

## **CHAPTER-3**

### **LITERATURE REVIEW**

Social media has become an essential tool for brand building in the hotel industry, particularly for banqueting hotels. With the growing use of social media platforms, hotels can now reach a wider audience, create brand awareness, and engage with customers in real-time. Recent research has focused on the role of social media in brand building for the hotel industry, particularly for banquet hotels.

#### **3.1 Social Media on Brand Building of the Hotel Industry:**

**Gupta and Kumar (2021)** study aimed to explore the impact of social media on brand building in Indian luxury hotels, with a specific focus on banquet hotels. The researchers conducted a survey of 250 customers who had recently visited luxury hotels in India, and the data were analyzed using structural equation modelling. The results of the study showed that social media had a positive impact on brand building in Indian luxury hotels, with social media engagement and customer satisfaction playing a significant role in building brand equity. The study also found that the use of social media platforms such as Facebook and Instagram was more effective in building brand equity than other platforms such as Twitter and LinkedIn. The study concludes that luxury hotels in India should focus on developing their social media presence and engaging with customers through social media platforms to enhance their brand-building efforts. The findings of this study can be useful for Indian luxury hotels to develop effective social media strategies to attract and retain customers and build brand equity.

**He and Li (2021)** explore the impact of social media on brand image and brand loyalty in the hotel industry. Using a quantitative research method, the study collected data from 382 respondents in China through an online survey. The data was analysed using structural equation modelling (SEM) to test the research hypotheses. The results of the study indicate that social media has a positive impact on brand image and brand loyalty in the hotel industry. Specifically, the study found that social media positively influences brand image, which in turn has a positive impact on brand loyalty. Additionally, the study found that the effects of social media on brand loyalty are partially mediated by brand image. The study also found that the type of social media platform used by hotels has a significant impact on brand image and brand loyalty. Specifically, the study found that visual social media platforms such as Instagram have

a stronger impact on brand image and brand loyalty than textual social media platforms such as Twitter. Overall, the study contributes to the understanding of the impact of social media on brand building in the hotel industry, particularly in terms of brand image and brand loyalty. The findings suggest that hotels should leverage social media, particularly visual social media platforms, to enhance their brand image and increase brand loyalty among customers.

**Saha and Rahman (2021)** explore the impact of social media marketing on brand equity in the Indian hotel industry. The authors collected data from 203 customers who had recently stayed at Indian hotels and had followed the hotel's social media page. The study analyzed the relationship between social media marketing activities, customer engagement, and brand equity of the hotel. The results of the study show that social media marketing has a significant positive impact on brand equity in the Indian hotel industry. The study found that customer engagement plays a mediating role in the relationship between social media marketing activities and brand equity. Specifically, social media marketing activities lead to higher customer engagement, which in turn leads to higher brand equity. The study also found that different social media platforms have varying impacts on brand equity. Facebook was found to have the strongest impact on brand equity, followed by Instagram and Twitter. The study suggests that Indian hotels should focus their social media marketing efforts on Facebook to maximize their brand equity. Overall, the study highlights the importance of social media marketing in building brand equity in the Indian hotel industry. The findings can help hotel managers develop effective social media marketing strategies to improve their brand equity and attract more customers.

The study by **Wang, Li, and Liang (2021)** examines the impact of social media marketing on brand equity in the hotel industry. The study collected data from 310 hotel guests in China using a self-administered questionnaire. The data was analysed using partial least squares-structural equation modelling (PLS-SEM) to test the research hypotheses. The results of the study indicate that social media marketing positively influences brand equity in the hotel industry. Specifically, the study found that social media marketing positively influences perceived quality, perceived value, and brand loyalty, which in turn positively influences brand equity. Additionally, the study found that brand awareness has a direct positive impact on brand equity. The study also found that there are significant differences in the impact of social media marketing on brand equity among different types of hotels. Specifically, the study found that the impact of social media marketing on brand equity is stronger for luxury hotels than for budget hotels. Overall, the study provides valuable insights into the impact of social media

marketing on brand equity in the hotel industry. The findings suggest that hotels should invest in social media marketing to improve their brand equity by enhancing perceived quality, perceived value, brand loyalty, and brand awareness. Additionally, the study highlights the importance of considering the type of hotel when developing social media marketing strategies.

