CHAPTER-1
INTRODUCTION SOCIAL MEDIA AND BRAND BUILDING

Social media has completely changed how we engage, communicate and exchange information. Social media sites like LinkedIn, Instagram, Twitter, Facebook, and others have ingrained themselves deeply into our everyday lives. Due to the growing user base on various platforms, social media has developed into an effective tool that helps businesses connect and interact with their target market. Any business strategy must include brand building. It entails giving the company a distinctive brand and building a solid reputation in the marketplace. Social media gives businesses the chance to engage with their audience, increase brand recognition, and cultivate a favourable brand image. The study will further examine the connection between social media and brand building in this chapter.

1.1 Social Media:

Social media can be defined as a set of various digital platforms which helps the users to create, design, share information and content. Social media platforms facilitate the users to communicate with one another, connect through community and share the thoughts and experiences. Mainly these platforms can be used differently the purpose can either be entertainment, communication, business, and news.

Social media platforms have evolved over the years, all the platforms are different from each other with their audiences. Facebook is the largest social media platform with over 2.8 billion users. Twitter is basically is micro-blogging framework. Instagram is a widely-used platform for sharing photos, especially popular among millennials and Generation Z. In contrast, LinkedIn serves as a professional networking platform primarily utilized for job seeking and business connections.

Digital 2023: Global Overview Report suggests that through virtual networks, social media channels information is shared speedily and easily. All the platforms such as Instagram, Facebook, YouTube, Twitter etc. are having their own apps and online web applications which helps active users to share content, chat online, share images and build groups and communities. More than 60% of the population in the world today is using social media platforms which accounts for nearly about 4.7 billion individuals. Today, most people all

over the world use social media messaging apps and websites. In the beginning of 2023, nearly 95% of individuals engaged with chat and messaging apps, closely followed by social platforms. Search engine sites were also popular, attracting over 80% of users during that period.

Definitions of social media by different authors:

- "Social media are online communication tools that enable people to collaborate, share information, and engage in social networking." - Kaplan and Haenlein (2010)
- "Social media refers to the platforms and tools that enable the creation, sharing, and exchange of user-generated content." - Boyd and Ellison (2007)
- "Social media are computer-mediated technologies that facilitate the creation and sharing of information, ideas, career interests, and other forms of expression via virtual communities and networks." - Wikipedia
- "Social media is a broad term that refers to any interactive online tool that allows people to share and exchange information, opinions, and ideas." - Qualman (2010)
- "Social media is a term used to describe a wide range of online platforms and technologies that enable users to create, share, and interact with content in real-time." - Kietzmann & others (2011)

Social media use in the hotel industry can be extremely beneficial for the businesses wants to expand, engage with customers, increase revenue etc. Here are some ways in which social media can be used in the hotel industry:

- Brand Awareness:

  Social media platforms or networking sites basically helps hotels to increase their reach and develop brand awareness by developing their presence online through sharing images, videos, engaging content.

- Customer Engagement:

  Through social media, hotels can actively interact with their clientele, addressing inquiries promptly and offering tailored assistance, thereby fostering favourable customer interactions. This personalized approach enhances guest satisfaction,

fostering loyalty and garnering favourable feedback, ultimately driving repeat patronage and positive online reviews.

- Promotions and Special Offers:

  Social media platforms help hotels to promote their advertisement campaigns and special offers in a cost-effective way. The hotels can increase their bookings and customer base by targeting the right audiences.

- Reputation Management:

  Social media empowers hotels to actively manage their online reputation by promptly addressing negative feedback and highlighting positive reviews, fostering trust and attracting potential guests.

- Influencer Marketing:

  Influencers (social media) plays an important role in building brand awareness and image. Using influencers the hotels can reach the followers and develop interest through various offerings.

The hotel industry uses a variety of platforms (social media) to reach & engage with clients, including:

1. Facebook: Among all the social media channels Facebook is considered best for the hotels as it allows them to share photos, videos, and updates with their followers. Hotels can also use Facebook to run targeted ads and promote special offers.
2. Instagram: This platform is highly visual and allows hotels to showcase their amenities, rooms, and local attractions. Hotels can also use Instagram to run sponsored posts and collaborate with influencers to reach a wider audience.
3. Twitter: Twitter can help hotels to respond the customer inquiries and complaints, as well as share updates on events and promotions.
4. LinkedIn: This platform is primarily used for B2B marketing and networking. Hotels can use LinkedIn to connect with other businesses and professionals in the industry, as well as promote job openings and career opportunities.

5. YouTube: This platform is ideal for sharing videos, such as virtual tours of the hotel, guest testimonials, and behind-the-scenes footage.

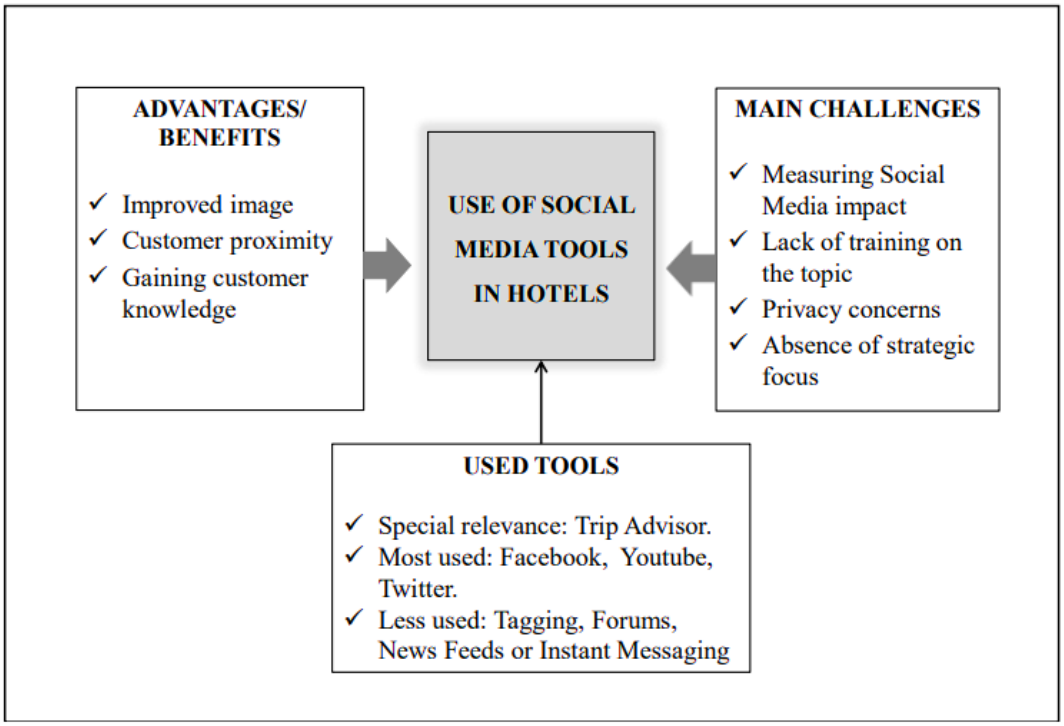

Figure 1.1 Use of social media Tools in Hotels

(Source: Garrido-Moreno, A.& Lockett, N.J.,2016)

Overall, the choice of social media platform will depend on the hotel's target audience, marketing goals, and content strategy. Very essential for hotels to have a strong existence on social media platforms and regularly engage with their followers to build brand awareness and loyalty.

TripAdvisor is a popular travel website and social media platform that can be used by hotels to enhance their social media branding. Here are some ways hotels can use TripAdvisor for social media branding:

Claim listing: Hotels should claim their TripAdvisor listing and ensure that all the information, including address, phone number, and website link, is up-to-date and accurate. This will ensure that potential guests can easily find and book their hotel.

Respond to reviews: TripAdvisor allows guests to leave reviews of their hotel stay, which can influence the purchasing decisions of future guests. Hotels should respond to all reviews, both positive and negative in professional way.

Share photos and videos: Hotels can use TripAdvisor to showcase their amenities, rooms, and local attractions by uploading high-quality photos and videos. This will help potential guests get a better sense of the hotel's offerings and increase engagement on the platform.

Advertise on TripAdvisor: Hotels can run targeted ads on TripAdvisor to reach potential guests who are searching for hotels in their destination. This can increase brand awareness and drive bookings.

Monitor competitors: TripAdvisor allows hotels to monitor their competitors by tracking their rankings, reviews, and pricing. This information can be used to adjust marketing strategies and take competitive advantage.

Overall, TripAdvisor is one of the powerful online applications for hotels to enhance their social media branding and reach potential guests. By providing accurate information, responding to reviews, sharing engaging content, and monitoring competitors, hotels can improve their online presence and attract more bookings.

1.2 Brand Building:

In order to build a brand, it is necessary to apply direct advertising activities in order to increase brand awareness, advertise a specific product, cultivate relationships, and provide value to the target market. This increases the recognition of the brand, the loyalty of consumers, and the satisfaction of customers. Building a brand involves a number of different activities, including awareness creation, development, and promotion of a company.

Importance of Brand Building:

A well-considered brand identity can help establish a powerful brand image, which will go a long way towards establishing the brand.

Brand building entails providing consumers with value so that they feel, think, and know about your brand. There are three well-known brands:

Product brand:

Product brand is being defined as a good or collection of commodities. The concept of brand building providing very high-quality goods associated with brand visibility, guarantee and packaging all these together helps in developing a particular brand. Some of the product brands are Rolex, Ferrari, Ford, Adidas etc.

Service Brand:

When it comes to service branding it is non-tangible offering, such as a telecom service or an online store. Customer experience influence plays very important role in brand building in service branding.

Retail Brand:

It's a combination of product and service offering. So, in retail branding high quality and customer experience both are important. Some of the retail brands are Walmart, D-Mart, V-Mart etc.

Building brand is crucial for banquet hotels as it helps to establish a strong and unique identity for the hotel, differentiate it from competitors, and build trust and loyalty among customers. Here are some of the key reasons why brand building is important for banquet hotels:

Establish a Unique Identity: Brand building helps banquet hotels to create a unique identity that reflects their values, mission, and vision. This identity can differentiate the hotel from competitors and attract customers who share the same values and interests.

Build Trust and Loyalty: Establishing a robust brand presence is pivotal in fostering trust and fostering customer loyalty through unwavering commitment to quality and service. This dedication cultivates a loyal customer following, ensuring repeat patronage and positive word-of-mouth referrals, ultimately contributing to the sustained success of the hotel.

Increase Brand Recognition: A strong brand can help to increase brand recognition and awareness among potential customers. This can be achieved through effective marketing and advertising strategies, social media presence, and online reviews and ratings.

Command Higher Prices: With the help of strongly established brand by the banquet hotels it’s possible to command higher prices for their services. The customers are always ready to pay premium price for the brand which they trust more for quality services.

