF THE STUDY

The aim of our study is to find the effect of social media marketing in hospitality industry. In this we study how marketing helps the grow of the hotels such as how hotels promote them, what platform they prefer and what impact this practice has upon revenue in hotel. It also tells the customer brief about the hotel its strength and weakness which helps them to select accordingly

HYPOTHESIS

- H1. Social media marketing activities have a positive effect on brand awareness.
- H2. Social media marketing activities have a positive effect on brand image.
- H3. Brand awareness has a positive effect on e-WOM.
- H4. Brand image has a positive effect on e-WOM.
- H5. Brand awareness has a positive effect on commitment.
- H6. Brand image has a positive effect on commitment.

RESEARCH METHODOLOGY

Hybrid methodology was used. Literature review was done on social media and its impact on the hospitality industry. This was then followed by an exploratory qualitative and quantitative research on the topic. For the qualitative research – Goa's 4–5-star hotels and the study's unit of analysis where the line of inquiry centred on the hotels' usage of social media. We were able to obtain 6 samples from the hotels that we visited. The Sampling Technique that we have used is the Purposive Sampling Method which involves face to face interaction/interviews with the Management Staff of the hotel. One week's time was given to us to collect data. For the quantitative research – we collected data from 228 random individuals who have visited a hotel or resort within the last year and those who follow the brands on social media. For the qualitative research we have used the convenience sampling method. An online google form was provided to the individuals and the data that was collected based our research. We were given a time period of 1 month to collect this data. Our research explains how social media tools like online interaction and content is maximized if a corporation focuses on it. The sample size for this research was limited to be able to draw reliable conclusion.

CONTRIBUTION

The way we communicate, engage, and consume information has changed as a result of social media's integration into our daily lives. Hotels, restaurants, and other companies use social media to interact with consumers, advertise their services, and foster brand loyalty. The hospitality sector is no different.

Several ways in which social media research may significantly benefit the hotel sector include:

Understanding consumer behaviour: Researchers can discover trends and patterns in consumer behaviour by examining data from social media platforms. This information can be used by the hospitality sector to develop focused marketing strategies, increase customer experience overall, and improve customer service.

Developing Marketing Strategies: Researchers may determine the platforms and content kinds that are most popular with their target audience by analysing social media data, and they can then adjust their marketing strategy appropriately.

Increasing Customer Engagement: Social media gives customers a platform to interact with brands, share their stories, and offer feedback. By keeping an eye on social media, hospitality organisations can swiftly respond to consumer feedback and complaints, resolve customer issues, and forge lasting connections with their clients.

Finding New Business chances: For the hotel sector, social media may also offer insightful information about new business chances. Researchers can discover new markets and trends by analysing social media data, and they can create new goods and services to cater to shifting consumer demands.

MANAGERIAL IMPLICATIONS

Through this study, the hotel benefits by having an improved understanding of its market and market strategies. Through social media, the hotel can more effectively display thought leadership, raise awareness, build trust, and highlight the competitive advantage with a reach that could include everyone connected to the Internet. Social media will also help to bring together people from different countries to learn more about the events that are taking place in the hotel in its niche.

LIMITATIONS

Access to participants: If they work in crowded places like hotels, restaurants, or cafes, it could be challenging to get in touch with hospitality industry participants.

1. Technical difficulties: During the interview, there may be difficulties with hardware, software, or internet access that disturb the dialogue and lower the quality of the data gathered.
2. Limited non-verbal communication: Face-to-face interviews can only be conducted using social media, which limits the amount of non-verbal communication that can be seen. Understanding the attitudes, sentiments, and behaviours of the participants may be difficult as a result.
3. Self-selection bias: The study participants may be more interested in social media usage, and their opinions may not be typical of the hospitality industry as a whole.
4. Limited depth of responses: Social media interviews may limit the depth of responses that can be obtained compared to in-person interviews. Participants may provide more superficial responses, or they may be less willing to reveal sensitive information in an online setting.
5. Time restrictions: Social media interviews may have time restrictions, making it difficult to go deeply into the subject and address all pertinent points.

Overall, while social media interviews can be a useful tool for gathering data on social media usage in the hospitality industry, researchers must be aware of the limitations and plan accordingly to mitigate their impact on the study.

FUTURE RESEARCH

There is a lot to learn about social media and its impact on the hospitality industry, and even though we did our study on the major parts, there are a lot of things evolving in social media. Which has a drastic change on the consumer behaviours social media platforms provide a wealth of data that can be analysed and used to investigate a wide range of topics related to human behaviour, social

interaction, and communication. so in future research they can gain insights into how people use social media platforms and how their usage patterns change over time by tracking evolving social media trends.

Research could also be conducted as in how hospitality businesses can use social media to effectively reach their target audience and promote their brand. This could entail examining various types of social media content (e.g., photos, videos, and reviews) and how they are received by various demographic groups.

FINDINGS

The purpose of this study is to look into the impact of social media marketing activities on brand awareness, brand image, and brand loyalty. Additionally, this research aims to examine the impact of brand awareness and brand image on brand loyalty. The target audience for the study comprises of visitors who have stayed at different hotels and follow their social media accounts in order to gather performance information on social media communication channels like Facebook, Twitter, YouTube, Snap Chat, and Instagram. In this study, a quantitative approach was employed, and online questionnaires distributed via emails and WhatsApp to diverse individuals were used to collect research data.

After being collected, the data was examined in SPSS. As an outcome of the research, strategies for social media marketing have been discovered to have a positive impact on brand recognition and brand loyalty, as well as brand image and loyalty. Additionally, it has been discovered that brand loyalty is significantly influenced by brand awareness and brand image. Additionally, it has been discovered through study that the impact of brand awareness on brand image is rather little.

CHAPTER -1

Introduction

Introduction:

1.1 Background

The term "hospitality industry" includes a broad range of service businesses, such as hotels, eateries, caterers, and other businesses. This industry is very diverse, global, and expected to be able to meet all the demands of travel-related activity.

A hotel is a place which provides accommodation to people along with goods and services provided which have to be paid for in monetary terms and with the social media coming in picture. The hospitality industry has access to a number of different platforms for the promotion of products and services on social media platforms like Facebook, LinkedIn, Instagram, YouTube, and Twitter.

The effects of social media marketing on the hospitality industry. Social media is the main channel through which guests can confirm that hotel services are provided. In order to develop brand equity and influence consumer behaviour, social media is essential.

Social media have an important effect on day-to-day life in the digital age. Instagram and other social media platforms could have an impact on consumers' choices between booking a hotel room or a flight to experience the same level of comfort that is boosting demand.

It is undeniable that social media has both positive and negative effects. Brand equity and customer response are significantly impacted by new media.

Through networking and social media, the hotel industry could promote itself. By recording the responses, we receive from hotel managers and guests, we hope to better understand the impacts and influence that social media has on hospitality.

1.2 Operational definition

- Entertainment - Fun and games that are found on social media lead to entertainment. People who use social media for hedonistic purposes are regarded as being in search of entertainment and pleasure, and the online community for them is structured with a focus on obvious things.
- Interaction- Interactions in social media provide insights into users who contribute to social media platforms in relation to specific brands; these users meet and interact with one another.
- Trendiness- Trendiness, accordingly, is defined as providing the newest information about

products or services the level of customization represents the extent to which a service reflects the demands of customers to satisfy their tastes.

- Advertisement- Consumers tend to trust information acquired through social media more than that from advertisements in marketing activities or promotions. Therefore, trust tends to exist for the various types of social media that provide the newest information.
- Customization - Customization is used as a strategy to generate positive perceived control and customer satisfaction The customization of social media is also a tool for companies to communicate the uniqueness of their brands and improve preferences for and loyalty to those brands

1.3 Significance of the study

Social media marketing is a vital part of the strategy of every hospitality brand. In addition to raising visibility through paid and organic discovery, social media marketing has the potential to increase direct bookings and brand awareness. Using social media, hotels may strengthen their bonds with their visitors, enhance their online reputation, and provide SEO content. Social media can improve the decision-making and booking process as people begin planning their trips using search engines, look for travel inspiration on social media, and read online reviews. As a result, social media has evolved into an essential tool for hotel marketing.

Using social media marketing, hoteliers may interact with potential consumers, which helps to boost bookings and revenue while increasing awareness of their hotel or other business.

This will enable you to engage both existing and potential clients with engaging new promotional content on platforms like Facebook and Instagram.

Additionally, these systems offer analytics capabilities that help you keep an eye on user participation and activity. These websites typically also have beneficial components for hotel advertising, such as user reviews, ratings, and the capacity to send out invitations to events.

Social media marketing aims to strengthen customer relationships and brand recognition to get people talking about a certain business.

Since more people than ever before use social media (eight new users join TikTok every second), it has become an essential part of any hotel's operations. Also, social media marketing gives hotels cutting-edge new opportunities to interact with their clients. Not to mention that you will stand out from competitors that don't devote the same amount of work to these channels.

1.4 Research Gap

The research work would fill the gap between what is not covered in the current research as it is concentrated only on hotels and not what the guest Loyalty programs seek to build i.e. long-term relationships with customers by offering relational benefits in this context, as loyalty programs do not create value until customers are engaged.

The current research work has covered how majority almost all the tourism and hotels are using social media for the better promotion of them ventures as part of the whole process of integrated tourism planning and marketing, word of mouth in spreading brand awareness and making it a brand in tourism industry.

Our research would aim to cover the hotel decision journey by influencing the way consumers search, how the customers decide and book hotels and how communication among consumers has a huge impact on the hotel industry.

1.5 Objective of the study

The aim of our study is to find the effect of social media marketing in hospitality industry. In this we study how marketing helps the grow of the hotels such as how hotels promote them , what platform they prefer and what impact these practice has upon revenue in hotel . It also tell the customer brief about the hotel its strength and weakness which helps them to select accordingly.

1.6 Research Questions/Hypothesis

HYPOTHESIS

- H1. Social media marketing activities have a positive effect on brand awareness.
- H2. Social media marketing activities have a positive effect on brand image.
- H3. Brand awareness has a positive effect on e-WOM.
- H4. Brand image has a positive effect on e-WOM.
- H5. Brand awareness has a positive effect on commitment.
- H6. Brand image has a positive effect on commitment.