**Fayed and Thabet (2020)** investigated the impact of social media marketing on brand loyalty in the hotel industry, using Marriott International as a case study. The study collected data from 340 Marriott International guests through an online survey. The data was analysed using structural equation modelling (SEM) to test the research hypotheses. The results of the study show that social media marketing has a positive impact on brand loyalty in the hotel industry. Specifically, the study found that social media marketing positively influences brand awareness, brand image, and brand trust, which in turn positively influences brand loyalty. The study also found that there are significant differences in the impact of social media marketing on brand loyalty among different social media platforms. Specifically, the study found that Instagram has the strongest impact on brand loyalty, followed by Facebook and Twitter. The study concludes that social media marketing is an effective tool for building brand loyalty in the hotel industry. The findings suggest that hotels should invest in social media marketing to improve their brand awareness, brand image, and brand trust, which will ultimately increase brand loyalty among customers. Additionally, the study highlights the importance of considering the most effective social media platforms for reaching and engaging with customers to build brand loyalty.

**Mukherjee and Malhotra (2020)** investigate the impact of social media marketing on brand building in the hospitality industry in India, with a focus on selected Indian hotels. The study employs a qualitative research design and collects data through in-depth interviews with the marketing heads of the selected hotels. The findings reveal that social media marketing plays a significant role in brand building by improving brand awareness, engagement, and loyalty among customers. The study also identifies several factors that influence the effectiveness of social media marketing, including content quality, audience targeting, and the use of social media influencers. The authors suggest that hotels need to develop effective social media marketing strategies that are aligned with their brand image and target audience to build a strong and sustainable brand in the competitive Indian hospitality market. Overall, the study contributes to the existing literature on social media marketing and brand building in the hospitality industry by providing insights into the specific context of Indian luxury hotels. The

study's findings have implications for hotel managers and marketers who seek to leverage social media platforms to build a strong and recognizable brand in the Indian hospitality market.

### **3.2 Social Media and Consumer Buying Intention:**

**Javed, Shabbir and Sial (2022)** explore how social media affects consumer purchase intention, focusing on brand image and gender. The study tested its hypotheses using structural equation modelling (SEM) on 311 online survey respondents. The study found that brand image mediation through social media increases customer purchase intention. The study indicated that social media utilisation improves brand image and consumer buying intention. Gender moderates social media use and customer purchasing intention, the study revealed. The study indicated that social media positively affects female buying intention more than males. Social media boosts brand image and buy intention, especially among women, according to the study. The findings show that firms should spend in social media marketing to boost brand image and customer purchase intention. The study also emphasises gender inequalities in how social media affects consumer behaviour.

**Singh and Parashar (2022)** investigates the impact of social media on customer loyalty in the e-commerce industry, with a focus on the mediating role of customer satisfaction and the moderating role of product involvement. The study collected data from 410 e-commerce customers in India through an online survey and analysed it using structural equation modelling (SEM) to test the research hypotheses. The results of the study show that social media has a positive impact on customer loyalty, which is mediated by customer satisfaction. Specifically, the study found that social media use positively influences customer satisfaction, which in turn positively influences customer loyalty. The study also found that product involvement moderates the relationship between social media use and customer loyalty. Specifically, the study found that social media has a stronger positive impact on customer loyalty among customers who are highly involved with the product or service. The study concludes that social media is an effective tool for building customer loyalty in the e-commerce industry, especially among highly involved customers. The findings suggest that e-commerce companies should focus on providing high-quality customer service and engaging with customers on social media to improve customer satisfaction and ultimately increase customer loyalty. Additionally, the study highlights the importance of considering product involvement when designing social media marketing strategies to enhance customer loyalty.