Expand Business Opportunities: A strong brand can open up new business opportunities for banquet hotels, such as partnerships with other businesses or collaborations with event planners and organizers.

Brand building is essential for banquet hotels as it helps to establish a unique identity, increase brand recognition, build trust and loyalty, command higher prices, and expand business opportunities.

1.3 Process of Brand Building for Hotels:

Brand building for hotels is a complex process that involves creating a strong and memorable identity for the hotel, establishing a unique position in the market, and creating a loyal customer base. Here are the key steps involved in the process of brand building for hotels:

Define Your Brand Identity: This involves developing a clear and concise brand identity that reflects the hotel's unique selling proposition and the target market. The brand identity should include elements such as the hotel's name, logo, colors, tagline, brand voice, and brand personality.

Develop Your Brand Strategy: This involves defining the target audience, identifying the key messaging and communication channels, and setting goals for the brand. The strategy should include elements such as the brand positioning, value proposition, and competitive differentiation.

Create Your Brand Assets: This involves designing and creating the visual and written elements of the brand, including the website, social media profiles, marketing materials, and signage. It's important to ensure that all brand assets are consistent with the brand identity and strategy.

Establish Your Presence: This involves promoting the hotel through various channels, including advertising, PR, social media, and events. The goal is to create awareness and generate interest in the hotel among the target audience.

Deliver a Consistent Guest Experience: This involves delivering a consistent and high-quality guest experience that reflects the brand values and promise. This includes everything from the physical facilities to the service delivery and the overall guest experience.

Foster Brand Loyalty: This involves creating a strong emotional connection with guests and encouraging them to become loyal brand advocates. This can be achieved through loyalty programs, personalized service, and engaging with guests on social media.

Continuously Monitor and Improve the Brand: This involves continuously monitoring and measuring the brand's performance and making improvements as needed. This includes tracking guest feedback, analysing market trends, and staying up-to-date with the latest technologies and innovations in the hospitality industry.

Figure 1.2: Brand Building

(Source: www.mbaskool.com)

1.4 Social Media in Brand Building:

In today's business landscape, social media has emerged as a fundamental tool for connecting and interacting with audiences. It allows businesses to create and share content, interact with

their customers, and build relationships with their audience. Here are some of the ways social media can help businesses build their brand:

- Increased visibility: Through the use of social media platforms the business units can increase the visibility of their product and service as these platforms are connect using world wide web. So, the business units can reach the target audiences worldwide. Sharing the content becomes very easy using social media sites.
- Engage with customers: In social media platforms it is possible to have direct communication with the customers. The engagement with customers can be enhanced by using SMM as its easily possible to respond to the customer queries pre and post service also enables to establish relationship with target audiences.
- Build brand loyalty: Social media can help businesses build brand loyalty by creating a strong connection with their audience. By sharing content that resonates with their audience, businesses can build a community of loyal followers who support their brand.
- Establish a positive brand image: With social media marketing efforts its possible to develop strong positive brand image as business can showcase their brand values and personality.
- Increase website traffic: With the help of social medium referencing, it is possible to increase the traffic towards the business website. The link of the website or web page of the company product or service is being shared on the social media sites to increase the traffic coming to the website. It will generate new list of potential customers.

1.5 Effective Social Media Marketing (SMM) Strategy:

According to article from Social Media Today the effective social media strategies are:

Develop an audience persona:

The social media marketing including sharing and posting content on the social media sides in order to address the target audiences. In the audience persona all the major demographical aspects such as age, gender, income level, interests, desires, behavioural aspects etc. are being analysed.

Setting goals and objectives:

Mainly the digital marketing professionals based on the company objectives design the social media marketing approaches based on the core understanding of target audiences. The major objectives on which the social media marketing programs being based are increasing the online traffic or impressions (viewable), to enhance brand recognition and lead creation for identifying the new customers.

Figure 1.3: ROI Pyramid Used Setting Objectives
(Source:www.socialmediatoday.com)

Budgeting:

This projection indicates that social media marketing will continue to be a significant part of overall marketing budgets for businesses in the coming years. However, the actual percentage of the marketing budget that should be allocated to social media marketing can vary depending on the business goals, size, and industry. Some businesses units keep high budget for social media marketing as they are looking to, increase engagement with the target audience, increase awareness, or generate website traffic and sales. Other businesses units have low budget for social media marketing as they have limited resources or if social media is not a primary channel for reaching their target audience.

Ultimately, the percentage of the marketing budget allocated to social media marketing should be based on the business goals and priorities, as well as an assessment of the potential return on investment. It is also important to regularly review and adjust the budget as needed to ensure the best use of resources and effectiveness of the social media marketing strategy.

Allocating a budget for social media marketing can vary depending on several factors such as the size of the business, target audience, social media goals, and available resources. Some expenses are to considered when planning for social media marketing:

Campaign content: This includes the cost of creating high-quality and engaging content for social media channels, such as photos, videos, graphics, and copywriting.

Paid social promotions: This includes the cost of running paid social media campaigns, such as sponsored posts or ads on social media channels like Facebook, Instagram, and Twitter.

Social media management tools: This includes the cost of using social media management tools, such as scheduling and analytics tools, to manage and analyse social media activity.

Community engagement efforts: This includes the cost of building and maintaining an engaged community on social media channels, such as hiring social media managers, customer service representatives, and community managers.

Analytics tools: This includes the cost of using analytics tools to measure the effectiveness of SMME's, using various performance measures such as reach, conversion rates, impressions etc.

Team Building and Resourcing:

Regardless of the size of the business, developing a effective social media approach requires a clear knowledge of the audiences, business goals, available resources etc. Outsourcing can be a viable option for small businesses with limited resources, but it is important to carefully evaluate potential partners and ensure they have the expertise and experience required for implementing social media marketing strategies. For larger companies, it may be beneficial to allocate internal resources to social media marketing or invest in training and development programs to build the necessary skills and expertise in-house.

Research:

Researching the campaign content and posting strategy is an essential part of developing an effective strategy. It includes understanding the target audience and their preferences, as well as identifying the types of content and posting times that generate the best response.

Platforms Selection:

There are several factors to be considered for selecting the appropriate and best social media platform for particular business unit.

Target Audience: “Who are you trying to reach?

Business Goals: “What are you trying to achieve with your social media marketing?”

Content Type: “What type of content do you want to create?”

Resources: “How much time and resources do you have to dedicate to social media marketing?”

Creating Content:

Producing effective content for social media:

Short and simple: As the social media channel users are having short attention time spans so its always important to have the content brief and concise with clear cut view point. Headlines should be catchy so as to grab the attention.

Use multimedia: In addition to images, consider incorporating videos, GIFs, and infographics into your social media content. These types of multimedia tend to perform well and can help communicate your message more effectively.

Be authentic: Authenticity is key on social media. Always the content or information being shared should replicate the personality and brand values. Generate reliable content avoid using "Overly Promotional language".

Stay current: Keep up with current events and trends to create content that's relevant and timely. This can help you tap into conversations that are already happening on social media and increase engagement with the audience.

Test and iterate: Feel free to explore various content formats and posting approaches. Utilize analytics tools to monitor performance and refine your strategies accordingly. Given the ever-changing nature of social media, flexibility and adaptability are key. Keep experimenting, analysing, and adjusting to stay ahead of the curve.

Integrating Social Media Marketing and Other Digital Marketing Strategy:

Some strategies that can integrate with social media marketing are:

Content marketing: Use social media to promote your blog posts, infographics, videos, and other content to increase its reach and engagement.

PPC and display advertising: Use social media advertising to target your ideal audience with ads that drive them to your website, landing page, or offer.

Email marketing: Use social media to promote your email newsletter or other email campaigns to increase your email list and engage your subscribers.

Search engine marketing: Use social media to increase your online presence, drive traffic to your website, and improve your search engine rankings.

Offline marketing: Use social media to promote your offline marketing efforts, such as events, product launches, and other promotions, to increase their reach and effectiveness.

Figure 1.4: Social Media Marketing and Other Digital Marketing Strategies
(Source:www.digitalschoolofmarketing.co.za)

Analytics:

A vital aspect of enhancing social media marketing plans is tracking analytics, allowing businesses to refine strategies based on effective content and promotional methods while discarding ineffective ones. This enables businesses to continuously improve their online presence and engagement.

1.6 Proposed Methodology:

Research methodology refers to the systematic approach used to conduct research and gather data so as to reply research questions or test the hypotheses. There are various research methodologies that can be used depending on the research question, data sources, and data collection methods.

Quantitative Research which includes collecting and analysing numerical data using statistical methods. Quantitative research is often used to test hypotheses and make

predictions. Surveys, experiments, and observational studies is being used for the current research work.

The exploratory research design aims to gain insights into the influence of the SMME's (Social Media Marketing Efforts) branding on the hotel industry using survey and published papers with relevant information. Primary data being collected through survey using the instrument the questionnaire. Universe comprises people from selected cities in Rajasthan and the sample size being 500 participants. There are two sections to the questionnaire. Questions about demographics were asked in the first portion, and questions about brand creation and social media marketing were asked in the second.

Research work flow as shown below in the flow diagram:

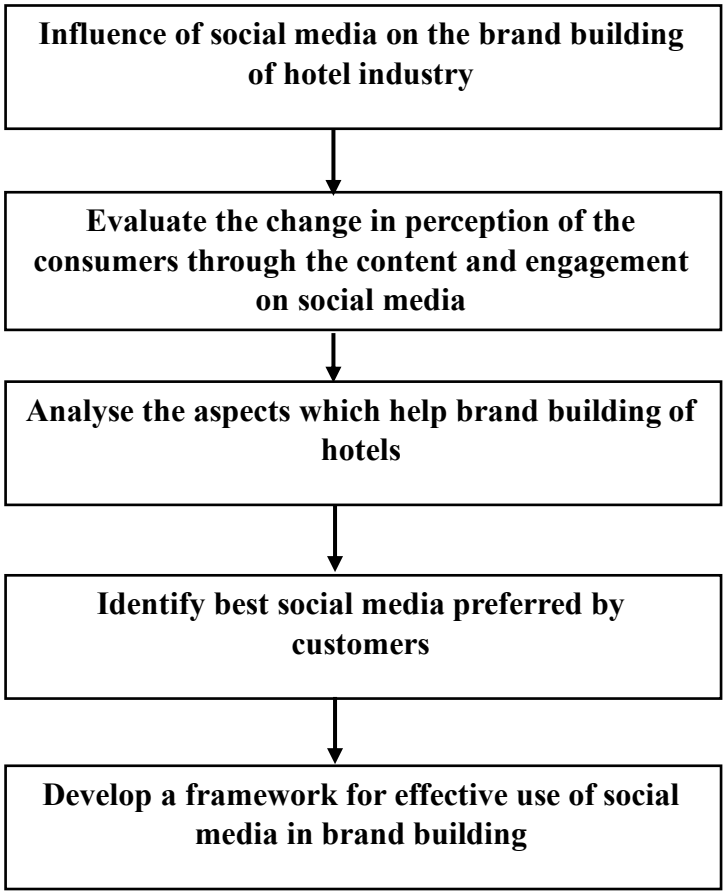

Figure 1.5: Proposed work flow

The proposed research work addresses the following suppositions:

- SMM approachesarebeing preferred by the hoteliers over conventionalmethods of marketing.This hypothesis suggests that hoteliers prefer to use "Social Media

Channels"like Instagram,Facebook,LinkedIn, Twitter etc. for marketing their hotels over traditional channels such as print media, radio, and television advertising.