1.7 Research methodology

RESEARCH DESIGN:

Literature review will be done on social media and its impact on hospitality from research journals and will arrive at a model. This will be followed by exploratory qualitative research where unit of analysis will be guest and hotel managers

a) Qualitative

A BRIEF UNIT OF ANALYSIS

Goa's 4- and 5-star hotels (hotel managers) are the study's unit of analysis. The line of inquiry will center on the hotel's Usage of social media impact. Six hotel managers will be interviewed for this qualitative study and asked about variable questions about the social media and its impact on hospitality tourism.

This study will tell us about the how social media usage is beneficially in all the activities in the hotel for the different purpose which makes the work easier and convenient.

The unit of analysis will also be customers

of hotels/resorts (anyone who has stayed in a hotel in the last six months).

This will be done in order to have a deeper insight into their thoughts about social media marketing by hotels and their thoughts related to the topic.

We will interview a total of 07 hotel/resort guests for this qualitative study.

SAMPLE SIZE

It is the measure of the number of individual samples used in an experiment in total we got 6 samples from different hotels and 07 hotel guests were also interviewed.

SAMPLE METHOD

In our sample method we have taken into consideration one of the sampling techniques which we have selected is Convenience Sampling, this method involves face to face interaction with the management staff of the hotel in obtaining information about our research topic. In This method we have taken interview of the question from a single individual of the hotel it was helpful in obtaining a range of attitudes and opinions and in identifying tentative hypotheses That can be tested more rigorously in further research and Questionnaires were distributed

using Convenience methods.

METHOD OF DATA COLLECTION

The technique we used was direct interview. We visited different 5-4-star properties and got to personally interview the management staff of the hotel such as sales manager, marketing team personnel and even executive chef of the hotel. We had prepared a questionnaire on that basis. We asked them questions and got our answers.

PERIOD OF DATA COLLECTION

We got a one week's time for data collection which was done between 02-01-2023 to 06-01-2023. In that time frame we visited hotels to collect our data.

b) Quantitative

A BRIEF UNIT OF ANALYSIS

Customers/guests who have visited a hotel or resort within the last year and those who follow the brands on social media will be the units of analysis for the following.

SAMPLE SIZE

In this research we will be collecting data from 300 random individual.

SAMPLING METHOD

In this survey we are using Simple random sampling where each person in the population has an exact equal probability of getting chosen. This one is the easiest to understand since it only needs one random selection and minimal prior population knowledge.

METHOD OF DATA COLLECTION

We will be providing an online google form link to the individuals and data which we will receive on that base we will conduct our research.

PERIOD OF DATA COLLECTION

To collect our data, we have been allotted time of one month from 23 Jan 2023 to 23 Feb 2023.

DATA ANALYSIS

Appropriate statistical analysis technique will be undertaken.

1.8 Scope of the study

This research explains how social media marketing has changed how individuals interact with one another throughout the globe. Yet social networking has been there since the beginning of time. Like previous breakthroughs, the notion of social networking has grown and is becoming increasingly popular.

While using social media technologies has many advantages, there are a number of disadvantages as well. The potential of social media tools like interaction and content will be maximized if a corporation focuses on the two primary challenges. Also, it acts as a channel for interaction and dialogue between businesses and customers, which will eventually boost brand recognition.

1.9 Limitations

The sample size for this research is limited to be able to draw reliable conclusions. To obtain more accurate results, more thorough research can be conducted, including all age ranges and a more diverse sample of respondents.

1.10 Managerial Implications

The hotel will benefit from this study's improved understanding of its market and marketing strategies. Connecting, engaging, and developing connections with various hotel guests helps further the brand's core values. Social media help to promote the brand owners and managers for direct promotion of hotel sale. the time of booking in the company Marketers will have the choice to take advantage of these chances, and by participating in social media, brands will have the potential to show off a new aspect of branding: the brand personality, having new strategies which can include online bookings, an online walk through and can have collaboration with social media influencers.

Through social media, the hotel can more effectively display thought leadership, raise awareness, build trust, and highlight the competitive advantage with a reach that could include everyone connected to the Internet. Social media will also help to bring together people from different countries to learn more about the events that are taking place in the hotel in its niche.

1.11 Organization of Dissertation Report

Chapter 1: Introduction

The first chapter introduces us to the topic thus giving us a brief on how social media marketing activities affect the airline, tourism and hospitality industry in general. The objective of the research is to find and interpret and analyses the different variables affecting the SMMA's and how important those variables are in giving us the desired results.

Chapter 2: Literature review

This chapter covers in-depth information on each variable that was selected for the investigation, as well as its description and importance to the study. All of the independent, dependent, moderating, and mediating factors are discussed in this chapter. Also, each reference paper that was used in the study is thoroughly described in this chapter, including its goals, methods, models, and conclusions.

Chapter 3: Methodology

The methodology chapter demonstrates the study's model, which establishes relationships between all the variables and links them together. This chapter also provides the study's hypothesis, which serves as a foundation for establishing the study's validity. This chapter offers us a background on the direction our study is taking, which will make it easier for us to create a questionnaire based on the model and set of hypotheses.

Chapter 4: Data Analysis and Interpretations

In this chapter, we examine and analyze the data gathered from questionnaires and interviews, and we further interpret it by classifying and altering it. The chapter provides information from the perspectives of hotel owners and guests.

Chapter 5: Conclusion

This chapter will provide an overview of the whole study, outlining its findings and flaws. This chapter will also provide us with information on the study's potential future directions. We

would be able to determine where the research may be built upon or continued by taking a look at the restrictions

Chapter 2: Literature Review

2.1 INDEPENDENT VARIABLE

2.1.1. Social media marketing activities (SMMAAs)

An online application programme, platform, or media that facilitates collaboration, communication, or content sharing is referred to as social media. Social media is important when a business's marketing initiatives allow for the development of personal connections with its customers and the provision of businesses with customer access opportunities. Due to social media's widespread adoption, researchers have examined how people use it by looking into their motivations, how much time they spend using it, and how frequently they use it.

The 90-9-1 Rule for using social media states that 90% of users are lurkers who only view the contents posted, 9% interact by adding comments, and only 1% make posts fresh content. Based on this, social media users can be broadly and inclusively categorised, ranging from passive users to active contributors.

This study defines airline SMMA components as entertainment, interaction, trendiness, customization, and perceived risk based on the aforementioned studies. Fun and games found on social media lead to entertainment. Social media users who are hedonistic and the virtual community for them is organized focusing on obvious interests. Entertainment in social media is a significant component that includes positive emotions, increases participating behaviour, and generates intention to use continuously. Given that social media is a space for consumers to discuss and exchange ideas, interactions in social media offer insights into users who contribute to social media platforms with respect to particular brands. Consumers tend to trust information acquired through social media more than that from advertisements in marketing activities or promotions. Therefore, trust tends to exist for the various types of social media that provide the newest information (Mangold and Faulds, 2009; Vollmer and Precourt, 2008). Most consumers, for example, select clothing based on the appearance of others wearing the same clothes.

Trendiness, accordingly, is defined as providing the newest information about products or services (Bruno et al., 2016). The level of customization represents the extent to which a service reflects the demands of customers to satisfy their tastes (Schmenner, 1986). Customization in social media is based on contact with individual users, which is a major difference with conventional advertisement media.

2.1.1. History of research in the area.

The revolution of the travel industry towards a new generation of platforms and social interactions online is captured by the fact that social media have transcended their significant impact on people's daily lives and social contexts to become an essential component of tourism. This has altered how consumers search for, rank, and evaluate products and services online as well as how they buy and consume them. (Bae, 2002). Seo and Kim (2003)

While many different social media platforms are used, TripAdvisor, Facebook, YouTube, and Twitter are the most frequently used platforms for tourism and hospitality. It is evident from a summary of recent travel-related social media work that social media are crucial before, during, and after the trip. While many academics concur that travellers use different social media for online information depending on each stage of their trip, it has been understood that social media play their most important role in the planning and decision-making stages prior to travel.

2.1.1.1. Evolution and Changes of Research Study

The interaction between sellers and buyers has historically been aided by communication, with merchants utilising words, signs, and symbols to draw potential customers' attention to their items and persuade them to Get them. The nature of marketing communications has altered with the advent of new media systems, ever-growing in scope and complexity, even as the fundamental objectives of marketing communications—differentiate, remind, inform, and convince (Fill, 1999)—remain constant.

Brand communities carry out significant responsibilities on the brand's behalf. Brand communities, for instance, enable information sharing, preserving the history and culture of the brand, and helping customers. In-store communities Also, they provide consumer-marketer connections a social structure and have a significant impact on client loyalty (Muniz & O'Guinn, 2001).

According to past studies and the present trajectory of traditional marketing, social media platforms will completely dominate and govern marketing operations in the years to come (Appel et al., 2020; Dwivedi et al., 2020; Ibrahim et al., 2020). Importantly, social media platforms are regarded as one of the best ways for marketers to connect with potential customers and a rich target for businesses looking to advertise their products and services. Park and Seo (2018)

Social media now offers much more than just a way for people to stay in touch with their loved ones. Now, it serves as a resource for customers to learn more about their preferred businesses and the goods they offer. Retailers and marketers are using these sites as a new method of reaching customers and offering a shopping experience. Marketing professionals now have more ways to connect with consumers thanks to technological advancements including the emergence of potent search engines, cutting-edge mobile devices and interfaces, peer-to-peer communication tools, and online social networks (Shankar et al. 2011, 30).

2.1.1.2. Research on Independent Variable based on classification

The impact of social media marketing on hospitality. Customers' primary access point social media can ensure that hotel services are provided. Social media is extremely important in building brand equity and influencing consumer behavior. In the digital age, digital networks have had a significant impact on daily life. Instagram and other social media platforms Customers' decisions about whether to book a hotel room or a flight to enjoy the same level of comfort that is driving up demand may be influenced. Social media has both positive and negative effects. There are undeniably negative consequences. Customer response and brand equity are significantly influenced by new media. The corporate reputation will deteriorate as a result of the developed loyalty and quality, as well as the

actual consumer response. We hope to find out more about Investigate the relationship between various marketing campaigns on social media platforms and how customers react to them.

Research on other types hotel

Even though there are numerous classifications for hotels, let's take a closer look at some of the more popular ones.

A star rating

For visitors to more accurately gauge the degree of service provided at the hotel, the star system is employed as a general barometer. A five-star grand luxe hotel with famous chefs and lavish breakfast buffets is typically thought of as a luxury facility. They typically appeal to an upmarket target market that seeks for premium amenities as well as supplementary services like valet and room service. Three- to four-star hotels, on the other hand, are more mid-range, appealing to a broad target audience, and without any promises about service levels. Typically, service is average, providing the bare minimum but not going above and above to get a five-star rating. One- to two-star accommodations are made to satisfy even the most budget-conscious travelers' most basic requirements, such as providing a comfortable place to sleep.