**Kaplan and Haenlein (2010)** discuss the rise of social media and its impact on businesses. The authors argue that social media represents a fundamental shift in the way individuals and organizations communicate, and that it provides significant opportunities for businesses to engage with consumers and build relationships. The article begins by providing an overview of social media, its history, and its characteristics. The authors then discuss the challenges that social media presents to businesses, including issues related to privacy, control, and reputation management. They also highlight the opportunities that social media offers, such as the ability to reach new audiences, engage with customers, and gather valuable insights. The authors suggest that businesses can leverage social media by adopting a social media strategy that includes identifying the target audience, choosing the appropriate platforms, creating engaging content, monitoring and responding to feedback, and measuring the impact of social media efforts. The article concludes by emphasizing the importance of social media for businesses, stating that "the genie is out of the bottle" and that businesses cannot afford to ignore the power of social media. The authors argue that businesses that embrace social media and develop effective strategies will be well positioned to succeed in the digital age.

**Khamis and El-Masry (2021)** conducted a systematic review of the literature to examine the role of social media in shaping consumers' buying intentions. The authors analyzed 67 articles published between 2010 and 2019 to identify the main themes and research gaps in this area. The results of the study revealed that social media platforms such as Facebook, Twitter, Instagram, and YouTube are increasingly being used by consumers to search for information, interact with brands, and make purchase decisions. The authors found that social media has a significant positive impact on consumers' attitudes, perceptions, and behaviors towards products and services. Moreover, they identified several factors that influence the effectiveness of social media marketing, including trust, engagement, perceived value, social influence, and brand reputation. The authors also identified several research gaps in the literature, such as the need to investigate the impact of social media on different types of products and services, the role of social media influencers in shaping consumers' buying intentions, and the effectiveness of different social media strategies. In conclusion, this study provides valuable insights into the role of social media in shaping consumers' buying intentions and highlights the need for further research in this area to develop effective social media marketing strategies.

**Wang, Chen, and Liang (2021)** aimed to explore the impact of social media advertising on consumer purchase intention in China. The researchers collected data from 302 respondents

who had interacted with social media advertising on various platforms in China. The study utilized a quantitative research design and analyzed the data using regression analysis to test the hypotheses. The results of the study showed that social media advertising significantly influenced consumer purchase intention in China. Additionally, the study found that social media advertising had a significant impact on the consumer's attitude towards the advertised product, which, in turn, influenced their purchase intention. Moreover, the study found that the effectiveness of social media advertising varied based on the type of product advertised. Overall, the study contributes to the existing literature by providing empirical evidence of the impact of social media advertising on consumer purchase intention in China. The study's findings can help marketers develop effective social media advertising strategies to increase consumer purchase intention and enhance brand awareness.

**Liu and Ye (2020)** examined the impact of social media on consumer purchase intention in China's hotel industry. The authors conducted a survey of 322 respondents who had used social media to search for hotel information and found that social media had a significant positive impact on consumer purchase intention. Specifically, social media content such as online reviews, photos, and videos had a stronger influence on purchase intention compared to social media features such as social networking and online booking. The study also found that the relationship between social media and purchase intention was mediated by consumers' perceived usefulness and trust in social media. The study provides valuable insights for hotel managers in China to develop effective social media strategies to enhance consumer purchase intention. By creating engaging content such as high-quality photos and videos, hotels can increase consumers' perceived usefulness of social media and trust in hotel brands. In addition, hotel managers can leverage social media influencers to promote their hotels and increase consumers' purchase intention. However, the authors also note that hotel managers need to be cautious about potential negative effects of social media such as negative reviews, which can harm brand reputation and reduce purchase intention. Overall, the study highlights the importance of social media in shaping consumer purchase intention in the hotel industry, and provides practical implications for hotel managers to effectively utilize social media to enhance brand image and increase sales.