- There is strong positive influence of SMME's on brand building of hotel.This hypothesis suggests that social media channels are effective in building and promoting a hotel's brand and increasing its visibility and engagement with potential customers.
- The social media channels are similarly preferred by hotelier for brand development &building.
- There is important difference in hotel's preference of social media channel.

1.7 Thesis Organization:

The goals of the study are to focus on the below mentioned aspects:

1. To identify the influence of social media marketing efforts on the brand building of hotels in India. Accordingly, the objective focuses on investigating the effectiveness of SMC (Social Media Channels) in building and promoting the brand of hotels, and to understand the factors that contribute to the success of social media marketing in the hotel industry.
2. To measure the change in perception of consumers through the content and engagement on social media. This objective aims to analyze how the content and engagement on social media channels affect the perception and attitudes of consumers towards hotels, and to measure the extent of this impact.
3. To analyse the factors that help in brand building of hotels. This objective aims to identify the key factors that contribute to the success of brand building for hotels through social media channels, including factors such as content strategy, audience targeting, and engagement tactics.
4. To find out which social media platform is preferred by customers. This objective aims to understand the social media preferences of consumers when it comes to researching and booking hotels, and to identify the most effective social media platforms for hotel marketing and brand building.
5. To develop a framework for the effective use of social media in brand building. This objective aims to develop a comprehensive framework that outlines the key steps and strategies for hotels to effectively use social media for brand building, including best practices, metrics for success, and tools for analysis and optimization.

Overall, the proposed research work aims to provide valuable insights and suggestions related to social media marketing and brand building strategies.

The chapter first “Introduction of Social Media and Brand Building” includes the study of social media concept, types of social media used by hotel industry, methodology being adopted which includes the research work flow diagram, brand building, importance of social media and brand building and effective social media marketing strategies in hotel industry.

Second chapter “Overview of Hotel Industry in Rajasthan” covers the recent challenges faced by hotel industry, growth potential of the industry and factors influencing the hotel industry in Rajasthan.

The third chapter “Literature Review” previous research work related to the objectives such as measure theinfluence of social media on the brand building in relation to hotel industry, studying the consumers perception by content and engagement aspects related to social media, analyze the aspects which help brand building of hotels, best social media preferred by customers and effective frameworks used by social media in brand building were being covered.

Fourth chapter “Research Methodology and Research Design” includes the details related to research design being used, type of sampling technique adopted, sample size, type of instrument for data collection and the statistical tools and techniques being applied in the research work.

The chapter fifth “Result and Discussion” covers the data analysis, hypotheses testing and interpretation.

Lastly the chapter sixth “Findings, Conclusions and Suggestions” summarizes the finding and conclusions with future scope of the study.

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CHAPTER-2

OVERVIEW OF HOTEL INDUSTRY IN RAJASTHAN

Rajasthan is one of India's most popular tourist destinations, known for its rich cultural heritage, historical landmarks, vibrant festivals, and diverse landscapes, including deserts, palaces, and wildlife sanctuaries. Tourism is a significant driver of the hotel industry in the state. Rajasthan, renowned for its magnificent palaces, regal heritage, vibrant local cultures, arid deserts, and cities adorned in hues of pink, blue, and yellow, holds a significant position on India's tourism landscape. The state's Tourism Minister, "Vishvendra Singh", has set an ambitious target of attracting 50 million tourists by the year 2020. As outlined by Pradeep Kumar Borar, the Director of Tourism, the hotel industry is experiencing a robust occupancy rate, hovering around 70 percent. Furthermore, the iconic luxury heritage train, Palace on Wheels, achieved an impressive 60 percent occupancy rate in the previous year.

2.1 Evolution of Hotel Industry in Rajasthan:

In 1989, Rajasthan recognized the immense potential of tourism as a job creator and made a strategic decision to harness its unique attributes. Since then, this northern state has skilfully capitalized on its regal heritage, artisanal traditions, culinary delights, sporting events.

Today, tourism stands as a cornerstone of Rajasthan's economy, contributing nearly 20% to its overall GDP. Impressively, over 15% of all foreign tourists who visit India choose Rajasthan as their destination each year. Ashok Rathore, the GM of "Taj Rambagh Palace" in Jaipur, highlights thedistinct appeal to both domestic and international travellers. He underscores Rajasthan's rich historical legacy, adorned with majestic forts, opulent palaces, vibrant art and culture, and its reputation for warm and welcoming hospitality.

Rajasthan's popularity among foreign tourists is undeniable, with approximately one in every three international travellers to India including Rajasthan in their itinerary, frequently included in the esteemed Golden Triangle itinerary, Rajasthan showcases five prominent tourism hotspots: Jaipur, Udaipur, Jodhpur, Pushkar, and Jaisalmer. Additionally, it features numerous flourishing micro-markets such as Bikaner and Nagaur.

Within India, Rajasthan ranks 9thin the standings of "Domestic Tourist Arrivals" (DTAs) and an impressive third for International Tourist Arrivals (ITAs). Tourism's contribution to the

state's GDP stands at a substantial 8%, demonstrating robust growth with average rate of nearly 5-6% in the preceding three years.

The possibility for further growth in Rajasthan's tourism sector remains vast. A key factor driving its popularity is its ability to attract a wide spectrum of travellers, spanning various sectors of the tourism pyramid. The proactive approach plays a pivotal role in sustaining high tourist footfall and solidifying Rajasthan's position as a premier destination on the global tourism stage.

The hotel industry in Rajasthan has evolved significantly over the years, transforming from traditional accommodations to a diverse range of options that cater to both domestic and international tourists. Here's an overview of the evolution of the hotel industry in Rajasthan:

Heritage Transformation:

Rajasthan's rich cultural and architectural heritage has been the cornerstone of its hotel industry. Many historical palaces, forts, and havelis were converted into heritage hotels. This transformation preserved the historical and architectural legacy while offering unique and luxurious accommodations.

Advent of Luxury Hotels:

In addition to heritage properties, the state has witnessed the arrival of internationally acclaimed luxury hotel chains. These hotels offer a blend of modern amenities and royal experiences, attracting high-end tourists.

Diversification:

The hotel industry in Rajasthan has diversified to accommodate various traveller preferences. This includes budget hotels, boutique hotels, eco-friendly resorts, and specialty accommodations like desert camps and treehouses.

Increased Tourism Promotion:

The Rajasthan government has actively promoted tourism through marketing campaigns, cultural festivals, and participation in national and international travel exhibitions. This has led to increased awareness and tourist footfall.

Infrastructure Development:

Investments in infrastructure, including airports, roads, and transportation networks, have made it easier for tourists to access various parts of Rajasthan. This improved connectivity has contributed to the growth of the hotel industry.

Digitalization and Online Booking:

The digital revolution has played a significant role in the industry's evolution. Hotels now use online booking platforms, social media, and digital marketing to reach a global audience and streamline reservation processes.

Sustainability Initiatives:

With increasing environmental awareness, many hotels in Rajasthan have adopted sustainable and eco-friendly practices, such as water conservation, renewable energy use, and waste management.

Expansion of Tourism Offerings:

Rajasthan has expanded its tourism offerings beyond the historical and cultural attractions. Adventure tourism, wildlife safaris, culinary experiences, and wellness retreats have gained popularity, leading to the emergence of new types of accommodations.

Challenges and Adaptations:

The hotel industry has faced challenges such as seasonality and the impact of events like the COVID-19 pandemic. However, many hotels have adapted by implementing health and safety protocols, offering flexible booking options, and diversifying their revenue streams.

Preservation of Heritage:

The hotel industry has played a role in preserving Rajasthan's architectural and cultural heritage. Restoration and maintenance of historical properties have contributed to the conservation of these assets.

Global Recognition:

Rajasthan's hotels have received international acclaim and awards, further boosting the state's reputation as a world-class tourism destination.

The hotel industry in Rajasthan has evolved from traditional heritage properties to a dynamic and diverse sector that caters to a wide range of travellers. This evolution has been driven by a combination of heritage preservation, infrastructure development, marketing efforts, and a focus on sustainability, making Rajasthan a globally recognized tourism hotspot.

2.2 Types of Hotels:

Rajasthan offers a wide range of accommodations to cater to various tourists, from luxury travellers to budget-conscious ones. These include:

Heritage Hotels: Rajasthan's heritage hotels are the epitome of opulence and history. They are often grand palaces, forts, or havelis (traditional mansions) that have been meticulously restored to their former glory. These hotels offer guests a chance to step back in time and experience the regal lifestyle of Rajasthan's erstwhile royalty. With intricately designed interiors, ornate furnishings, and impeccable service, staying in a heritage hotel is like living a royal fantasy. Some iconic heritage hotels include the Umaid Bhawan Palace in Jodhpur, the Rambagh Palace in Jaipur, and the Udaivilas in Udaipur.

Luxury Hotels: Rajasthan boasts a collection of internationally acclaimed luxury hotels and resorts. These establishments cater to discerning travellers seeking the finest in comfort, service, and amenities. Luxury hotels in cities like Jaipur, Udaipur, and Jodhpur often feature lavish suites, world-class dining, spa and wellness facilities, and personalized services. These properties blend contemporary luxury with Rajasthan's rich cultural and architectural heritage, offering guests a harmonious and indulgent experience.

Budget Hotels: For budget-conscious travellers and backpackers, Rajasthan offers a wide array of affordable accommodations. Budget hotels, guesthouses, and hostels are scattered throughout the state, providing comfortable and clean rooms at wallet-friendly prices. While they may lack the opulence of heritage and luxury hotels, budget accommodations in Rajasthan often compensate with warm hospitality, convenient locations, and the opportunity to interact with fellow travellers.

Resorts: Rajasthan's resort industry has witnessed substantial growth, particularly around popular destinations like Jaipur, Jodhpur, and Udaipur. These resorts provide a blend of luxury and natural beauty, often set against picturesque landscapes. Guests can relax in well-appointed rooms or cottages, enjoy spa treatments, dine on gourmet cuisine, and partake in various recreational activities. Many resorts in Rajasthan offer stunning views of lakes, deserts, or lush greenery, making them an ideal choice for those seeking a tranquil escape from urban life.