Ownership

Due to the fact that the services provided by independent hotels are in no way comparable to those provided at chains, ownership is another significant factor in classifying hotels. A chain advertises uniform services, appealing to travelers seeking a conventional hotel that would mostly remain the same wherever they travel, fostering loyalty and providing dependability.

Contrarily, an independently-owned hotel goes above and beyond to set itself apart from the competitors by its amenities and individualized approach to hospitality. It aims to provide a more individualized and friendlier approach to service. This means they don't have to appease any larger corporate owners because they are typically one-of-a-kind facilities, and they can change their service to match demand.

Size

Although it's not always the case, the size of a hotel can frequently be tied to whether it's a chain or independent establishment, with the former typically having more than 100 rooms and up to 700 total amenities, while the latter typically has less than 100 rooms. Because a larger facility cannot compete with the level of service provided by a small boutique hotel, size is a crucial differentiating aspect.

Target

When we discuss target, we're referring to the categorization of hotels according to the target clientele that each hotel is intended for. It might be a resort, a boutique hotel, a business hotel, an apartment hotel, an eco-hotel, a conference hotel, an airport hotel, or a number of other types of accommodations.

2.1 Independent variable

Social media marketing activities (SMMAs)

Hospitality Industry refers to a wide range of service businesses, including hotels, restaurants, caterers, and others. This industry is diverse and global, and it is expected to meet all of the demands of travel-related activity. (Richter and Koch, 2007)

A hotel is a place that provides people with lodging as well as goods and services that must be paid for in monetary terms, and with social media entering the picture, The hospitality industry has access to a variety of social media platforms for product and service promotion, including Facebook, LinkedIn, Instagram, YouTube, and Twitter.

DEPENDENT VARIABLE

Brand Loyalty

Social media platforms that create commercial models are able to capture loyalty programmes. It has been discovered that more than 25% of millennials who participate in loyalty programmes post about a brand exchange in exchange for the loyalty points. When the loyalty guest shares on social media how simple it was to redeem perks and benefits from that programme, another guest is inspired by the ability to visualize the benefits that the loyalty guest is achieving, which raises the brand value. As a result, these customers feel privileged to receive compensation for the positive word of mouth to market, which aids in building the brand. (Autry, 2018)

The degree of customization indicates how closely a service mirrors customer demands to accommodate their preferences (Schmenner, 1986). Social media customization differs significantly from traditional advertising media in that it is based on user interaction. Information produced by numerous sources, individually optimized, can be made available. Sources to consumers, and this personalization is employed as a tactic to increase perceived control and customer happiness (Ding and Keh, 2016; Nam and Yeo, 2011). Companies can use social media customization to better promote their businesses' distinctive qualities, which will increase consumer preference and brand loyalty (Martin and Todorov, 2010). Past research have characterised perceived risk as the result of customer uncertainty. Perceived risk has previously been defined as a result of ambiguities surrounding

customer behaviour (Bauer, 1960). Social media usage or UGC usage, conceived as eWOM behaviours (Pourfakhimi et al., 2020), may result in purchase intention, travel decision, and brand loyalty. Yet, social media reduces these uncertainties by enabling customers to connect with businesses and check for fresh information. Social media marketing has a significant effect on brand loyalty, as Ismail (2017) demonstrated.

Influence of social media marketing activities on Brand Loyalty

As stated in the research done by Pwint Myat Mar almost everybody has a social media account and they constantly update it. statistics brain, a social media account. One of the most widely used social networks is Facebook (mar, DECEMBER, 2019) had 2.32 billion monthly active users as of the fourth quarter of 2018. Heavy use of social media marketing, who also believe that it can be a fairly effective useful marketing tool, as social media can increase client interaction, which in turn affect brand loyalty among consumers. Social media is a useful tool that many marketers utilise, such as through social media, to increase engagement and brand loyalty. Businesses can set up rapid, interactive, two-way direct communication flows. Interaction between the business and its clients. Social media is a tool that many marketers utilise, such as through social media, to increase engagement and brand loyalty. Businesses can set up rapid, interactive, two-way direct communication flows. Interaction between the business and its clients. Tabroni has affirmed this where individuals are invited to participate via social media by contributing and openly providing feedback and freely sharing information in a short amount of time (Tabroni, 2014) has been looked at by Ismail (2017), who found that, based on a sample of students, SMMA has a beneficial impact on BL and that this effect is mediated by the clients's brand and value consciousness. Similarly, favourable results for Facebook users of hotels were reported (Ibrahim & Aljarah, 2018). Algharabat (2017) also discovered that SMMA positively increases the inner and social self-expression of brands, which increases consumers's loyalty to them. This has an impact on consumers's Brand Loyalty. SMMA enables marketers to actively reach out to consumers (Ismail, 2017) and create a source of quick access, simplifying their search for information about brands. (Laroche et al., 2013; Merisavo & Raulas, 2004). (Laroche et al., 2013; Merisavo & Raulas, 2004). And therefore, if a customer responds positively to a business's social media marketing and promotions, a relationship between the customer and the corporate brand will grow (Fournier, 1998). As a result, SMM will strengthen the customer-brand relationship, which will increase consumer loyalty to the brand image (Fournier, 1998). SMMA provides more opportunities for communication between customers and enterprises because it is an active communication tool. Wide-ranging information on brands is readily available to users or customers because to this reciprocal relationship. As a result, SMMA offers excellent chances for marketers to reach a wider audience and establish fruitful long- term connections with

customers (Gautam & Sharma, 2017). Customers (or followers) on social media platforms become more dedicated to corporate brands as a result of the development of these long-term relationships between customers and brands (Bagozzi & Dholakia, 2006; Ismail, 2017) and have possibilities to repurchase these products. This defence follows up on our claim that BL can be created by persuading customers to keep buying particular brands. Consumers can interact with businesses on social media sites to learn the most latest information about their goods or services. Also, they anticipate that the upcoming goods and services will have the chance to express themselves in brand communities, which they may dependably employ to develop BL. Social media is beneficial because it is less expensive to use it than to develop offline marketing campaigns. Because so many people utilise social media, getting new clients is also made simpler. Additionally, networks that share content, like Facebook, rely on producing and disseminating various online tools, like blogs, social media posts, and videos. These initiatives aim to draw potential clients and tell them about the goods or services available. In a similar spirit, individuals (customers or followers) may use hashtags to designate particular companies in their posts, get in touch with others, and engage in conversation while doing so. Social media platforms assist businesses in retaining profitable relationships with current clients and converting them into devoted (lifelong) customers. In a study conducted by Blend Ibrahim in 25 Jul 2021,

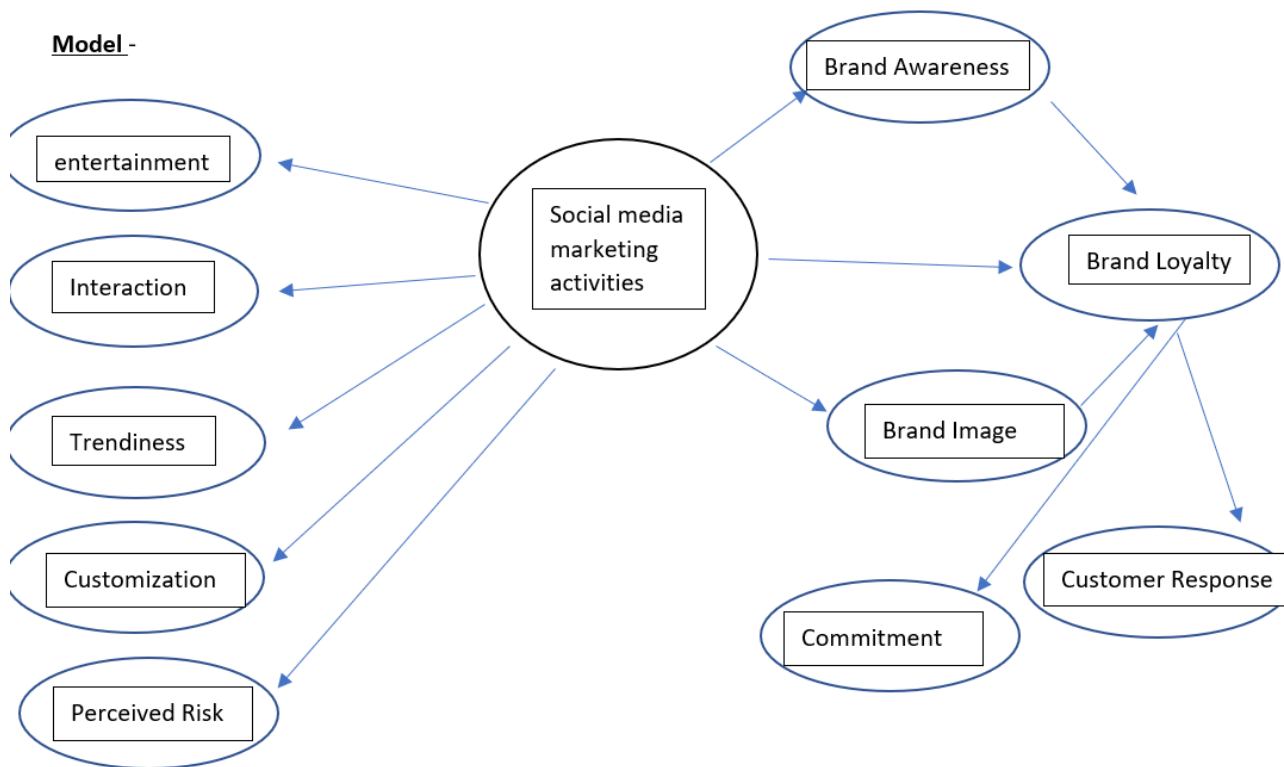
MEDIATING VARIABLE

Brand Awareness

Brand awareness is the ability of a potential buyer to recognize and recall a brand as part of a particular product category. Brand awareness requires continuum ranging from feeling of uncertainty that a particular brand has been known before, so the consumer believes that the product is the only brand in a particular group.

Brand awareness is divided into four stages, namely brand unaware, brand recognition, brand recall and top of mind. The lowest level of brand awareness is the brand recognition or it is also called as levels of aided recall. The next level is brand recall or unaided brand recall since the consumers do not need to be helped to remember the brand. The measurement of unaided brand recognition is more difficult than aided brand recognition. The aid in aided brand recognition can be a poster, video, advertisements, banners, or social media.