**Mangold and Faulds (2009)** explore the role of social media in the promotion mix, which is a set of tools used by businesses to communicate with customers and promote their products or services. The authors argue that social media represents a new and important addition to the

promotion mix, as it allows businesses to engage with customers in new and innovative ways. The research work begins by providing an overview of the promotion mix and its components, including advertising, personal selling, public relations, and sales promotion. The authors then introduce social media and explain how it differs from traditional promotion tools. The authors discuss the advantages of social media for businesses, including the ability to reach a large and diverse audience, engage with customers in real-time, and build relationships. They also highlight the challenges associated with social media, such as the need to develop effective content, manage online communities, and measure the impact of social media efforts. Finally it can be concluded that businesses should incorporate social media into their promotion mix and develop strategies that align with their overall marketing objectives. They emphasize the importance of monitoring and measuring social media efforts, and recommend that businesses adopt a long-term perspective when evaluating the impact of social media on their bottom line.

### **3.3 Factors Related to Brand Building of Hotels:**

**Ashita Khanna and Vijay Khanna (2021)** identified the factors that contribute to brand building in the Indian hospitality industry. The authors conducted a case study of select hotels in India, using a combination of primary and secondary data sources. The study finds that service quality, uniqueness, reputation, and marketing are key factors that contribute to brand building in the hospitality industry. The authors argue that hotels need to focus on providing high-quality service, developing unique selling propositions, maintaining a good reputation, and investing in marketing to build a strong brand image. The study concludes by suggesting that Indian hotels need to focus on building a strong brand image to compete effectively in the global hospitality industry. Overall, this study highlights the importance of key factors such as service quality, uniqueness, reputation, and marketing in building a strong brand image in the hospitality industry.

**Suthasinee Pusaksrikit and Rajesh Singh (2021)** investigate the role of social media in brand building for hotels in Thailand. The study utilized a survey of 398 hotel customers in Thailand, using a structured questionnaire to collect data. The study finds that social media plays a significant role in brand building for hotels, as it enhances brand awareness, brand reputation, and customer loyalty. The authors argue that hotels need to focus on creating engaging social media content, responding to customer feedback, and building an active online community to leverage the benefits of social media in brand building. The study also highlights the importance of incorporating social media in hotel marketing strategies, as it is an effective and

cost-efficient way to reach a wide audience. Overall, this study provides valuable insights for hotel managers in Thailand and beyond, who can use the findings to develop effective social media strategies to build a strong brand image and improve customer loyalty.

The article titled "Factors Influencing Customer Loyalty in the Hospitality Industry: A Study of Malaysian Hotels" by **Ali Khatibi, Amir Sadeghi, and Rosmini Omar (2020)** explores the factors that influence customer loyalty in the Malaysian hotel industry. The authors conducted a survey of 379 hotel customers in Malaysia, using a questionnaire to collect data. The study finds that service quality; customer satisfaction, reputation, and loyalty programs are key factors that influence customer loyalty in the hospitality industry. The authors argue that hotels need to focus on providing high-quality service, improving customer satisfaction, maintaining a good reputation, and offering effective loyalty programs to improve customer loyalty. The study also highlights the importance of customer loyalty in the hospitality industry, as it leads to increased revenue and profitability. Overall, this study provides useful insights for hotel managers in Malaysia and beyond, who can use the findings to develop effective strategies to improve customer loyalty and ultimately build a strong brand image.

The study conducted by **Kim and Kim (2018)** explores the relationship between service quality, perceived value, customer satisfaction, and hotel brand loyalty. The study was conducted in South Korea using a sample of 253 hotel customers, and data was analyzed using structural equation modelling (SEM). The results of the study indicate that service quality, perceived value, and customer satisfaction all have a positive and significant effect on hotel brand loyalty. Specifically, service quality was found to have the strongest impact on brand loyalty, followed by perceived value and customer satisfaction. The study also highlights the importance of hotel managers focusing on service quality, as it is the most critical factor in driving brand loyalty. Additionally, the study suggests that hotels should focus on creating value for customers and ensuring customer satisfaction to strengthen brand loyalty. Overall, this study provides valuable insights into the factors that influence brand loyalty in the hospitality industry and can be useful for hotel managers in developing effective branding strategies.

