

**IMPACT OF SOCIAL MEDIA ON THE BRAND BUILDING
AMONG THE CUSTOMERS OF BOUTIQUE HOTELS
(A Study of Selected Category of Hotels in Rajasthan)**

बुटीक होटलों के ग्राहकों के बीच ब्रांड निर्माण पर सोशल मीडिया
का प्रभाव (राजस्थान के चुनिंदा शहरों का एक अध्ययन)

A

Thesis

**Submitted for the Award of the Ph.D. Degree of
PACIFIC ACADEMY OF HIGHER EDUCATION AND
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