The next level is a brand that is introduced for the first time in unaided brand recognition and it is called top of mind (conscious top of mind). Top of mind is the highest brand awareness that is on the top of other different brands that exist in the minds of consumers.



Hypothesis

H1. Social media marketing activities have a positive effect on brand awareness.

Research Question: Does social media have a positive effect on brand awareness?

H2. Social media marketing activities have a positive effect on brand image.

Research Question: Do Social media marketing activities have a positive effect on brand image?

H3. Brand awareness has a positive effect on e-WOM.

Research Question: Does Brand awareness have a positive effect on e-WOM. (Electronic - word of mouth)

H4. Brand image has a positive effect on e-WOM.

Research Question: Does brand image have a positive effect on e-WOM

H5. Brand awareness has a positive effect on commitment.

Research Question: Does Brand awareness have a positive effect on commitment.

H6. Brand image has a positive effect on commitment.

Chapter 3: Research Methodology

3.2 SECTION 1

QUALITATIVE STUDY – CASE ANALYSIS

The overall aim of the study was to examine the influence that social media marketing activities have on the brand loyalty of the guests and if the mediating variable, brand awareness, obtained by the unit of analysis, explains the relationship between IV which is social media marketing activities, and DV which is brand loyalty of the unit of analysis.

This was initially gained through a systematic literature review which pointed to the possibility of relationships between the constructs under study namely entertainment, interaction, advertisement, trendiness, and customization.

However, to capture the hypothesized relationship in fuller context, a qualitative study of social media marketing activities was undertaken at the following hotels:

1. Karma Royal Hathi Mahal, Goa, India
2. Radisson Blu Resort, Goa
3. Novotel Goa Dona Sylvia Resort
4. Holiday Inn Resort Goa
5. Club Mahindra Resort - Emerald Palms, Goa
6. The Zuri White Sands, Goa Resort & Casino

After the case studies, cross-case analysis was done to compare the answers from the different unit of analysis.

3.2.1. PROTOCOL FOR THE CASE STUDIES:

A protocol was first designed and followed in carrying out the Case Study of the above-mentioned hotels and Social Media Marketing Activities for analysis as follows:

3.2.1.1 Objective:

The main objective of the research is to understand the impact of social media on the hospitality sector. The study further objectives to understand the influence social media has in the hospitality industry for marketing.

- To study and analyse the effects of social media marketing activities on brand equity and customer response in the hospitality industry.
- To understand how SOCIAL MEDIA MARKETING AGENCIES, affect brand equity

across 2 dimensions: - 1) Brand awareness, 2) Brand image, as well as two dimensions of consumer response: e-WOM (Electronic- Word of Mouth) and commitment.

- To assess whether the marketing activities intention mediates the relationship between the independent variable i.e., social media and the dependent variables i.e., brand loyalty, brand image and brand awareness.

3.2.1.2 Methodology:

The topic which our group have taken is social media and its Influence on the hospitality industry and as per the methodology we have made the use of simple semi-structured interviews as they can be employed to ascertain the thoughts, feelings, and perceptions of participants, which was found to be relevant in this research. Exploratory interviews were conducted with managers and guests of hotels. The residents were encouraged to be descriptive in their responses. The semi-structured interviews included questions about the place of residence, age, gender, occupation, history of the hotel and about social media, marketing activities The researcher explicitly asked the residents to explain why they would choose this hotel/Resort over others based on the social media marketing of the organisation.

3.2.1.3 Unit of Analysis

a) Qualitative Analysis

- Goa's 4- and 5-star hotels (hotel managers) are the study's unit of analysis. The line of inquiry will centre on the hotel's Usage of social media impact. Six hotel managers will be interviewed for this qualitative study and asked variable questions about social media and its impact on hospitality tourism. This study will tell us about how social media usage is beneficial in all the activities in the hotel for different purposes which makes the work easier and more convenient. The unit of analysis will also be customers of hotels/resorts (anyone who has stayed in a hotel in the last six months). This will be done in order to have a deeper insight into their thoughts about social media marketing by hotels and their thoughts related to the topic. We will interview a total of 07 hotel/resort guests for this qualitative study.

3.2.1.4 Sample frame:

The sampling frame of this study consists of a set of a minimum of 06 semi-structured interviews of the unit of analysis, conducted from 03/01/23 to 04/01/23. Polit and Beck (2003) say that the main purpose of the qualitative study is to have a holistic view of the subject under study and to have a small sample and extract the maximum information from it, hence the correct choice of sampling may not

be convenience sample. The respondents were purposively selected from among the Managers and staff working in the hotel. Through this topic we have researched in detail about the positive and the negative influences of social media on this industry. We have prepared a questionnaire that questions the hotels as to whether or not social media helps gain customers or not. We also have questioned how social media helps build brand awareness and brand loyalty. We visited the hotels with the questionnaire which would help us understand the role of social media when promoting any new offers or even if it helps elevate the brand image or not.

3.2.1.5 Questions Asked:

A. To the Hotel Managers:

1. History of the hotel
2. No of employees, no of departments
3. How do they do their marketing (tools used)
4. Do they use social media for marketing?
5. Is it outsourced or done inhouse
6. Does it help building Brand awareness? If yes, how do they know? Can they quantify?
7. Does Social Media Marketing help in building brand image how?
8. Do they have data about how guests booked their hotel? (Was it Through a friend's reference, or reviews on social media or were they repeat customers?)
9. How do they handle bad reviews on social media?
10. Do they have loyalty points for guests?
11. How is their hotel different from other hotels?
12. Why would a guest choose this hotel over others?

B. To the Hotel Guests

1. Name-
2. Age-

3. Gender-
4. Qualification-
5. Occupation-
6. Annual income -
7. Place of residence –
8. How do you select a hotel that you will stay in
9. Would you select different types of hotels for different purposes like (on a business trip, holiday with family etc.)
10. How do you book the hotel?
11. Do you search for hotels on social media?
12. Which social media platform do you use to book a hotel (Instagram, WhatsApp, Facebook etc.)
13. Do reviews of other guests impact your decision of booking a hotel?
14. Do you form an impression about a hotel on comments by friends and relatives? If yes, why?

3.2.1.6 Cross Tabulation and Pie Charts

A)

HISTORY OF THE HOTEL

<p>1) Karma Royal Haathi Mahal is located in Cavelossim, a small fishing village in South Goa. Just a 7-minute walk from South Goa's Cavelossim Beach, Haathi Mahal is set amid landscaped gardens and offers air-conditioned rooms. The hotel has been 29 years old. Casa Lisboa restaurant serves international dishes, as well as continental and American breakfast choices. Attwood's bar offers refreshing beverages, while cocktails are available at Splash Bar.</p>	<p>2) Radisson Blu, Mobor, Goa So, the owner of the hotel is Mr Albuquerque and the property is 11 years old with over 132 rooms.</p>	<p>3) Novotel Located in the Cavelossim. Beautifully designed modern hotel with 181 rooms and suites, a huge pool, spa, salon and a gym. Overlooking Cavelossim Beach and set in 20 acres of beautifully secluded landscaped gardens, the property is about 31 years old</p>	<p>4) Holiday inn Premium beach resort on Mobor beach in South Goa spread over 26 acres 170 AC Rooms and Suites with an attached balcony overlooking the Arabian Sea. Completing its more 25 years, charter based limited of entirely IHG group were the resort is of 5-star level which has only one property which is based in goa but we do have other properties in other states of India but when it comes to resort we have only one resort that is situated in India. Within the luxurious resort, indulge the finest nuances of Indian.</p>	<p>5) Club Mahindra Almost 95% of the social media marketing is done at the cooperate level which is in Mumbai like Facebook, twitter, Instagram, magazines and Newspapers. ADD of Club Mahindra were it Is a paid promotion there no separate social media account it's just general for the club Mahindra member in all, there is also another outsourced department as the marketing is concern were as one feedback is taken at the time of checking out on the card which is given to the guest were they</p>	<p>6) The hotel has been more than 15 years and initially when we talk about hotel industry we are more dependent on International guest like people coming from different countries but due to lockdown and currency fluctuation we hardly have 4-5 Russian guest staying currently in the hotel</p>
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How they do marketing?

<p>1) The hotel uses various marketing tools such as Email marketing. Typically, marketing emails are campaigns and sent to a segmented group of customers, providing them with content relevant to their needs. Social media marketing. This type of marketing uses social media platforms – like Facebook, Instagram, Pinterest, Twitter</p>	<p>2) he said that they have a social media handle, they do reels, callings, they go for sales visit to properties like verna industrial all the corporates and they have a RSO team in Delhi, Bombay</p>	<p>3) It Varies as a resort there are four restaurants a Bar and there are events happening as it's a huge property, wedding, conference and company alumina meets happening. As product the hotel their rooms packages as different season will have different packages like a monsoon package and year end offer. Usually main marketing happens through social media but as the hotel is novel Accor brand so it has their parents brand like Ibis etc., so they handle the search engines</p>	<p>4) It's not only social media but they also use a lot of references, IHG as a brand has its own office situated in different states of India so they have their clientele coming through them as well.</p>	<p>5) They use very simple marketing strategy, were they conduct events. They have membership based concept and then the hotel also have conversions like out of every 100 families which comes for the event which happens like fashion big</p>	<p>6) There is the main marketing team which does it they are bases in Bangalore</p>
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Does it help building brand awareness?

<p>1) Hotel send mid-stay surveys to their guests to ask their opinion about their stay. If guests are not happy, hotel managers can offer promotions or personalised services. This is a key factor for hotel to turn their guests into loyal customers before they have even left and also by providing best service and food at its best</p>	<p>2) So basically, for the New Year's Eve he said that they had posted ads on Facebook and Instagram, so people are calling due to that and like they have seen some ads so people call on those basics</p>	<p>3) Yes, very much it does create very anteing content by showcasing the classy experience created. They also run a contest were about the property questions are asked to quantify it does get the eyeballs</p>	<p>4) So when it comes to brand in goa there are very few like IHG, The Marriott's. When it comes to inventory level for wedding and all they most focuses on the hotels of south like Alila diva hotels etc. so It automatically created it brand awareness</p>	<p>5) Yes, it helps inn building brand Awareness for brand recognition as they have sponsored projects for outreach</p>	<p>6) No need of social media to promote the guest, people are already aware about the brand</p>
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Do they have data about how guests booked their hotel?