2.3 Key Tourist Destinations:

Some of the most visited tourist destinations in Rajasthan include:

Jaipur:

Jaipur, the vibrant capital of Rajasthan, is renowned for its distinctive moniker, "The Pink City." due to its distinctive pink-hued buildings. It's a city steeped in history and culture, boasting iconic attractions such as the City Palace, Amber Fort,Jantar Mantar and Hawa Mahal (Palace of Winds). Visitors are drawn to its bustling bazaars, where they can shop for traditional textiles, jewellery, and handicrafts.

Udaipur: Udaipur, known as the City of Lakes, is a romantic and picturesque destination. The city is characterized by its serene lakes, including Lake Pichola and Fateh Sagar Lake, against the backdrop of magnificent palaces like the City Palace and the Lake Palace. Udaipur's charming streets, vibrant art scene, and boat rides on the tranquil lakes make it a favorite among honeymooners.

Jodhpur:

Jodhpur, the Blue City, gets its name from the indigo-painted houses that dominate the landscape. At the heart of the city stands the majestic Mehrangarh Fort, one of India's largest forts. Inside, visitors can explore palatial courtyards and museums. The bustling bazaars around the fort offer a variety of handicrafts, textiles, and spices.

Jaisalmer:

Jaisalmer, known as the Golden City, is famous for its stunning desert landscape, including the vast Thar Desert and the mesmerizing Sam Sand Dunes. The city is crowned by the golden-hued Jaisalmer Fort, which houses a living community within its walls. Tourists flock to Jaisalmer for camel safaris into the desert, where they can experience the unique culture of Rajasthan's nomadic communities.

Pushkar:

Pushkar is a spiritual and culturally rich town known for its annual Pushkar Camel Fair, a vibrant gathering of traders, musicians, and performers. The town is centered around the sacred Pushkar Lake, where pilgrims come to take ritual baths. Pushkar is also home to many temples, including the Brahma Temple, one of the few dedicated to Lord Brahma in the world.

Ranthambhore:

Ranthambhore is a renowned wildlife destination famous for the Ranthambhore National Park, which is home to the Bengal tiger and a variety of other wildlife species. The park's scenic landscapes include lakes, ruins, and dense forests. Visitors embark on safari tours to catch a glimpse of the majestic tigers and other exotic creatures in their natural habitat.

These key tourist destinations in Rajasthan collectively showcase the state's rich history, natural beauty, and cultural diversity, making Rajasthan a must-visit destination for travellers from around the world.

2.4 Findings Related to Hotel Industry:

The tourism sector plays a significant role in Rajasthan's economy, contributing approximately 15% to the state's GDP. It has seen steady growth over the years, with various indicators reflecting the state's popularity as a tourist destination:

1. Hotel Inventory: Rajasthan boasts a substantial hotel inventory in the branded space, with around 9,000 keys. This encompasses a range of lodging options, spanning from luxurious hotels to more budget-friendly choices, tailored to meet the varied requirements of travellers.

2. Tourist Arrivals: In FY 2018, Rajasthan witnessed robust tourism growth. Domestic tourist arrivals reached “4.6 crores”, marking a noteworthy increase of nearly about 11% compared to the preceding year. The state also attracted 15 lakh international tourists, indicating a 4% growth in international arrivals.

3. Air Connectivity: The growth in tourism is partly attributed to improved air connectivity. Jaipur International Airport witnessed significant growth, by international entrances surging by nearly 17% in the 2017-18 & 15% in the year bracket 2018-19. Domestic passenger traffic also saw remarkable growth, with a 27% increase in 2017-18 and 15% in 2018-19.

4. Average Daily Rates (ADRs): The Average Daily Rates for hotels in Rajasthan vary widely based on factors such as hotel category and the type of season. The luxury class can range from “INR 40,000 to 45,000”, while premium hotels typically charge between INR 10,000 to 18,000. Mid-scale hotels fall in the range of “INR 5,000 to 6,000”, while the economy class hotels are priced between“INR 2,500 to INR 3,500”.

5. Infrastructure: Rajasthan boasts an extensive road network, including “47 national highways” with the total length of about 9,998.80 kilometres & 85 state highways covering 11,716 kilometres. This infrastructure facilitates convenient travel within the state, making it more accessible to tourists.

6. Total Number of Hotels: Rajasthan offers a wide array of accommodations, with a total of 2,150 hotels in the state. These hotels collectively provide 50,000 rooms, catering to the accommodation needs of tourists.

7. Tourism Budget: The state government allocated a tourism budget of INR 163.51 crores in FY 2017-18, with a significant portion (“INR 155.92 crores”) dedicated to the protection and restoration of the heritage sites. This underscores the state's commitment to maintaining its rich cultural heritage.

8. Budget Increase: For FY 2018-2019, the tourism budget experienced a notable 16% increase, reflecting the government's continued investment in the tourism sector. This increase signifies the state's dedication to further enhancing tourism infrastructure and promoting Rajasthan as a premier travel destination.

Rajasthan's tourism sector has shown impressive growth, supported by increased tourist arrivals, improved air connectivity, a wide range of accommodations, and infrastructure development. The state's commitment to preserving its heritage and investing in tourism is evident in the budget allocations, further solidifying Rajasthan's position as a top tourist destination in India.

2.5 Key Factors that Contribute to Industry Growth:

Tourism Promotion: Rajasthan heavily relies on tourism, and efforts by the government and private sector to promote the state as a tourist destination can boost the hotel industry. Marketing campaigns, cultural events, and infrastructure development can all contribute to increased tourist inflow.

Infrastructure Development: Investments in infrastructure, including airports, roads, and railways, can facilitate easier access to tourist destinations within Rajasthan, attracting more visitors and benefiting the hotel industry.

Diversification: Expanding the tourism offerings beyond the traditional attractions can lead to growth. Developing niche tourism segments such as adventure tourism, wellness tourism, and eco-tourism can attract different types of travellers and increase demand for accommodations.

Government Policies: Favourable government policies, such as tax incentives and ease of doing business, can encourage investment in the hotel sector and support its growth.

Digitalization and Online Booking: As more travellers' book accommodations online, hotels that embrace digitalization and have a strong online presence can tap into a larger customer base, leading to increased bookings and growth.

Sustainability Initiatives: Travelers are increasingly conscious of sustainability. Hotels that adopt eco-friendly practices and promote responsible tourism can attract environmentally conscious tourists and enjoy long-term growth.

International and Domestic Markets: Attracting both international and domestic tourists diversifies the customer base. Events such as destination weddings, conferences, and exhibitions can also contribute to industry growth.

Quality of Service: Providing excellent service and unique experiences can result to repeat business and optimistic word-of-mouth marketing, which, in case turn, supports industry growth.

Economic Stability: The overall economic stability of the country and the world can impact tourism and, consequently, the hotel industry. Economic growth tends to correlate with increased travel and tourism spending.

External Factors: External factors like geopolitical stability, health crises (e.g., pandemics), and natural disasters can significantly impact industry growth. The hotel industry should be resilient and adaptable to such challenges.

It's essential to note that industry growth can vary by region within Rajasthan, depending on factors such as the popularity of specific destinations and the local business environment. Moreover, the post-COVID-19 recovery and evolving consumer preferences may also have had a significant impact on industry growth.

2.6 Conclusion:

In conclusion, Rajasthan's tourism sector has not only emerged as a significant contributor to the state's economy, but it has also demonstrated consistent growth over the years. With a diverse hotel inventory, rising domestic and international tourist arrivals, improved air connectivity, and a commitment to preserving its cultural heritage, Rajasthan continues to attract travellers from around the world.The state's investment in tourism infrastructure, as reflected in its extensive road network and increased tourism budget, underscores its dedication to providing a world-class experience for visitors. The wide range of accommodations, from luxury to budget-friendly options, ensures that Rajasthan caters to the varied preferences of tourists.As a result, Rajasthan stands as a shining example of how effective tourism development, preservation of heritage, and strategic investments can propel a region to prominence on the global tourism stage. With its rich history, vibrant culture, and stunning landscapes, Rajasthan remains an enduring and captivating destination for travellers seeking a taste of India's heritage and hospitality.

Reference:

- **www.hotelierindia.com.**

CHAPTER-3
LITERATURE REVIEW

Social media is now one of the vital tools for brand building in the hotel industry, particularly for banqueting hotels. The growing usage of the online applications and social media platforms, it's possible for hotels to cover audience all over the world, create brand awareness, and engage with clienteles in the real-time.Current studies have concentrated on exploring the influence of social media on brand establishment within the hotel sector, specifically examining its impact on banquet hotels.

3.1 Social Media on Brand Building of Hotel Industry:

Gupta and Kumar (2021) study aimed to explore the influence of social media on the brand building in Indian luxury hotels, with a particular referenceto banquet hotels. Accordingly, the researchers conducted a survey of 250 customers who had recently visited luxury hotels in India, and the data were analysed using structural equation modelling.The outcomes of the study presented that social media channels have a strong positive influence on the brand building aspects in Indian luxury hotels, with social media engagement and customer satisfaction playing a important role in building brand equity. 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 build effective social media policies to attract & retain customers and build brand equity.

He and Li (2021)the studyevaluate the impact of social media channels on the brand loyalty and brand image. Accordingly, the quantitative method was being adopted in which a survey was being conducted online and the responses were being collected from about 382 respondents with the help of a well-structured questionnaire. The statistical method SEM (Structural Equation Modelling) being used to test the considered hypotheses. The findings suggest that the social media efforts have positive influence on both brand loyalty and brand image of the hotels. Specifically, the research work identifies that the 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. The research highlights that visual social media platforms like Instagram exert a more significant influence on both brand image and brand loyalty compared to textual platforms such as Twitter. It enriches comprehension of social media's role in brand development within the hotel sector, especially concerning brand image and loyalty. The study advocates for hotels to capitalize on social media, particularly visual platforms, to bolster brand image and foster greater loyalty among customers.

Saha and Rahman (2021) explore the influence of social media efforts on brand equity in the hotel industry of India. 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 analysed the relationship between social media marketing activities, customer engagement, and brand equity of the hotel. The outcomes of the research work present that the SMME (Social Media Marketing Efforts) has a noteworthy positive impression on brand equity in hotel industry of India. The research discovers that there is intermediate factor customer engagement that is very crucial in establishing relationship between social media efforts and brand equity. Specifically, social media marketing activities lead to higher "customer engagement" which results in higher "brand equity." The research work 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 SMME's in building the brand equity in hotel industry of India.

