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QUESTIONNAIRE

IMPACT OF SOCIAL MEDIA ON THE BRAND BUILDING AMONG THE CUSTOMERS OF BOUTIQUE HOTELS

(A Study of Selected Category of Hotels in Rajasthan)

Thank you for participating in this study. Your responses will contribute valuable insights to understanding the impact of social media on brand building in boutique hotels. Please answer the following questions candidly and to the best of your knowledge.

Q1. Please select the appropriate age group that corresponds to your current age:

18-24

25-34

35-44

45-54

55-64

65 or older

Q2. Please indicate your gender:

Male

Female

Q3. Which best describes your current location?

Urban

Suburban

Rural

Q4. Which social media platform do you most frequently use for personal reasons? (Select one)

Facebook

Instagram

Twitter

LinkedIn

Snapchat

Other (please specify)

Q5. How often do you typically stay in hotels for either leisure or business travel purposes in a given year? Tick (✓)

Never

Rarely

Occasionally

Regularly

Q6. Is the location of a hotel extremely important to you when making accommodation choices?

Yes No

Q7. Do you consider the price of accommodation very significant when choosing a hotel?

Yes No

Q8. Does the reputation of a hotel brand strongly influence your decision to stay there?

Yes No

Q9. Are you very likely to consider online reviews (e.g., on platforms like TripAdvisor) when choosing a hotel?

Yes No

Q10. Do the available amenities at a hotel significantly affect your decision to stay there?

Yes No

Q11. Are you more likely to choose a hotel based on previous positive experiences with the same brand?

Yes No

Q12. Are recommendations from friends or family very influential when selecting a hotel?

Yes No

Q13. On a scale from 'Very Low' to 'Very High,' please rate your overall level of engagement across different social media platforms. Tick (✓)

Very Low

Low

Medium

High

Very High

Q14. On a scale from 1 to 5, where 1 represents 'Very Low' and 5 represents 'Very High,' please rate your level of engagement on the following social media platforms: Tick (√)

Social Media Platforms & Engagement	1 (Very Low)	2 (Low)	3 (Medium)	4 (High)	5 (Very High)
Facebook					
Instagram					
Twitter					
LinkedIn					
Snapchat					
Other (please specify)					

Q15. For each of the following social media platforms please indicate your satisfaction level on a scale from 'Very Low' to 'Very High.' Tick (√)

Social Media Platforms & Satisfaction Level	1 (Very Low)	2 (Low)	3 (Medium)	4 (High)	5 (Very High)
Facebook					
Instagram					
Twitter					
LinkedIn					

Snapchat					
Other (please specify)					

Q16. Provide rating to factors influencing related to Entertainment on the scale from 1 to 5, where 1 represents "Very Low" and 5 represents "Very High": Tick (√)

Factors related to social media platforms and entertainment	1 (Very Low)	2 (Low)	3 (Medium)	4 (High)	5 (Very High)
Fun					
Social-Media Seems Interesting					
Social-Media Enable Information-Sharing with Others					
Conversation or Opinion Exchange					
Easy to Give Opinion Through Social-Media					
Social-Media Content is the Newest Information					
Social-Media is Very Trendy					

Social-Media Offer					
Social-Media Provide Customized Service					
Pass Information on Brand, Product or Services					
Upload Content on Blogs					

Q17. For each of the following factors related to brand awareness and Social Media Platform Efforts, please rate their influence on a scale from 1 to 5, where 1 represents 'Very Low' and 5 represents 'Very High': Tick (√)

Aspects Related to Brand Awareness	1 (Very Low)	2 (Low)	3 (Medium)	4 (High)	5 (Very High)
Awareness of Particular Hotel brand					
Features of Particular Brand Come to Individuals Mind Quickly					
Recall the Symbol or Logo of Particular Brand					

Q18. For each of the following factors related to brand image in context of Social Media Platform Efforts, please rate their influence on a scale from 1 to 5, where 1 represents 'Very Low' and 5 represents 'Very High': Tick (√)

Aspects Related to Brand Image	1 (Very Low)	2 (Low)	3 (Medium)	4 (High)	5 (Very High)
Leading Hotel					
Extensive Experience					
Representative of the Hotel Industry					
Customer-Oriented Hotel					

Q19. On a scale of 1 to 5, where 1 signifies 'Very Low Influence' and 5 signifies 'Very High Influence,' please rate the impact of the following factors on shaping your brand preferences through social media platform efforts: Tick (√)

Aspects Related to Brand Preference	1 (Very Low)	2 (Low)	3 (Medium)	4 (High)	5 (Very High)
Prefer to Purchase Particular Brand					
Purchase the Brand					
Willingness to Pay a Premium Price					

Q20. For each of the following factors related to brand loyalty in context of Social Media Platform Efforts, please rate their influence on a scale from 1 to 5, where 1 represents 'Very Low' and 5 represents 'Very High': Tick (√)

Brand Loyalty	1 (Very Low)	2 (Low)	3 (Medium)	4 (High)	5 (Very High)
Suggest Particular Brand to Other Consumers					
Recommend Particular Brand to Friends & Relatives					
Regularly Visit Particular Brand					
Satisfied with Particular Brand After Every Visit					
Particular Type of Brand be My First Choice					

Q21. On a scale from 'Low' to 'High,' please rate your perception of the effectiveness of our social media marketing efforts: Tick (√)

Very Low

Low

Moderate

High

Very High

Q22. When considering your exposure to our brand, how would you rate the effectiveness of our marketing efforts on social media compared to traditional channels (such as television, radio, print)? Please use a scale from 1 to 5, where 1 represents 'Very Less Effective' and 5 represents 'Very Highly Effective'. Tick (√)

Very Less Effective

Less Effective

Neutral

Highly Effective

Very Highly Effective