1) NIL	2) He said that they have the data so like when the guests come, they ask like from where they have booked the hotel for the first time if they are booking a high pay room it is often asked like whether it is done through friends	3) Depends on hotel aggregator like trip advisor or make my trip so usually people book from there as they have their own Accor website and there are certain people who have been hotels patrons who have been loving the hotel services, they have been coming for 20 off years they also help through word of mouth and etc	4) Yes, the GRE team of the hotel handles it. They have their own IHG methods like how Marriott's have Bonvoy Membership as through this the clients gets lots of benefits from such things as the hotel comes to know about the guest is member or not a member through the system whether there is a repeat guest that's how the hotel manage the reservation	5) No, since they are already the member they don't have to take the data	6) Yes, they do have a system a software were they maintain all the data about the guest
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Do they have loyalty points for guests?

1) NIL	2) NIL	3) Yes, they have the Accor standard membership	4) Entirely handled by the GRE team but the hotel has enrolment for the member like they will be having special rates and for nonmembers at different level like club member, platinum, gold which depends on number of points.	5) If a person is member of the hotel and if he gives the reference of the hotel to others then he earns around 17000 every financial year, there are also different stays in the property is given. They have a vast choice national + International family friends and specially for kids	6) There are no Locality programme and The only sources is from private messages permissions asked on calls
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How do they handle bad reviews on social media?

<p>1) Apologize for the guest's poor experience and try to work on the things, highlight any changes you have made or intend to make and evaluate the need for follow up-procedures</p>	<p>2) We try to handle it as the property itself instead of it going to the social media we try to handle it there and there itself and some guest you cannot say as all the fingers are not the same so that's the reason some people do write on the social media so we have to give a comment on it, so we call and ask as what happened as some things we don't know, somethings which they have directly put on the social media, we see what it is and back and forth they are messages on them</p>	<p>3) Well there is a GEETA in front desk team who handles this quarries people replying specifically to this thing. Bad review if they understands the problem than they try to reply and solve it out and they investigate the issue</p>	<p>4) Firstly, they try investigate the issue as they need to hear from both the side as they say the guest is always right but not is all the cases as they have their own way of handling the guest. Try resolving the issues personally by good customer service from the beginning in the in house and by apologising the gust and send them in good notes by providing free breakfast or if they are coming next time to the stay then the hotel try and do something special to them</p>	<p>5) The hotel work according to the Guest Complains and try to figure out the changes needed</p>	<p>6) Analysis on the Reviews and promoted through in house guest</p>
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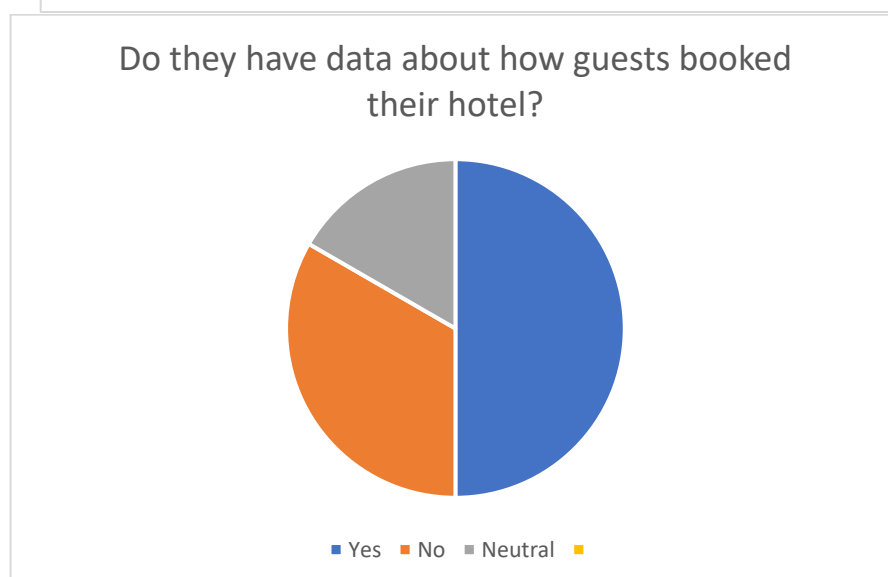
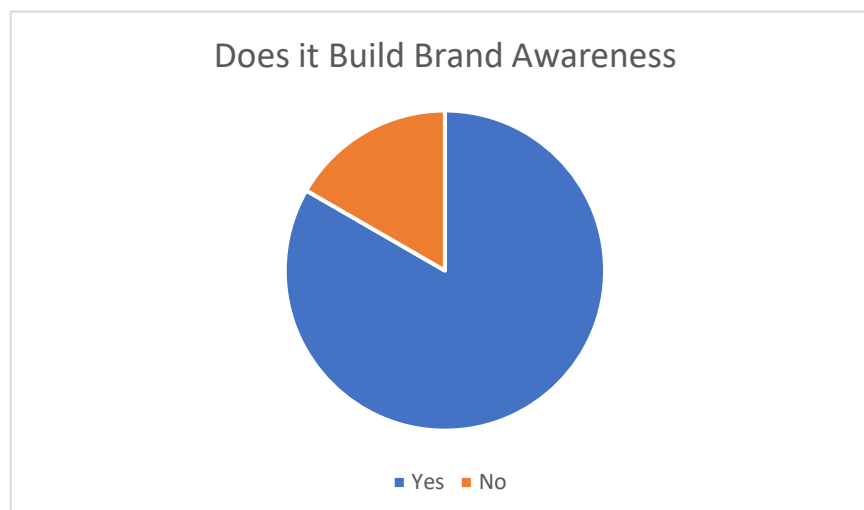
Is their hotel different from other hotels?

<p>1) NIL</p>	<p>2) So basically, all hotels have their own key features if you go to see holiday in they have a bigger property and we with smaller rooms and property, we with the service we are very good and our food we have a strong point with the services and the food is very good and the ambience</p>	<p>3) The hotel is different from the season beginning from the start to February to march people coming from chatters so there is a brand value that has been created, the hotel property is specious and greenery all of all there is no trafficking once you are inside its paradise, huge space directly walking towards the beach.</p>	<p>4) There is different working style in the hotel but when it comes to flexibility the hotel will try and give their level best attending towards the guest that is the thing which they will not compromise, even on commercial they will be on a higher levels and they also ensure that if a guest is giving such a high amount they make sure that they give that level of service to the guest</p>	<p>5) One of the best things about the hotel brand is that the hotels have more the 75 plus hotel in India so you get a variety of choice and international also. Secondly the hotel focus on family safety fun zone were even the adults can be a part of it.</p>	<p>6) We as Zuri whenever guest ask for anything it's never no for them, we have concept of Atity Dev Bhava we find a solution out of capacity when the guest ask for anything like a positive approach</p>
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Why would a guest choose this hotel over others?

<p>1) NIL</p>	<p>2) So basically, all hotels have their own key features if you go to see holiday in they have a bigger property and we with smaller rooms and property, we with the service we are very good and our food we have a strong point with the services and the food is very good and the ambience</p>	<p>3) The hotel is different from the season beginning from the start to February to march people coming from chatters so there is a brand value that has been created, the hotel property is specious and greenery all of all there is no trafficking once you are inside its paradise, huge space directly walking towards the beach</p>	<p>4) There is different working style in the hotel but when it comes to flexibility the hotel will try and give their level best attending towards the guest that is the thing which they will not compromise, even on commercial they will be on a higher levels and they also ensure that if a guest is giving such a high amount they make sure that they give that level of service to the guest</p>	<p>5) One of the best things about the hotel brand is that the hotels have more the 75 plus hotel in India so you get a variety of choice and international also. Secondly the hotel focus on family safety fun zone were even the adults can be a part of it</p>	<p>6) The hotel do anticipate what the guest wants so that they get the comfort level and satisfy their needs</p>
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A) Pie-Charts

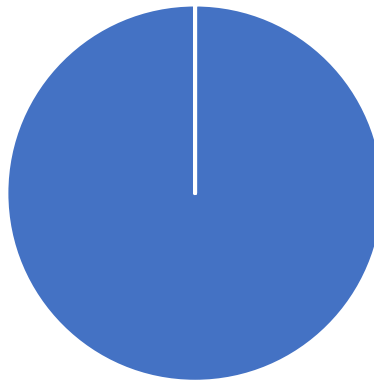


Do they have loyalty points for guests?



■ yes ■ No

How do they handle bad reviews on social media?



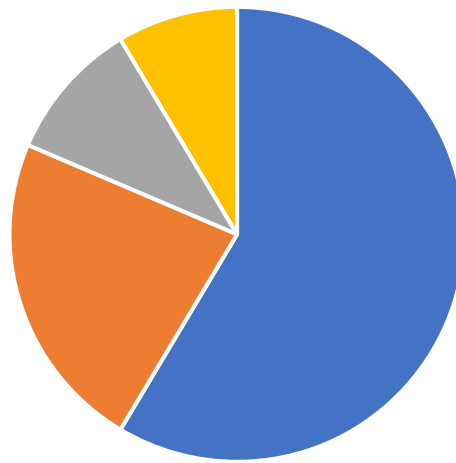
■ Apologise and Investigate the reason

How is their hotel different from other hotels?



■ Different working styles ■ Hotel Infrastructure
■ Key Features ■ Variety of Choice
■ Hotel follows the ideal "Guest is God" ■ Nil

Why would a guest choose this hotel over others



■ Nil ■ 2nd Qtr ■ 3rd Qtr ■ 4th Qtr

B) How do you select a hotel that you will stay inn?

<p>1 - I generally use websites like trip advisor or maybe make my trip to see the best hotel fitting my budget and preferences.</p>	<p>2- on the basis of location, hygiene standards, quality of service and brand name</p>	<p>3 - So as per my budget i will search for 3-to-star hotels on the internet and as per that i will select</p>	<p>4 - Family and Friends recommended, good review and rating, whether or not it is a known brand. The price range of the hotel also matters along with the facilities provided. Depends on the location and the view as well.</p>	<p>5 - Brand name, luxury standards</p>	<p>6 - I will be selecting a hotel based on Check Hotel Reviews and the service provided</p>	<p>7 - I would like to select a hotel considering Location, Dining Options, About Their Features, hotel room, hotel rating and the how luxury it is.</p>
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Would you select different types of hotels for different purposes?