The study by **Wang, Li, and Liang (2021)** an investigation into the influence of social media marketing on brand equity within the hotel industry was conducted, drawing data from 310 hotel guests in China through a self-administered questionnaire. Employing partial least squares-structural equation modelling (PLS-SEM), the collected data was analysed to evaluate the research hypotheses. The outcomes reveal a positive association between social media marketing and brand equity in the hotel sector. Specifically, the study identifies that social media marketing positively impacts perceived quality, perceived value, and brand loyalty, subsequently enhancing brand equity. Moreover, it underscores the direct positive effect of brand awareness on brand equity. Additionally, significant variations in the impact of social media marketing on brand equity across different hotel types were observed, with

luxury hotels experiencing a stronger influence compared to budget hotels. Overall, the study offers valuable insights into the relationship between social media marketing and brand equity in the hotel industry, advocating for hotels to invest in social media marketing to elevate brand equity by improving perceived quality, perceived value, brand loyalty, and brand awareness. Furthermore, it underscores the importance of tailoring social media marketing strategies based on the type of hotel.

Fayed and Thabet (2020)in order to measure the influence of social media marketing efforts on brand loyalty in hotel sector a case study was conducted on social media influences on the brand loyalty of Marriott International hotel. Accordingly, survey method was adopted in which about 340 respondents as customers of Marriott International hotel were being considered. Structural Equation Modelling method was applied for the analysis. The findings suggest that there is significant difference 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 effect of social media marketing on the brand development & building in hospitality sector in India, with an emphasis on the selected Indian hotels. In the study qualitative research was conducted and the data gathering was done using interviews with the marketing professionals of the considered hotels. The results reveal that the social media marketing efforts plays an important role in the 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 influencers use in social media marketing. Hotels need to prepare effective social SMM strategies that are aligned with the brand image and target segment to develop 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 obtaining insights or patterns into the context of

luxury hotels in India. The study's conclusions hold significance for hotel managers and marketers aiming to utilize social media platforms for establishing a robust and distinctive brand within the Indian hospitality sector.

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 moderate's 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 various digital marketing strategies with special focus on social media marketing so as to increasing brand image.

Singh and Parashar (2022) measures the influence of social media marketing efforts on customer loyalty which is being mediated by two important aspects that are customer satisfaction and product involvement. The study collected data from 410 e-commerce customers in India through an online survey and analysed it by the statistical technique SEM (Structural Equation Modelling) in order to evaluate the concern hypotheses. The outcomes of the research work present that social media marketing efforts have positive impact on customer loyalty, which is mediated by customer satisfaction. Specifically, the study identifies that social media usage positively effects customer satisfaction, further positively influencing customer loyalty. The study also found that product involvement moderates the relationship between social media use and customer loyalty. Specifically, the research work discovers that social media efforts have a high positive influence on customer loyalty among customers who are highly involved with the product or service. The research concludes that social media channel is an efficient method 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)authors argue that social media channels represent 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. Crafting an effective social media strategy involves several key steps: first, pinpointing the target audience; next, selecting suitable platforms; then, generating compelling content; and finally, actively monitoring, addressing 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 methodical review of literature to inspect the efforts of social media marketing in shaping consumers' buying intentions. The authors analysed 67 articles published between 2010 and 2019 to identify the main themes and research gaps in this area. Accordingly, the study findings suggest that consumers are increasingly utilizing social media platforms like Facebook, Twitter, Instagram, and YouTube to seek information, engage with brands, and influence their purchasing choices. The authors found that social media has a significant positive impact on consumers' attitudes, perceptions, and behaviours towards products and services. Moreover, they find several aspects that influence the effectiveness of SMME's counting trust, engagement, perceived value, social influence, and brand reputation. The authors of the study also noted various research gaps, including the necessity to explore how social media impacts various products and services, the influence of social media influencers on consumer purchasing decisions, and the efficacy of different social media tactics. In summary, this research offers valuable insights into social media's influence on consumer buying behaviour and underscores the importance of further investigation to formulate effective social media marketing approaches.

Wang, Chen, and Liang (2021) aimed to discover the influence of social media marketing efforts on the consumer buying behaviour in China. Authors collected data from 302 respondents who had interacted with social media advertising on various platforms in China. The outcomes of the research work presented that social media advertising significantly influenced consumer purchase intention in China. The study revealed that social media advertising significantly influenced consumers' attitudes towards promoted products, subsequently affecting their intention to purchase. Additionally, it highlighted variations in the effectiveness of social media advertising based on the advertised product type. Overall, the research contributes empirical evidence regarding the impact of social media advertising on consumer purchase intention within the Chinese market. These findings offer valuable insights for marketers in devising strategies to boost purchase intention and elevate brand visibility through effective social media advertising tactics.

Liu and Ye (2020) examine the influence of social media marketing on the "Consumer Purchase Intention" in China's hotels. Accordingly, authors conducted survey of 322 respondents who had used social media to search for hotel information and interpreted as such social media channels have substantial positive influence on "Consumer Purchase Intention". Consumers' perception of social media's usefulness and trust played a mediating role in the relationship between social media usage and purchase intention. 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.

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 and it helps business units to make better communication, engagement with the customers in more effective and innovative manner. 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. Social media marketing efforts results in approaching large audience which further results in increase in brand awareness, also engage in real-time with the consumers. 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 influence of social media marketing 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.

SuthasineePusaksrikit and Rajesh Singh (2021)the study utilized a survey of 398 hotel customers in Thailand, using a well-structured questionnaireso as to collect the relevant data. The research outcomes confirms that social media marketing efforts in the hotel industry in Thailand plays very important role in developing brand image & equity which further results in overall brand building of hotels. 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. Social media marketing strategies are being considered as the most cost-effective way of reaching the audiences all over the world. Finally, the author recommends all the hotel managers or

owners in Thailand to use social media marketing strategies in building brand image and 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)** the study 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) aim 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 analysed using multiple regression technique. In the hospitality industry it was found based of the research outcomes that service quality impacts positively on customer satisfaction. The research work identifies that the most critical factors contributing to service quality were reliability, empathy, and assurance. Additionally, the study presented the dimensions of the service quality have differential influence on customer satisfaction. Research work also covers the use of understanding customer needs & 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 enhance service quality in their hotels. 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 analysed 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) the writers argue that SMM has become now an essential component related to 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 purpose of social media marketing in brand development & building. They propose a conceptual framework that includes three main components: social media platforms, brand building activities, and customer engagement. The authors explain the way in which social media channels can applied to facilitate brand building activities, like generating brand interest, brand awareness creation, building brand loyalty etc. They also discuss how social media can be used to engage with customers, including through customer feedback, social listening, and customer co-creation. In order to build effective marketing strategies, the author suggests to use the social media marketing in developing brand in the hotel industry. 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 developing brand image in reference to hospitality industry, emphasis 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 are strategy formulation, content creation, engaging with the audience, and analysing social media data. The study reveals the effective deployment of the social media approaches in brand development & building which 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, positive word-of-mouth recommendations, brand loyalty, brand image etc. 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, like engagement,brand

awareness,advocacy, and loyalty. Here also the author emphasized on the four main components essential for effective social media marketing. These four key elements strategy, content, engaging and analysis. Mainly 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 engaging & appropriate content that is in accordance to brand's values and personality. Accordingly, 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 evaluating various important aspects so as to improve the efficiency of social media approaches.

Datta and Aneja (2020)a conceptual framework for social media marketing in India's hospitality sector was developed, integrating insights from literature review and industry characteristics. The framework comprises three main components: Social Media Strategy, focusing on target audience identification, platform selection, content creation, and success metrics; Social Media Engagement, emphasizing customer interaction and relationship management; and Social Media Analytics, involving data analysis to assess strategy effectiveness. This framework aims to aid Indian hospitality businesses in crafting impactful social media strategies for brand building and enhancing customer loyalty.

Hossain and Hossain (2020)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 as it lets 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 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 SMME’s through metrics like engagement,reach, conversion rates, impression etc. 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 emphases on appropriate selection of social media channel for the brand developing, building, and maintaining a consistent brand voice, and optimizing social media techniques. Second content strategy this component emphasizes the importance of creating most appropriate content with customer engagement ability and which aligns according to target audience and branding objectives. 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 like giving reply to the reviews, comments, hosting contests, messages and collaborating with influencers. Fourth performance measurement this component focuses on evaluating the effectiveness of social media brand building strategies through measures like reach, engagement rates, conversions, impressions etc. 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 benefits related to use of social media in developing and building brand image, highlighting the various useful purposes of SMME's for businesses, including increased brand awareness, engagement of customers, brand loyalty etc. The authors then conduct a systematic literature review, analysing a total of 115 articles from various academic databases. They identify several key themes in the literature, including the social media approaches used in increasing brand awareness, brand loyalty, importance of customer engagement in social media brand building etc. The authors underscore several gaps in current research, including the scarcity of empirical studies on social media's brand-building impact, inadequate exploration of social media influencers' role, and insufficient examination of various platform effectiveness. They propose a future research agenda, emphasizing the necessity for more empirical studies on social media's brand-building impact, exploration of diverse social media strategies' effectiveness, and understanding the pivotal role of social media influencers in brand development.

The study by **Nair and John (2020)** proposed a conceptual framework for the successful usage of the social media marketing 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 outline was established based on comprehensive literature review 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 researchers focused on the aspects related to social media channels and brand building. They identified three main components of the framework: strategy, content, and metrics. The strategy component includes setting objectives, identifying the audiences, choosing appropriate social media channel, developing the 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 developing & sharing content. 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 is now the most important digital marketing technique used by the organizations to engage the customers and developing brand. 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 purpose of social media marketing in developing strong brands. Accordingly, 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 benefits of social media in brand image building, customer engagement, developing brand equity etc. in creating strong brands and suggesting that businesses need to develop efficient social media approaches which are in accordance with the organization's overall 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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CHAPTER-4
RESEARCH METHODOLOGY AND RESEARCH DESIGN

Research methodology is a systematic and structured framework that guides the process of conducting research. It encompasses the strategies, techniques, and procedures employed by researchers to design, collect, analyse, and interpret data for a specific research study. A well-defined research methodology is essential because it ensures that the research is conducted in a systematic and organized manner, enhancing the reliability and validity of the findings. In research methodology, researchers make critical decisions about the type of research to be conducted, data collection methods, and data analysis techniques. They define the target population, select appropriate sampling methods, and establish ethical considerations to protect participants' rights and ensure the research's integrity. Additionally, the methodology addresses issues of validity and reliability, which are fundamental to the credibility of research outcomes. Moreover, research methodology outlines the timeline and required resources for the study, allowing for efficient project management. It acknowledges potential limitations, providing transparency about the constraints and challenges faced during the research process. Ultimately, a well-structured research methodology is the backbone of any research endeavour. It serves as a roadmap that guides researchers from the inception of a research idea to the generation of meaningful conclusions, making the research process more organized, replicable, and credible.