**Kumar, Sengupta, and Sharma (2019)** aims to investigate the relationship between service quality and customer satisfaction in the hospitality industry. The study was conducted in India and used a sample of 300 hotel customers, and data was analyzed using multiple regression analysis. The results of the study suggest that service quality has a positive and significant



impact on customer satisfaction in the hospitality industry. The study found that the most critical factors contributing to service quality were reliability, empathy, and assurance. Additionally, the study showed that the dimensions of service quality have a differential effect on customer satisfaction, with empathy having the strongest impact on customer satisfaction. The study also highlights the importance of understanding customer needs and expectations to provide high-quality services that lead to customer satisfaction. It suggests that hotels should focus on building a customer-centric culture that prioritizes service quality and invest in training and development programs for employees to improve the quality of service. Overall, this study provides valuable insights into the importance of service quality in driving customer satisfaction in the hospitality industry and can be useful for hotel managers in developing effective service strategies.

The study conducted by **Rahimi and Hosseinian (2020)** investigates the impact of marketing mix elements on hotel brand equity in Iran. The study used a sample of 421 hotel customers and data was analyzed using structural equation modelling (SEM). The results of the study show that marketing mix elements, including product, price, promotion, and place, have a positive and significant impact on hotel brand equity. Specifically, product quality and promotion were found to have the strongest impact on brand equity, followed by place and price. The study also highlights the importance of hotel managers in effectively managing marketing mix elements to build and maintain strong brand equity. The study suggests that hotels should focus on providing high-quality products and services, effectively promoting their brand to the target audience, selecting the right distribution channels, and pricing strategies that align with customer expectations. Overall, this study provides valuable insights into the impact of marketing mix elements on hotel brand equity and can be useful for hotel managers in developing effective marketing strategies to strengthen their brand equity.

### **3.4 Effective Frameworks and Social Media in Brand Building:**

**Chen and Chen's (2021)** proposed an integrative framework that explains how social media marketing (SMM) affects consumer behavior and brand building. Based on a review of the relevant literature, they identified five key factors that contribute to successful SMM: content quality, interactivity, personalization, social influence, and perceived usefulness. These factors, in turn, influence consumer behavior by affecting consumers' attitudes, intention to purchase, and loyalty toward the brand. The authors also discussed the moderating effects of several contextual factors, including product type, consumer characteristics, and cultural differences.

They proposed that the effects of SMM on consumer behavior and brand building can vary depending on these factors. Overall, the article provides a useful framework for understanding how SMM can contribute to brand building and how firms can leverage SMM to enhance their brand equity. The authors' emphasis on the importance of content quality, interactivity, personalization, social influence, and perceived usefulness can help firms develop effective SMM strategies that are tailored to their target audience and product offerings.

**Islam and Rahman (2021)** aims to develop a conceptual framework that illustrates the role of social media marketing in brand building. The authors argue that social media marketing has become an essential component of the marketing mix and that it plays a critical role in building brand awareness, creating brand loyalty, and engaging with customers. The article begins by providing an overview of social media marketing and its characteristics. The authors then discuss the concept of brand building and highlight the role of social media in brand building. They propose a conceptual framework that includes three main components: social media platforms, brand building activities, and customer engagement. The authors explain how social media platforms can be used to facilitate brand building activities, such as creating brand awareness, generating brand interest, and fostering brand loyalty. They also discuss how social media can be used to engage with customers, including through customer feedback, social listening, and customer co-creation. The authors conclude by emphasizing the importance of social media marketing in brand building and suggesting that businesses need to develop effective social media strategies that align with their overall marketing objectives. They argue that businesses that embrace social media and develop effective strategies will be well positioned to succeed in the digital age.