<p>1-Yes, as you would want to have more activities when you are with kids and business amenities when on a vacation</p>	<p>2- No it does not matter for me</p>	<p>3- yes, obviously</p>	<p>4- Yes, I would.</p>	<p>5- Yes, according to my work the hotel does matter. I prefer business hotels when I am travelling and for vacation hotels for families are the best.</p>	<p>6- Yes, I will select different hotel based on different purpose according to the occasion like if I want to arrange a marriage, I will choose hotel more like a palace type.</p>	<p>7- Yes, I would like to select different hotel based on different Occasion like if I'm going with my wife, I would choose resort kind of hotels were it is peaceful.</p>
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How do you book the hotel?

1- Depends on which website I am getting the best deal or package on. Or I directly call up the hotel to ask the availability	2- Through online modes such as make my trip, booking.com and recommendations from friends and family.	3- Through their website	4- Through online portals and through the hotel website.	5- online mode or through travel agents	6- I book a hotel from different website on internet like TripAdvisor, make my trip, bookin.com etc. and also through the hotels officeial page.	7- Most of the time I book the hotel through their official site or by calling the hotel
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Do you search for hotels on social media?

1 -Yes, I make sure I see the Instagram for the photos or most of the time I find out about the hotel through someone's reels or posts on Facebook	2- Yes, it is a great platform to find what you are looking for.	3- Not Really	4-Yes. Through the advertisements on social media, I research about the hotel	5-yes, as it's easy and hassle free.	6- Yes, I very often search hotels on social media as it provides me wide range about the hotel knowing it goes.	7- Yes, I do search hotels online on social media most of the time and try to follow up their hotel page so that I get updated.
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1- I use Instagram to reserve tables in restaurant.	2- make my trip. booking.com , trip advisor, yatra	3- Trip Adviser	4- I don't use a social media platform per se, but I do research about a hotel when I see their advertisements and promotional offers.	5- I prefer online booking websites.	6- Most of the time I use Instagram and Facebook	7- Yes, most of the time I do respect other people reviews as they have already been to the hotel so I try to get a brief experience from them about the hotel
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Which social media platform do you use to book a hotel?

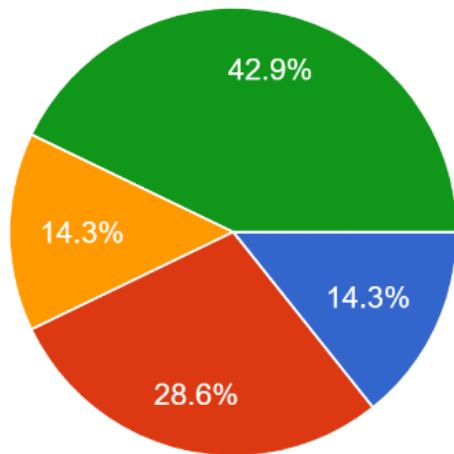
Do reviews of other guests impact your decision of booking a hotel?

1- Definitely, if a place has less than 2 stars on the reviews, I don't go for it. I also filter the reviews according to what I am looking for.	2- yes, it is important for me I do go through the review of the guest who have stayed in before booking for	3- Yes	4- I don't usually check the reviews. I usually tend to be faithful to one hotel brand.	5- not much I prefer 5-star hotels and this hotel provide top-notch service and I trust that.	6- Yes, reviews of other guests do impact my decision because I come to know how the hotel works and function	7- Yes, most of the time I do respect other people reviews as they have already been to the hotel so I try to get a brief experience from them about the hotel
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Do you form an impression about a hotel on comments by friends and relatives?

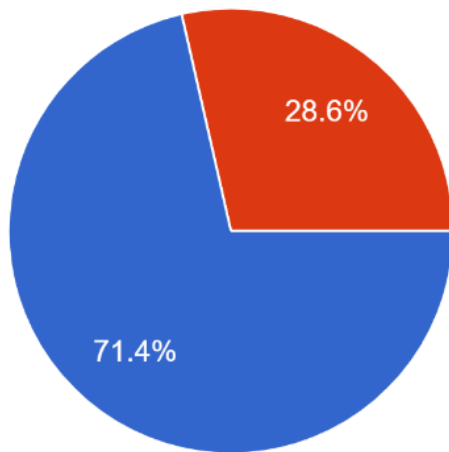
<p>1-I would not go for the hotel if I have heard badly about it. If they have had a bad experience, then I would not spend my money and go through the same.</p>	<p>2- Yes, the impression does matter as I like to take advice from others who have experienced the same service. and taking a second option is better.</p>	<p>3- Yes, obviously if a comment is positive it makes a positive impact and it creates a feel of visiting the property whereas if it is negative wherein my friend didn't have a good experience, I wouldn't want to visit it.</p>	<p>4- I don't usually check the reviews. I usually tend to be faithful to one hotel brand.</p>	<p>5- No everyone is different and I like to experience it by myself. I don't rely on others opinion</p>	<p>6- Yes, I do form an impression about the hotel because it will help them to travel the destination hotel and enjoy their stay</p>	<p>7- Yes, I do follow impression because it helps me to come out of the risk before spending a huge amount on something which will not satisfy me</p>
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B) Pie Chart –

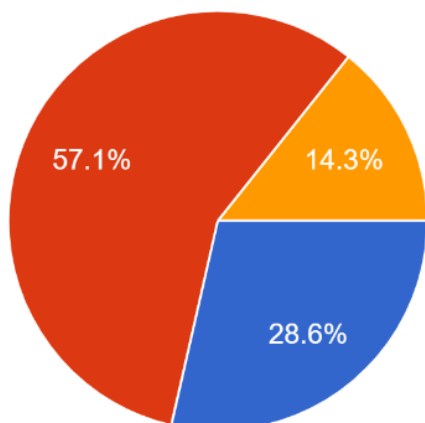


- 18<25
- 25<35
- 35<45
- 45<55
- 55 and above

GENDER

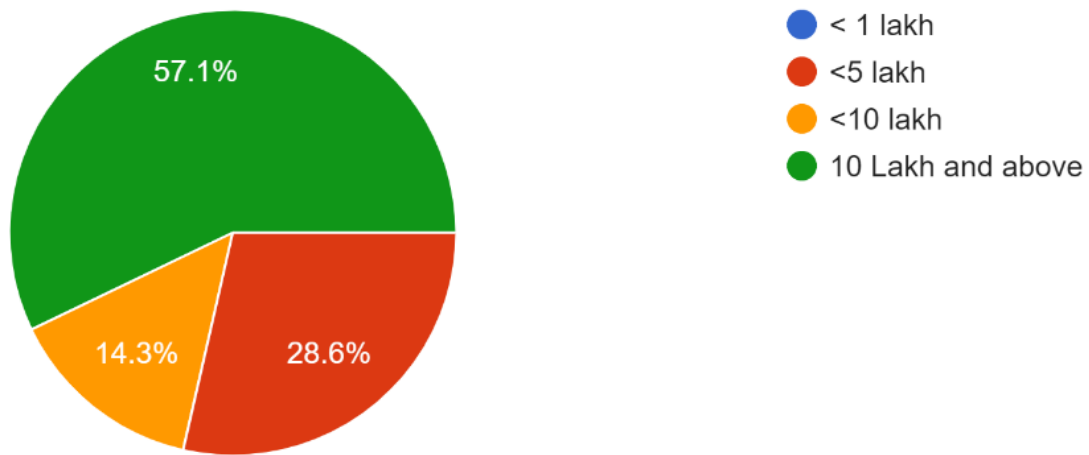


- Male
 - Female
- OCCUPATION

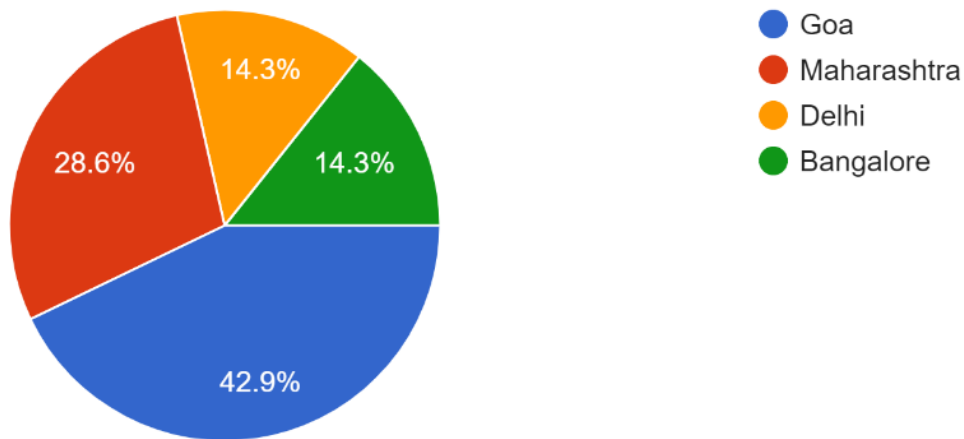


- Self employed
- Private
- Government
- Student
- Retired

ANNUAL INCOME



PLACE OF RESIDENCE



CONCLUSION

Our topic for the research that needs to be surveyed is “social media and its Influence on the hospitality industry.” Through this topic we have researched on how the decisions regarding the selection of hotels of the guest is influenced in detail because of social media. We prepared a questionnaire for the Managers as well as the guests who choose to stay in hotels depending on their social media presence, brand image, brand awareness, etc. After conducting the research, we understood that for some customers, social media presence does matter, for others it depends based on the brand, location, facilities provided, etc. After speaking to the managers as well as the guests who are aware of the advantages of social media for booking hotels, they mostly agree that social media can enhance the decision-making and booking process. Social networking has become a crucial hotel marketing tool as a result. Most of the guest get impacted by the attractive posts, reviews etc posted by the hotel/resort and their decision is hence influenced by it.

CHAPTER 4: DATA ANALYSIS

Data was collected online through google forms. The data was then downloaded into an Excel sheet and coding was done. This was then extracted in the SPSS software spreadsheet. First the demographic details were analysed and frequency was calculated.

4.1 Demographic Details

Table 4.1: GEND

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	96	42.1	42.1	42.1
	Female	123	53.9	53.9	96.1
	Others	9	3.9	3.9	100.0
	Total	228	100.0	100.0	

As seen from the above table 4.1, we have found that majority of the respondents were females which was a very high number as compared to male respondents. Females show a majority of 96.1% while males show 42.1%.