4.1 Introduction:

In recent times, the hotel industry has adopted social media marketing strategies as an integral part of its marketing campaigns to enhance brand recognition. Social media

platforms have become the primary channels through which hotels promote themselves and engage with their clientele. The core objective of this research is to identify the most effective social media platforms for the hotel industry, with a focus on harnessing their potential to the fullest extent. The study aims to shed light on the prevailing social media handles that hotels commonly employ to maximize audience engagement. Furthermore, it emphasizes the pivotal role of social media platforms as potent communication tools, seamlessly integrated into the hotels' overarching brand marketing strategies.

The exponential growth of internet users over the last decade has significantly expanded the use of social media, transcending from individual users to businesses. This paradigm shift is particularly evident in organizations operating in the service sector, such as hospitality. Many such enterprises have transitioned from traditional marketing practices to embrace this contemporary and interactive medium. Within this context, the paper examines the transformative impact of various social media channels on consumer behaviour, particularly in terms of their decision-making processes and brand loyalty.

Social media, rooted in computer-based technology, facilitates the exchange of ideas and information through the creation of virtual networks and communities. It forms an integral component of digital marketing, encompassing advertising via digital channels like search engines, websites, social media platforms, email, and mobile applications. In today's digital age, consumers heavily rely on digital platforms to conduct product research, underscoring the critical importance of social media marketing for businesses. Commonly employed social media tools within the hospitality sector include YouTube, Facebook, Instagram, and Twitter. This research holds significant value for academicians specializing in the fields of hospitality, tourism, and social media marketing.

Social media provides an invaluable platform for businesses, irrespective of their scale, to establish and fortify their brand presence. Marketers universally recognize the pivotal role of social media in brand building, with a primary focus on enhancing brand awareness. By establishing a robust brand presence on social media platforms, businesses can effectively expand their reach to a broader and more diverse audience, thereby amplifying their brand recognition and appeal.

4.2 Problem Statement:

The central problem focuses on measuring the impact of social media on the brand building among the customers of boutique hotelsfurther the analysis includes measuring the change in perception of the consumers through the content and engagement on social media, analyse the factors which help brand building of hotels, identify the best social media preferred by customers and to develop a framework for effective use of social media in brand building.

4.3 Objectives:

The primary objectives of the proposed study are:

1. To study the impact of social media on brand building of hotel industry.
2. To measure the change in perception of the consumers through the content and engagement on social media.
3. To analyze the factors which help brand building of hotels.
4. To find out which is the best social media preferred by customers.
5. To develop a framework for effective use of social media in brand building.

4.4 Hypotheses

Hypothesis is a predictive statement, capable of being tested by scientific method that relates to an independent variable to some dependent variable. Hypothesis refers to any assumption or predication made by a researcher while doing research work.

Hypothesis for the present study:

$H_0$1: Social media marketing is not preferred by hoteliers over traditional channels of marketing.

H_a1: Social media marketing is preferred by hotelier over traditional channels of marketing.

$H_0$2: There is no positive impact of social media on brand building of hotel.

H_a2: There is positive impact of social media on brand building of hotel.

$H_0$3: All social media channels are not equally preferred by hotelier for brand building.

H_a3: All social media channels are equally preferred by hotelier for brand building.

$H_0$4: There is no significant difference in the hotel's preferences of social media channel.

H_a4: There is significant difference in the hotel's preference of social media channel.

4.5 Research Design:

Research design is basically an overall strategy which the investigator adopts so as to answer the research questions and further in order to address the set research objectives. It is being the blueprint of the whole study focusing on the procedures, methods, techniques applied to obtain the data and analyse it. The research work measures the impact of social media on the brand building among the customers of boutique hotels. The research design used is exploratory since we are trying to gain insight on the impact of social media branding on hotel industry through surveys and publishingthe relevant information.

Study Design: Quantitative Research

Study Area: Rajasthan (Major Districts)

Sample Design:

1. Sample Size: The sample size being considered is about 500 respondents.

   The primary objective of this research is to assess the impact of social media on the brand building among the customers of boutique hotels. To gauge this impact, a quantitative survey approach was employed, targeting individuals who have experience as customers or followers of boutique hotels. This study specifically focuses on boutique hotels located in various districts of Rajasthan, India, chosen based on their prominence in social media marketing activities and investment.The selected boutique hotels for inclusion in this study comprise Taj Lake Palace, RAAS Jodhpur, RAAS Devigarh, Rajmahal Palace, RAAS Jaipur, Golden Tulip Essential Jaipur, among others.

2. Sampling techniques: non-probability-based convenience sampling technique.

   The data collected is firstly cleaned, edited accordingly, coded, or classified and finally tabulated for the analysis purpose. Various statistical methods such as percentage analysis, Chi-Square test, T-Test, Multiple Regression and ANOVA were being applied to analyse the data. Based on the results the corresponding interpretation are being drawn which are in connection with research objectives.

Instrument Development

A well-structured questionnaire is being developed which contains set of multiple-choice question and open-ended questions. The data collection instrument is being divided into two sections. In the first section questions related to demographic aspects were being included and the second section contains questions related to social media marketing efforts, preference of social media platforms, brand awareness, loyalty etc. For checking the reliability and validity of instrument Cronbach's Alpha method is being used.

Sources of Information:

Basically, there are two type of data collection methods which includes primary source and secondary source of data collection. In our research work both types of data collection methods are being used.

Firstly, a well-structured questionnaire as instrument is being used for collecting primary data. The questionnaire is being distributed to individuals who have experience as customers or followers of boutique hotels.

In order to collect secondary data different source were being used such as newspapers, magazines, government site, organizations internal reports, consultancies, NGOs, and websites also the guidance from field experts and academicians was taken.

- The secondary information was collected from the journals and proceedings published in IEEE, Springer, Saga, Elsevier, Wiley, and MDI etc.
- Research papers related to social media marketing efforts, brand building and consumer preferences were being studied.
- Various government sites were being used for secondary data collection which includes past data and statistical inferences.
- The research integrated perspectives and insights from specialized journals that specifically address impact of social media marketing on brand building.
- The books related to digital marketing, search engine marketing, social media marketing and web analytics were consulted for acquiring the relevant and background information.
- Various digital resources were being used for secondary data collection such as online portals, websites, blogs, digital resources, e-books, e-papers.
- Data source selection for secondary data is of utter most importance and further which act as a foundation for the research work under consideration.

4.6 Tools and Techniques of Data Collection

Mainly the questionnaire includes both type of questions close ended and open ended. The questionnaire includes two sections the first section includes questions related to demographic aspects of the respondents in order to create respondents' profile. Accordingly, the questions asked were related to demographic characteristics such as age, gender, location, designation, educational background, type of organization, experience etc whereas the second part includes questions related to different type of social media platforms, user satisfaction, brand awareness, frequency of usage, consumer preferences, brand building etc.

Structure of Questionnaire:

Mainly the questionnaire includes the questions related to:

- Demographic Aspects
- Social Media Platforms
- Use of Social Media
- User satisfaction
- Brand Awareness
- Brand Equity
- Brand Image
- Brand Loyalty
- Social Media Marketing Efforts

4.7 Statistical Methods Applied:

A variety of statistical methods, includingVariance, Standard deviation, Mean Rating, PLS, Multiple Regression, T-Test, Chi-Square-Test, ANOVA, F-Test were being applied to find the association between various aspects related to social media marketing efforts and brand building. The analysis part was done using the software such as Excel and SPSS. Using Excel descriptive analysis was being conducted and through SPSS Multiple Regression and hypothesis testing was done.

4.8 Reliability Test:

A reliability test is conducted to assess the consistency and stability of a questionnaire or survey instrument. It helps determine whether the questions within the questionnaire

consistently measure the intended constructs or variables. There are several methods for conducting reliability tests, and two common ones are:

Cronbach's Alpha: Cronbach's Alpha, also known as coefficient alpha, is a widely used measure of internal consistency. It assesses how well the items in a questionnaire or scale correlate with each other. A high Cronbach's Alpha value (typically above 0.70) indicates good internal consistency, suggesting that the items are reliable in measuring the same construct.

Test-Retest Reliability: Test-retest reliability assesses the stability of questionnaire responses over time. In this method, the same questionnaire is administered to the same group of participants on two separate occasions. The responses from the two administrations are then compared using statistical measures like Pearson's correlation coefficient. A high correlation between the two sets of responses indicates good test-retest reliability.

The reliability test is being conducted to find the internal consistency which is often known as dependability and is one of the most important aspects for assessing the reliability.

Reliability Statistics	
Cronbach's Alpha	No. of Items
0.81	40

The reliability statistics table as shown above confirms that the calculated Cronbach's Alpha is found to 0.81 when considered with 40 number of items. Accordingly, as the Cronbach's Alpha value of 0.81 is higher than the value 0.70 which confirms that there is high degree of internal consistency between the items in the questionnaire suggesting that they are efficiently measuring the same basic construct or concept.

4.9 Research Gap:

The identified research gaps are as follows:

- **Long-term Brand Loyalty**: Most studies focus on short-term impacts of social media on brand perception and customer decisions. Research is needed to understand how social media engagement with boutique hotels affects long-term brand loyalty and repeat visits.

- **Segmentation and Personalization**: Explore how boutique hotels can leverage social media to segment their audience effectively and deliver personalized content and experiences. How does personalization influence brand perception and customer retention?
- **Comparative Analysis**: Conduct a comparative analysis of the effectiveness of different social media platforms (e.g., Instagram, Facebook, Twitter, TikTok) in building and sustaining brand equity for boutique hotels. Identify which platforms are most suitable for different hotel types.
- **Influence of User-Generated Content (UGC)**: Investigate how UGC, such as guest reviews, photos, and videos, impact brand building for boutique hotels. Analyse the trustworthiness and influence of UGC compared to hotel-generated content.
- **Crisis Management**: Research the role of social media in managing and mitigating crises (e.g., negative reviews, safety concerns) for boutique hotels. How do crisis response strategies on social media affect brand reputation?
- **Social Media Advertising vs. Organic Engagement**: Compare the effectiveness of paid social media advertising with organic engagement strategies in building brand awareness and loyalty for boutique hotels.
- **Cross-Cultural Analysis**: Examine how cultural differences influence the impact of social media on brand perception among customers of boutique hotels. Do cultural nuances affect the effectiveness of social media campaigns?
- **Offline and Online Integration**: Investigate strategies for integrating social media brand building efforts with offline experiences at boutique hotels. How can online engagement seamlessly transition into real-world interactions?
- **Measurement and Metrics**: Develop standardized measurement tools and metrics for assessing the impact of social media on brand equity in boutique hotels. Identify key performance indicators (KPIs) specific to the industry.
- **Employee Advocacy**: Explore the role of employees in brand building through their personal social media accounts. How can boutique hotels encourage and leverage employee advocacy on social media?
- **Sustainability and Social Responsibility**: Investigate how boutique hotels can use social media to communicate and build their brand around sustainability and social responsibility initiatives. How does this impact customer perceptions?