**Nambiar and Gupta (2021)** aimed to develop a framework for effective use of social media in brand building in the hospitality industry, with a focus on Indian hotels. The framework was developed through an empirical study that involved a survey of 412 respondents comprising hotel managers, employees, and guests. The authors identified four key components of the framework: social media strategy, social media content, social media engagement, and social media analytics. The study found that effective use of social media in brand building requires a clear social media strategy aligned with the hotel's overall marketing objectives, relevant and engaging social media content, active engagement with followers and customers on social media platforms, and regular monitoring and analysis of social media metrics. The study also found that hotels that effectively use social media in brand building are more likely to achieve

higher levels of brand awareness, brand loyalty, and positive word-of-mouth recommendations. Overall, the study provides a useful framework for hotels in India and other countries to effectively use social media in brand building.

**Sharma and Joshi (2021)** suggested a conceptual framework for understanding the impact of social media marketing on brand building. The authors argue that social media can be a powerful tool for building brand equity through various mechanisms, such as brand awareness, engagement, loyalty, and advocacy. The framework consists of four main components: social media strategy, social media content, social media engagement, and social media analytics. The social media strategy component focuses on defining the objectives, target audience, and channels for social media marketing. The social media content component emphasizes the importance of creating relevant and engaging content that aligns with the brand's personality and values. The social media engagement component highlights the need for interacting with customers and responding to their feedback to build a loyal fan base. Finally, the social media analytics component emphasizes the importance of measuring and analyzing social media metrics to improve the effectiveness of the social media strategy.

**Datta and Aneja (2020)** developed a conceptual framework for social media marketing in the hospitality industry in India. The framework is based on a comprehensive review of literature on social media marketing and the unique characteristics of the Indian hospitality industry. The authors identify three key components of the framework: Social Media Strategy this component includes identifying the target audience, selecting appropriate social media platforms, creating engaging content, and defining metrics to measure success. Social Media Engagement this component emphasizes the importance of engaging with customers on social media platforms, responding to customer feedback and queries, and using social media as a tool for customer relationship management. Social Media Analytics this component involves analyzing social media metrics such as engagement, reach, and conversions to evaluate the effectiveness of the social media strategy and make data-driven decisions. The authors suggest that the framework can help Indian hospitality businesses develop and implement effective social media marketing strategies that can contribute to brand building and customer loyalty.

**Hossain and Hossain (2020)** suggested a conceptual framework for social media marketing and brand building in the fashion industry. The framework is based on a review of the literature and provides a guide for fashion brands to effectively use social media for brand building. The authors argue that social media can play a critical role in brand building in the fashion industry

as it allows brands to interact with customers, create brand awareness, and build brand loyalty. The proposed framework includes four key components: social media marketing strategy, social media content strategy, social media engagement strategy, and social media performance evaluation. The social media marketing strategy involves identifying the target audience, choosing appropriate social media platforms, and developing a social media marketing plan. The social media content strategy involves creating relevant and engaging content that reflects the brand's values and personality. The social media engagement strategy involves interacting with customers, responding to their queries and feedback, and building a community around the brand. Finally, the social media performance evaluation component involves measuring the effectiveness of social media marketing efforts through metrics such as reach, engagement, and conversion rates. Overall, the proposed framework provides a comprehensive guide for fashion brands to effectively use social media for brand building.

**Lim and Khalifah (2020)** proposed a conceptual framework for social media brand building strategies, based on a comprehensive review of the existing literature. The framework consists of four main components first social media presence this component focuses on the selection of appropriate social media platforms for a brand, developing and maintaining a consistent brand voice, and optimizing the use of social media tools and features. Second content strategy this component emphasizes the importance of creating relevant and engaging content that aligns with the brand's message and target audience. It also highlights the need for a content calendar to ensure consistent posting and tracking of content performance. Third engagement strategy this component covers the ways a brand can interact with its audience on social media, such as responding to comments and messages, hosting contests and giveaways, and collaborating with influencers. Fourth performance measurement this component focuses on evaluating the effectiveness of social media brand building strategies through metrics such as engagement rates, reach, and conversions. Overall, the framework provides a holistic approach to social media brand building that considers both content and engagement strategies, as well as measurement and optimization.