Table 4.2: AGE

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-25	68	29.8	29.8	29.8
	25-35	44	19.3	19.3	49.1
	35-45	46	20.2	20.2	69.3
	45-55	57	25.0	25.0	94.3
	55 and Above	13	5.7	5.7	100.0
	Total	228	100.0	100.0	

As can be seen in Table 4.2, we have found that majority of the people are within the age group of 18-25 which is 29.8% whereas the age group of 55 and above is the minority here with only 5.7%

4.3: ANIN (annual income)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	less than 1lakh	61	26.8	26.8	26.8
	less than 5lakh	62	27.2	27.2	53.9
	less than 10lakh	46	20.2	20.2	74.1
	10lakh and above	59	25.9	25.9	100.0
	Total	228	100.0	100.0	

From the given table 4.3, we have found out that the majority of the people earn less than 5 lakh with a percentage of 27.2% whereas the minority of the people with less than 10 lakh which account to 20.2%.

Table 4.4: OCC (occupation)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Self-Employed	56	24.6	24.6	24.6
	Private	68	29.8	29.8	54.4
	Government	27	11.8	11.8	66.2
	Student	53	23.2	23.2	89.5
	Retired	14	6.1	6.1	95.6

Other	10	4.4	4.4	100.0
Total	228	100.0	100.0	

From table 4.4 we have to found out that the majority of the people with a percentage of 29.8% work in private companies whereas 4.4% which is the minority group work in other sectors.

4.2 RELIABILITY

Next the Scales were checked for reliability by calculating the Cronbach's alpha. As seen from Table 4.1 all the scales were found to have Cronbach's alpha greater than 0.7 and hence were found reliable.

Table 4.5: Reliability Test of every scale

Sr.no	Constructs	Items	Cronbach's Alpha
1.	Entertainment (ENT)	2	0.754
2.	Interaction (INT)	3	0.830
3.	Trendiness (TRE)	2	0.777
4.	Customization (CUS)	2	0.793
5.	Perceived Risk (PER)	2	0.791
6.	Brand Awareness (BA)	3	0.873
7.	Brand Image (BI)	3	0.837
8.	Customer Response (CR)	3	0.886
9.	Commitment (COM)	3	0.834

4.3 CONVERGENT VALIDITY

Next the correlation between the items of each construct were calculated to check if they measured the same construct. The correlations were found to be moderate i.e., between 0.3 and 0.7 and hence the convergent validity was achieved.

Table 4.6: Correlations

		ENT1	ENT2
ENT1	Pearson Correlation	1	.611**
	Sig. (2-tailed)		.000
	N	228	228
ENT2	Pearson Correlation	.611**	1
	Sig. (2-tailed)	.000	
	N	228	228

** . Correlation is significant at the 0.01 level (2-tailed).

The correlations in the above table lie between 0.3 and 0.7. The correlations in the above table is found to be moderate.

Table 4.8: Correlations

		INT1	INT2	INT3
INT1	Pearson Correlation	1	.646**	.580**
	Sig. (2-tailed)		.000	.000
	N	228	228	228
INT2	Pearson Correlation	.646**	1	.638**
	Sig. (2-tailed)	.000		.000
	N	228	228	228
INT3	Pearson Correlation	.580**	.638**	1
	Sig. (2-tailed)	.000	.000	
	N	228	228	228

** . Correlation is significant at the 0.01 level (2-tailed).

The correlations in the above table lie between 0.3 and 0.7. The correlations in the above table is found to be moderate.

Table 4.9: Correlations

		TRE1	TRE2
TRE1	Pearson Correlation	1	.636**
	Sig. (2-tailed)		.000
	N	228	228
TRE2	Pearson Correlation	.636**	1
	Sig. (2-tailed)	.000	
	N	228	228

** . Correlation is significant at the 0.01 level (2-tailed).

The correlations in the above table lie between 0.3 and 0.7. The correlations in the above table is found to be moderate.

Table 4.10: Correlations

		PER1	PER2
PER1	Pearson Correlation	1	.654**
	Sig. (2-tailed)		.000
	N	228	228
PER2	Pearson Correlation	.654**	1
	Sig. (2-tailed)	.000	
	N	228	228

** . Correlation is significant at the 0.01 level (2-tailed).

The correlations in the above table lie between 0.3 and 0.7. The correlations in the above table is found to be moderate.

Table 4.11: Correlations

		BA1	BA2	BA3
BA1	Pearson Correlation	1	.754**	.646**
	Sig. (2-tailed)		.000	.000
	N	228	228	228
BA2	Pearson Correlation	.754**	1	.710**
	Sig. (2-tailed)	.000		.000
	N	228	228	228
BA3	Pearson Correlation	.646**	.710**	1
	Sig. (2-tailed)	.000	.000	
	N	228	228	228

** . Correlation is significant at the 0.01 level (2-tailed).

The correlations in the above table lie between 0.3 and 0.7. The correlations in the above table is found to be moderate.

Table 4.12: Correlations

		BI1	BI2	BI3
BI1	Pearson Correlation	1	.631**	.601**
	Sig. (2-tailed)		.000	.000
	N	228	228	228
BI2	Pearson Correlation	.631**	1	.685**
	Sig. (2-tailed)	.000		.000
	N	228	228	228
BI3	Pearson Correlation	.601**	.685**	1
	Sig. (2-tailed)	.000	.000	
	N	228	228	228

** . Correlation is significant at the 0.01 level (2-tailed).

The correlations in the above table lie between 0.3 and 0.7. The correlations in the above table is found to be moderate.

Table 4.13: Correlations

		CR1	CR2	CR3
CR1	Pearson Correlation	1	.743**	.695**
	Sig. (2-tailed)		.000	.000
	N	228	228	228
CR2	Pearson Correlation	.743**	1	.728**
	Sig. (2-tailed)	.000		.000
	N	228	228	228
CR3	Pearson Correlation	.695**	.728**	1
	Sig. (2-tailed)	.000	.000	
	N	228	228	228

** . Correlation is significant at the 0.01 level (2-tailed).

The correlations in the above table lie between 0.3 and 0.7. The correlations in the above table is found to be moderate.

Table 4.13: Correlations

	COM1	COM2	COM3
COM1 Pearson Correlation	1	.591**	.638**
Sig. (2-tailed)		.000	.000
N	228	228	228
COM2 Pearson Correlation	.591**	1	.652**
Sig. (2-tailed)	.000		.000
N	228	228	228
COM3 Pearson Correlation	.638**	.652**	1
Sig. (2-tailed)	.000	.000	
N	228	228	228

** . Correlation is significant at the 0.01 level (2-tailed).

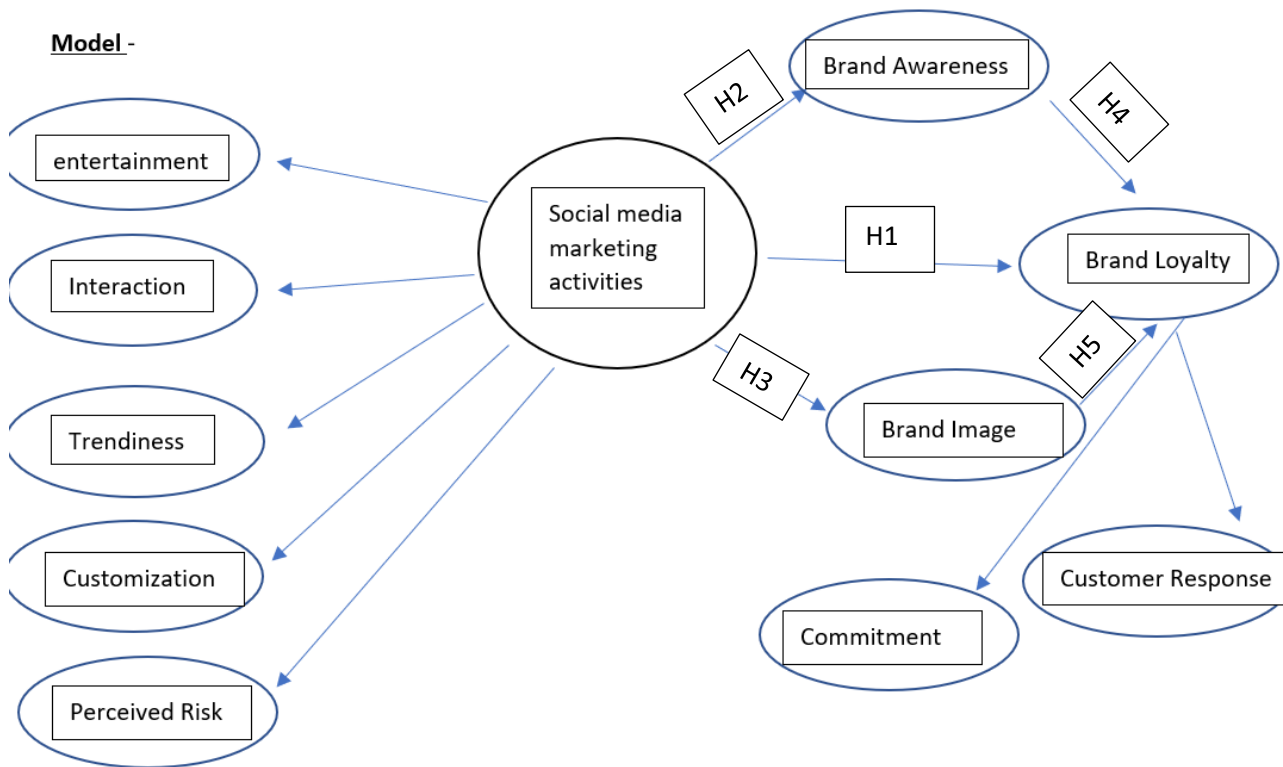
The correlations in the above table lie between 0.3 and 0.7. The correlations in the above table is found to be moderate.

4.3 DIVERGENT VALIDITY

The Independent variables were tested for non-collinearity (that every construct was different from the other and did not share common variance). If VIF is less than 3 than non-collinearity is achieved.

Next the hypotheses were tested using regression analysis. For this IBM SPSS version 22 was used.

Regression Analysis



$$Y = \text{constant} + ax_1 + e$$

Dependent variable = constant + a* (Independent Variable) + e

H1: SMMA has a Positive and Significant impact on brand Loyalty

Table 4.14: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.544 ^a	.295	.292	3.95238

a. Predictors: (Constant), SMMA

Table 4.15: Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3.397	.952		3.569	.000		
	SMMA	.355	.036	.544	9.734	.000	1.000	1.000

a. Dependent Variable: BL

$$\text{BRAND LOYALTY} = 3.397 + 0.355 \text{ SMMA} + e \quad \text{equation 1}$$

From Table 4. 15, we can see that $R^2 = 0.295$, This means that the Independent Variable (SMMA) explains 29.5% of the variance in the Dependent variable (Brand Loyalty). It means that 70.5% is explained by other variables.