- **Technology and Innovation**: Analyse how emerging technologies (e.g., augmented reality, virtual reality, chatbots) on social media platforms can be used by boutique hotels to enhance brand engagement and customer experiences.
- **Effects of Algorithm Changes**: Study how changes in social media algorithms (e.g., Facebook's News Feed algorithm updates) impact the reach and engagement of boutique hotels' content and their brand-building efforts.
- **Ethical Considerations**: Examine the ethical implications of social media marketing for boutique hotels, including issues related to data privacy, transparency, and manipulation of online reviews.

4.10 Summary:

Social media, originating from computer-based technology, serves as a platform for the exchange of ideas and information by establishing virtual networks and communities. It plays a pivotal role in the realm of digital marketing, which includes promotional activities conducted through various digital channels such as search engines, websites, social media platforms, email, and mobile applications. This research work study the impact of social media on the brand building among the customers of boutique hotelsand also finds the association between social media marketing efforts & brand building.The study specifically focuses on boutique hotels located in various districts of Rajasthan, India, chosen based on their prominence in social media marketing activities and investment. The primary data collection was done using a well-structured questionnaire. Initially pilot survey was being conducted to identify the internal consistency of the items in the questionnaire. According to the results of reliability test (Cronbach's Alpha) it was found that there was high internal consistency between the items in the questionnaire.

CHAPTER-5

RESULT AND DICUSSIONS

5.1 Respondents Profile:

In a general sense, a respondent's profile refers to a collection of information about an individual who is participating in a survey, research study, or any data collection process. This profile typically includes demographic details, such as age, gender, education, occupation, and other relevant characteristics that help researchers analyze and understand the respondents' background. The respondents' profile for the concern study is as follows:

5.1.1 Classification Based on Gender:

Table 5.1: Gender Wise Classification

Gender	Number of Respondents	Percentage (%)
Male	250	50
Female	250	50

In all about 250 respondents were male and 250 were female which accounts for 50% each.

5.1.2 Age Group Based Respondents:

Table 5.2: Age Wise Classification

Age Group	Number of Respondents	Percentage (%)
18-24	120	24.0
25-34	140	28.0
35-44	80	16.0
45-54	90	18.0
55-64	50	10.0
65 or older	20	4.0

Total	500	100.0

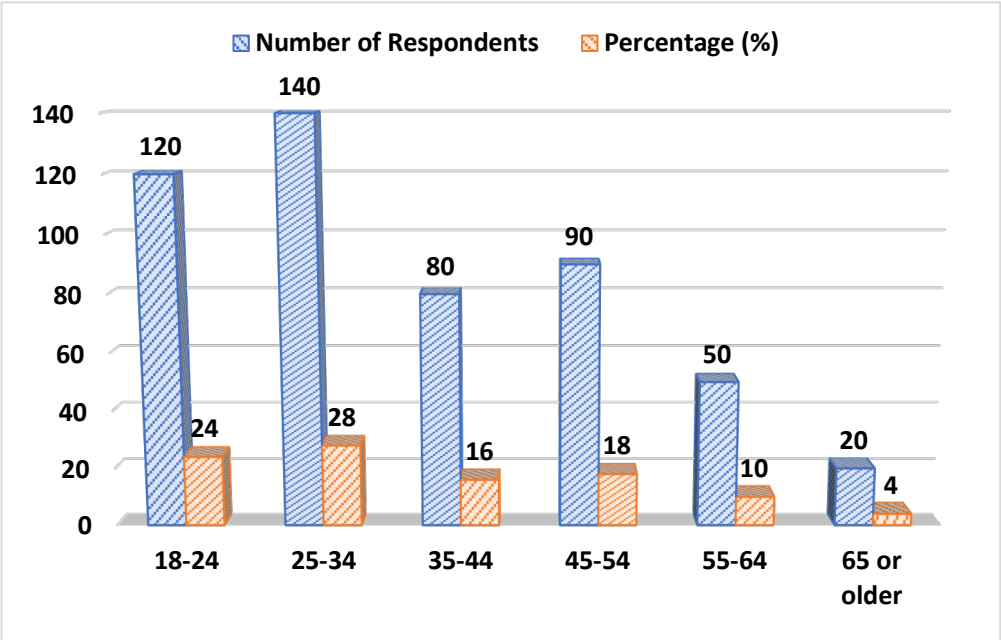

Figure5.1: Age Wise Classification

Based on the age-wise classification, there are 120 respondents from the age group of 18–24, which accounts for 24.0% of the total respondents. 140 respondents are from the age group of 25–34, which accounts for 28.0% of the total respondents. 16.0% of respondents are from the age group of 35–44, with 80 respondents. 18.0% of respondents are from the age group of 45–54, with 90 respondents. 10.0% of respondents are from the age group of 55–64, with 50 respondents. Only 4.0% of total respondents are 65 or older, with only 20 respondents. In total, there were 500 respondents surveyed. This data implies that the survey findings are predominantly reflective, with the 25–34 age group having the maximum number of respondents, indicating the significance of the presence of young adults, and the 65 or older age group having the minimum number of respondents.

5.1.3 Location Wise Respondents:

Table 5.3: Location Wise Classification

Location	Number of Respondents	Percentage (%)
Urban	300	60.0
Suburban	180	36.0
Rural	20	4.0
Total	500	100.0

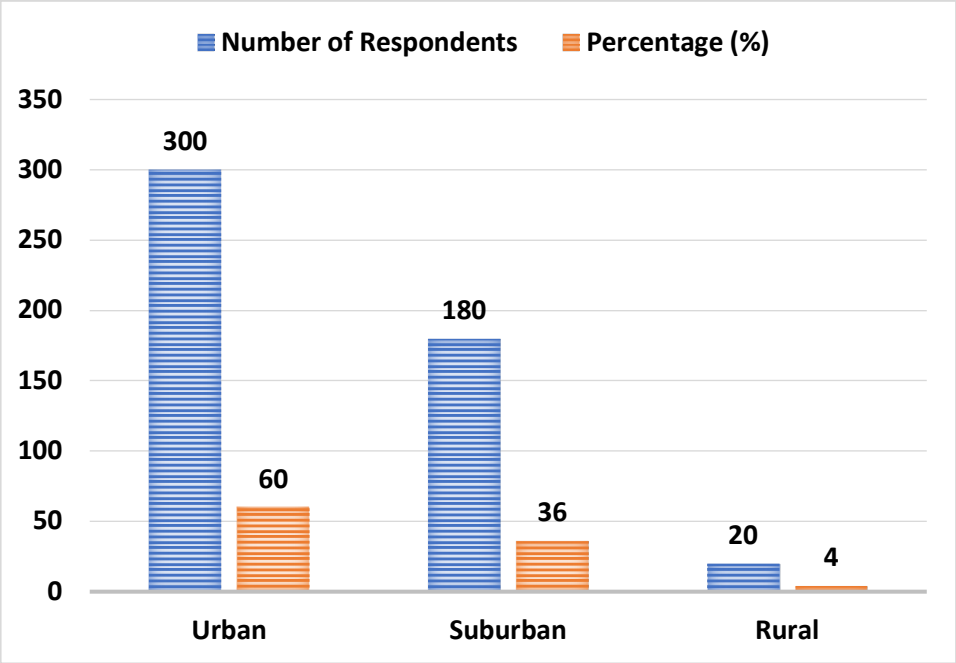

Figure5.2:Location Wise Classification

60.0% of the respondents were from urban areas, constituting the majority of the sample, while 36.0% resided in suburban regions. Only 4.0% of the respondents were from rural areas. This data implies that the survey findings are predominantly reflective of urban perspectives, potentially limiting the generalizability of the results to suburban and rural populations.

5.2 Social Media Platforms and Hotel Preference:

5.2.1 Social Media Platform Most Frequently Used / Time Spent:

Table 5.4: Social Media Classification wise

Social Media Platform Most Frequently Used / Time Spent	Frequency	Percentage
Facebook	220	44
Instagram	100	20
Twitter	120	24
LinkedIn	30	6
Snapchat	20	4
Other (please specify)	10	2
Total	500	100

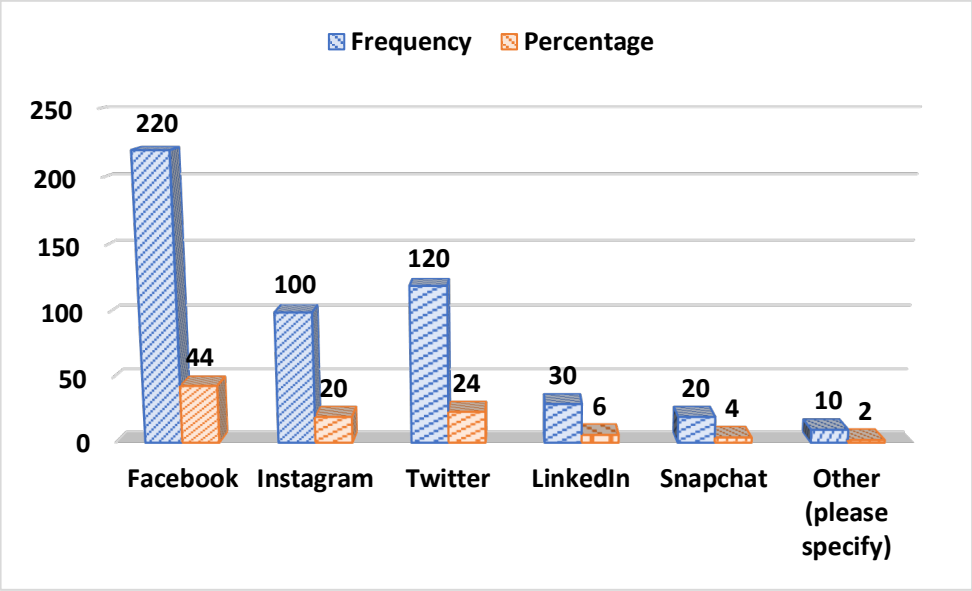

Figure5.3:Social Media wise Classification

220 respondents (44.0% of the total sample) use Facebook. 100 respondents (20.0% of the total sample) prefer Instagram. 120 respondents (24.0% of the total sample) use Twitter. 30 respondents, accounting for 6.0% of the total sample, use LinkedIn. 20 respondents (4.0% of the total sample) prefer Snapchat. 10 respondents (2.0% of the total sample) use other social media platforms like Pinterest, Reddit and other social platforms. In total, there were 500 respondents surveyed. This data implies that Facebook is the most frequently used social media platform. It has the largest user base among all other social media platforms, followed by Twitter and Instagram. LinkedIn and Snapchat also have their own user bases, but they are smaller in comparison. Additionally, a small number of respondents were also using other social media platforms.