**Morais, Ferreira, and Oliveira (2021)** provide a comprehensive review of the existing literature on the role of social media in brand building. The authors aim to identify the key themes and trends in the literature, and to provide a future research agenda for scholars and practitioners. The research paper begins by providing an overview of the importance of social media in brand building, highlighting the various benefits of social media for businesses,

including increased brand awareness, customer engagement, and brand loyalty. The authors then conduct a systematic literature review, analyzing a total of 115 articles from various academic databases. They identify several key themes in the literature, including the role of social media in brand awareness, the impact of social media on brand loyalty, and the importance of customer engagement in social media brand building. The authors also highlight several research gaps in the literature, including the need for more empirical studies on the impact of social media on brand building, the need for more research on the role of social media influencers in brand building, and the need for more research on the effectiveness of different social media platforms for brand building. The authors conclude by providing a future research agenda for scholars and practitioners, emphasizing the need for more empirical research on the impact of social media on brand building, the need for more research on the effectiveness of different social media strategies, and the importance of understanding the role of social media influencers in brand building.

The study by **Nair and John (2020)** proposed a conceptual framework for the effective use of social media in brand building for Indian luxury hotels. The framework includes four major components: social media platforms, content strategy, engagement strategy, and measurement strategy. The first component involves identifying the most suitable social media platforms for the luxury hotels based on their target audience and goals. The second component emphasizes the importance of creating high-quality content that reflects the brand's values and engages with the audience. The third component focuses on creating an engagement strategy that involves two-way communication with the audience through social media. The last component involves measuring the effectiveness of the social media strategy by using relevant metrics and making changes to the strategy based on the insights gained. The framework was developed based on an extensive review of literature and expert opinions from luxury hotel professionals. The study concludes that an effective social media strategy can help Indian luxury hotels increase brand awareness, loyalty, and revenue. The framework proposed in the study provides a comprehensive guide for luxury hotels to effectively use social media in their brand building efforts.

**Singh and Kaur (2020)** proposed a framework for the hospitality industry on the use of social media for brand building. The authors highlighted the importance of social media in building brand awareness, brand image, and customer engagement. They identified three main components of the framework: strategy, content, and metrics. The strategy component includes

setting objectives, identifying target audience, selecting appropriate social media platforms, and developing a content plan. The authors suggested that the content plan should include a mix of promotional, informative, and interactive content to engage customers and build brand identity. The content component includes the development and execution of the content plan, which includes creating and sharing content on social media platforms. The authors suggested that the content should be visually appealing, informative, and aligned with the brand's values and personality. The metrics component includes tracking and measuring the success of social media campaigns. The authors recommended using metrics such as reach, engagement, and conversions to evaluate the effectiveness of social media marketing efforts. Overall, Singh and Kaur proposed framework highlights the importance of a well-planned social media strategy, engaging content, and effective metrics for successful brand building in the hospitality industry.

**Tran, Nguyen, and Nguyen (2021)** suggested a conceptual framework that illustrates the relationship between social media brand building and customer engagement. The authors argue that social media has become an essential tool for businesses to engage with customers and build strong brands. The research work begins by providing an overview of social media and its characteristics, including its ability to facilitate communication, engagement, and collaboration. The authors then discuss the concept of brand building and highlight the role of social media in building strong brands. The authors propose a conceptual framework that includes three main components: social media brand building, customer engagement, and brand equity. They explain how social media can be used to build strong brands by creating brand awareness, generating brand interest, and fostering brand loyalty. They also discuss how social media can be used to engage with customers, including through customer feedback, social listening, and customer co-creation. The authors conclude by emphasizing the importance of social media brand building and customer engagement in creating strong brands and suggesting that businesses need to develop effective social media strategies that align with their overall marketing objectives. They argue that businesses that embrace social media and develop effective strategies will be well positioned to succeed in the digital age.

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