H1a: Dimensions of Social Media Marketing Activities has a Positive and Significant impact on Brand Loyalty

Table 4.16: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.571 ^a	.327	.311	3.899	.327	21.529	5	222	.000

a. Predictors: (Constant), PER, ENT, TRE, INT, CUS

Table 4.17: Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
		1	(Constant)	3.490			.943		3.700	.000	
	ENT	.485	.200	.173	2.421	.016	.441	.160	.133	.593	1.687
	INT	.240	.165	.114	1.454	.147	.448	.097	.080	.492	2.033
	TRE	.517	.248	.173	2.084	.038	.483	.139	.115	.441	2.270
	CUS	.810	.246	.279	3.291	.001	.504	.216	.181	.423	2.362
	PER	-.199	.191	-.077	-1.043	.298	.329	-.070	-.057	.562	1.780

a. Dependent Variable: BL

$$\text{BRAND Loyalty} = 3.490 + .485 \text{ ENT} + .240 \text{ INT} + .517 \text{ TRE} + .810 \text{ CUS} + (-.199) \text{ PER} + e$$

equation 3

From Table 4. 17, we can see that $R^2 = 0.327$, This means that the Independent Variable (Dimensions of Social Media Marketing Activities) explains 32.7% of the variance in the Dependent variable (Brand Loyalty). It means that 67.3% is explained by other variables.

H2: SMMA has a Positive and Significant impact on Brand Awareness

Table 4.18: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.644 ^a	.415	.413	2.061

a. Predictors: (Constant), SMMA

Table 4.19: Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.046	.496		.093	.926		
	SMMA	.241	.019	.644	12.670	.000	1.000	1.000

a. Dependent Variable: BA

$$\text{BRAND AWARENESS} = 0.046 + .241 \text{ SMMA} + e \quad \text{equation 2}$$

From Table 4.19, we can see that $R^2 = 0.415$, This means that the Independent Variable (SMMA) explains 41.5% of the variance in the Dependent variable (Brand Awareness). It means that 58.5% is explained by other variables.

H2a: Dimensions of Social Media Marketing Activities has a Positive and Significant impact on Brand Awareness

4.20: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.645 ^a	.417	.403	2.077	.417	31.703	5	222	.000

a. Predictors: (Constant), PER, ENT, TRE, INT, CUS

4.21: Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
	B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1 (Constant)	.038	.502		.075	.940					
ENT	.237	.107	.147	2.215	.028	.490	.147	.114	.593	1.687
INT	.284	.088	.237	3.236	.001	.553	.212	.166	.492	2.033
TRE	.160	.132	.094	1.213	.226	.515	.081	.062	.441	2.270
CUS	.247	.131	.149	1.887	.060	.534	.126	.097	.423	2.362
PER	.255	.102	.171	2.502	.013	.501	.166	.128	.562	1.780

a. Dependent Variable: BA

BRAND AWARENESS = 0.038 + .237 ENT + .284 INT + .160 TRE + .247 CUS + .255 PER
 +e **equation 3**

From Table 4.21, we can see that $R^2 = 0.417$, This means that the Independent Variable (Dimensions of Social Media Marketing Activities) explains 41.7% of the variance in the Dependent variable (Brand Awareness). It means that 58.3% is explained by other variables.

H3: SMMA has a Positive and Significant impact on Brand Image

Table 4.22: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.527 ^a	.278	.274	2.035

a. Predictors: (Constant), SMMA

Table 4.23: Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	1.762	.490		3.594	.000		
SMMA	.175	.019	.527	9.319	.000	1.000	1.000

a. Dependent Variable: BI

BRAND IMAGE = 1.762 + .175 SMMA + e **equation 3**

From Table 4.23, we can see that $R^2 = 0.278$, This means that the Independent Variable (SMMA) explains 27.8% of the variance in the Dependent variable (Brand Image). It means that 72.2% is explained by other variables.

H3a: Dimensions of Social Media Marketing Activities has a Positive and Significant impact on Brand Awareness

Table 4.24: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.535 ^a	.286	.270	2.041	.286	17.819	5	222	.000

a. Predictors: (Constant), PER, ENT, TRE, INT, CUS

Table 4.25: Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	1.804	.494		3.653	.000					
	ENT	.208	.105	.146	1.980	.049	.413	.132	.112	.593	1.687
	INT	.119	.086	.112	1.381	.169	.426	.092	.078	.492	2.033
	TRE	.181	.130	.119	1.392	.165	.445	.093	.079	.441	2.270
	CUS	.342	.129	.232	2.657	.008	.478	.176	.151	.423	2.362
	PER	.053	.100	.040	.530	.596	.373	.036	.030	.562	1.780

a. Dependent Variable: BI

$$\text{BRAND IMAGE} = 1.804 + .208 \text{ ENT} + .119 \text{ INT} + .181 \text{ TRE} + .342 \text{ CUS} + .053 \text{ PER}$$

+e **equation 3**

From Table 4.25, we can see that $R^2 = 0.286$, This means that the Independent Variable (Dimensions of Social Media Marketing Activities) explains 28.6% of the variance in the Dependent variable (Brand Image). It means that 71.4% is explained by other variables.

H4: Brand Awareness has a Positive and Significant impact on Brand Loyalty

Table 4.26: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
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1	.571 ^a	.327	.324	3.864
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a. Predictors: (Constant), BA

Table 4.27: Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	6.224	.635		9.803	.000		
	BA	.998	.095	.571	10.468	.000	1.000	1.000

a. Dependent Variable: BL

$$\text{BRAND IMAGE} = 6.224 + .998 \text{ BA} + e \quad \text{equation 4}$$

From Table 4.27, we can see that $R^2 = 0.327$, This means that the Independent Variable (BA) explains 32.7% of the variance in the Dependent variable (Brand Loyalty). It means that 67.3% is explained by other variables.

H5: Brand Image has a Positive and Significant impact on Brand Loyalty

Table 4.28: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.689 ^a	.474	.472	3.415

a. Predictors: (Constant), BI

Table 4.29: Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3.975	.626		6.350	.000		
	BI	1.354	.095	.689	14.272	.000	1.000	1.000

a. Dependent Variable: BL

$$\text{BRAND IMAGE} = 3.975 + 1.354 \text{ BI} + e \quad \text{equation 4}$$

From Table 4.29, we can see that $R^2 = 0.474$, This means that the Independent Variable (BA) explains 47.4% of the variance in the Dependent variable (Brand Loyalty). It means that 52.5% is explained by other variables.

The VIF is < 3 which implies there is no multi-Co-linearity.

Chapter 5: Results & Discussion

5.1 FINDINGS AND THEORETICAL CONTRIBUTION

5.1.1 Case Studies

The qualitative cross case analysis on social media and its impact on the hospitality industry, guests confirmed that social media does have an impact on the hospitality industry. The Case studies contributed to the confirmation of the conceptual model. The first contribution of the case studies is the detailing of the hotel managers, about the initiatives taken by the hotel towards social media promotions for the hotel. The second contribution is the experiences that were shared by the hotel guests on the social media platforms of the hotels that they have previously stayed at. The third contribution is the influence of social media marketing activities taken by the hotels in order to attract customers and create brand awareness and brand image. Thus, providing the management of the hotels an insight as to how they can gain more customers via Social Media Marketing Activities, what were the new trends and what they could do to improve their social media marketing strategies.

5.1.2 Social Media Marketing Activities and Brand loyalty.

Authors from previous studies have found a positive relationship between SMMA and Brand Loyalty such as Increased Brand Awareness and information sharing and ways to improve their strategies. The current study found that social media Marketing has a positive and significant influence on Brand loyalty. Current studies also show that social media allows increased engagement and gives the hotels a competitive advantage over the others. This is in line with the findings of the current study.

5.1.3 Social Media Marketing Activities and brand awareness.

Authors from previous studies have found that it creates a positive image on the brand image and it increases the brand awareness. The current study found that social media marketing activities can have a significant impact on brand awareness for hotels and they should focus on consistency targeted advice and strategies to maximise the impact on social media. This is in line with the findings of the current study.

5.1.4 Social Media Marketing Activities and brand image.

The Authors from previous studies have found that social media marketing activities can have a positive impact on brand image. The current study found that hotels need to be careful about the type of content that they share on social media platforms. Various strategies like social media influencers can play a major role and improving brand image.

5.1.4 Brand awareness and brand loyalty.

The Authors from previous studies have found that engaging with customers and creating emotional connections can enhance loyalty and repeat the customer purchase behaviour. Current studies have also found that building brand awareness and maintaining a positive brand image is important in order to increase brand loyalty.

5.1.5 Brand image and brand loyalty

The Authors from previous studies have found a strong relationship between brand image and brand loyalty. Current studies have found that a positive brand image can increase brand loyalty by building trust, by creating emotional attachment, delivering positive customer experience and reflecting the brands' identity and values hence also differentiating the brand from its competitors.

5.2 IMPLICATIONS

Marketing and advertising: Research can show companies how to utilise social media as a tool for marketing and advertising to build brand recognition, draw in clients, and boost revenue.

Customer relationship management: Research can shed light on the best ways to interact with consumers on social media, address their comments, and forge lasting connections with them.

Competitive Analysis: Research can reveal how rival firms are utilising social media and how companies may stand out from the crowd on these platforms.

Impact on Sales and Revenue: Research may be used to better understand how social media affects sales and revenue for businesses, as well as to determine which social media platforms generate the most traffic and money.

Consumer Behaviour: Research may assist firms in better understanding how customers use social media to make decisions about what to buy.

Industry Trends: Research can shed light on developments in customer behavior, emerging platforms, and novel marketing strategies in the social media and hotel industries.

5.3. LIMITATIONS

Research on social media and its effects on the hotel business has a number of constraints, including the following:

Access to Data: The extent of the analysis may be constrained if researchers do not have access to the relevant data from social media platforms or hospitality companies.

Data Reliability: Because social media data is frequently self-reported or biased, its validity might be called into doubt.

Limited Timeframe: Because social media platforms are continually changing, research may only be able to take a picture of one specific point in time, which limits how broadly the results can be applied. This is a constraint for Case studies.

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