5.2.2 Frequency of Stay in Hotels for Leisure or Business Travel:

Table:5.5: Frequency wise classification

Frequency of Stay in Hotels	Number of Respondents	Percentage (%)
Frequently	350	70.0
Occasionally	140	28.0
Rarely	10	2.0
Never	0	0.0
Total	500	100.0

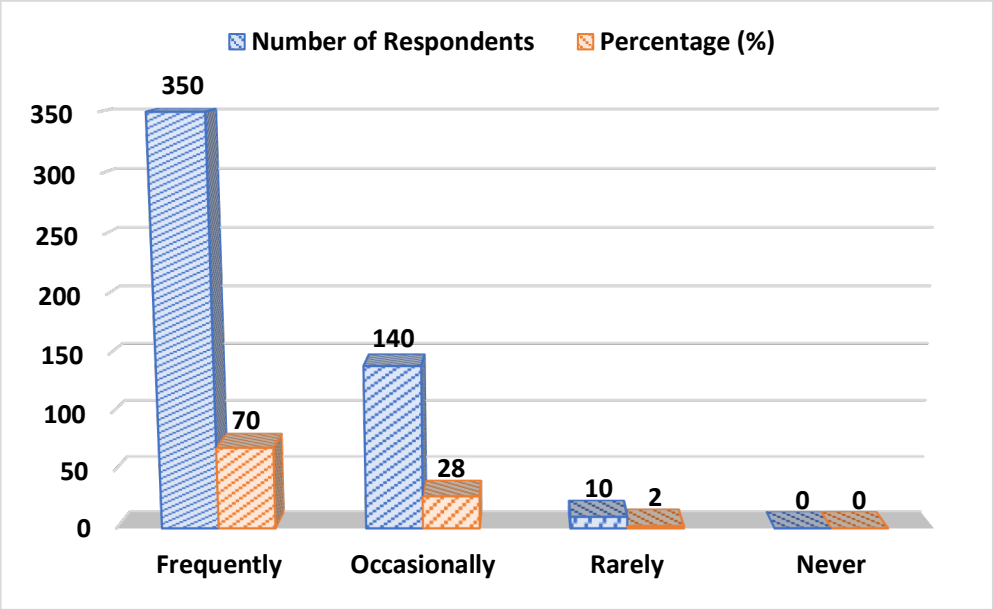

Figure5.4: Frequency wise classification

70.0% of the respondents stay in hotels frequently, constituting the majority of the sample, while 28.0% of respondents stay occasionally. Only 2.0% of the respondents stay rarely in hotels, and none of the respondents have never stayed in hotels. In total, there were 500 respondents surveyed. This data implies that the majority of people give preference to staying in hotels for leisure or business travel, while very few people rarely choose hotels.

5.2.3 Factors Influencing Choice of a Hotel:

Table:5.6: Factors influencing hotel choice

Factors Influencing Hotel Choice	Yes	Percentage (%)	No	Percentage (%)
Location	320	64	180	36
Price	400	80	100	20
Brand Reputation	410	82	90	18
Online reviews	300	60	200	40
Amenities (e.g., pool, gym)	250	50	250	50
Brand Loyalty	410	82	90	18
Recommendations from friends or family	120	24	380	76

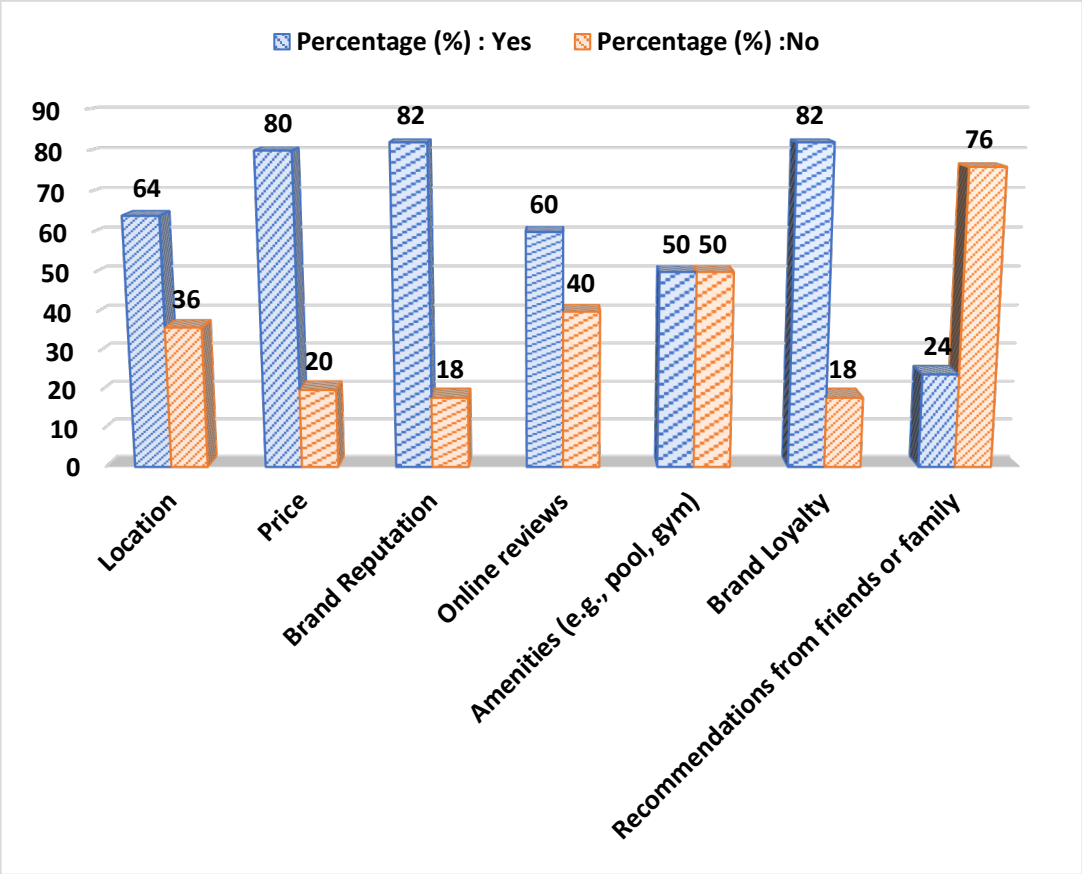

Figure5.5: Factors influencing hotel choice

64.0% of respondents give preference to location when choosing a hotel. It is one of the important factors for the respondents, with 36.0% of people not giving preference to location. 80% of respondents give preference to price when choosing a hotel, while 20% do not give preference to price. The price of a hotel is one of the significant factors for the respondents. 82% of respondents give preference to brand reputation and brand loyalty when choosing a hotel. It is one of the most important factors for the respondents, with 18% of people not giving preference to both when considering their choice of hotel. 60% of respondents consider online reviews when choosing a hotel, while 40% do not. 50% of respondents give preference to amenities when choosing a hotel, while 50% do not. Only 24% of respondents took recommendations from friends and family when choosing a hotel, while 76% did not. It is the least important factor for the respondents. This data implies that the majority of people gave preference to brand reputation and brand loyalty. However, recommendations from friends and family have the least importance for hotel choice.

5.2.4 Level of Engagement and Social MediaPlatforms:

Table:5.7: Level of Engagement with Hotels on Social Media

Social Media Platform				
Level of Engagement	**Frequency**	**Percent**	**Valid Percent**	**Cumulative Percent**
Very Low	90	18.0	18.0	18.0
Low	40	8.0	8.0	26.0
Medium	20	4.0	4.0	30.0
High	150	30.0	30.0	60.0
Very High	200	40.0	40.0	100.0
Total	500	100.0	100.0	

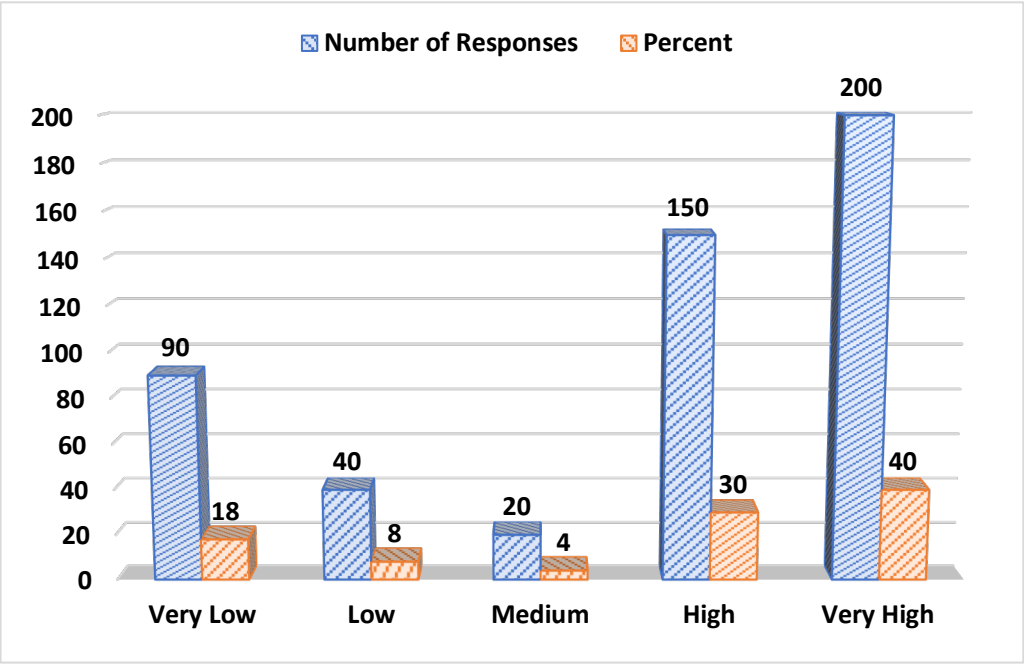

Figure5.6:Level of Engagement with Hotels on Social Media

40.0% of users have very high engagement with hotels on a social media platform. 30.0% of users have high engagement with hotels. 4.0% of users have medium engagement, while 26.0% have low to very low engagement with hotels on social media platforms. The above data implies that the majority of users have high to very high engagement with hotels on social media platforms, indicating a significant interaction with hotels, while a small group of users have very low engagement, which indicates very low interest in hotel-related content on this platform.

5.2.5 Type of Social Media Platforms and Engagement:

Type of Social Media Platforms and Engagement	Yes	Percentage (%)	No	Percentage (%)
Facebook	330	66.0	170	34.0
Instagram	200	40.0	300	60.0
Twitter	380	76.0	120	24.0
LinkedIn	220	44.0	280	56.0
Snapchat	150	30.0	350	70.0
Other (please specify)	120	24.0	380	76.0

Table:5.8: Types of social media platforms and their Engagement with Hotels

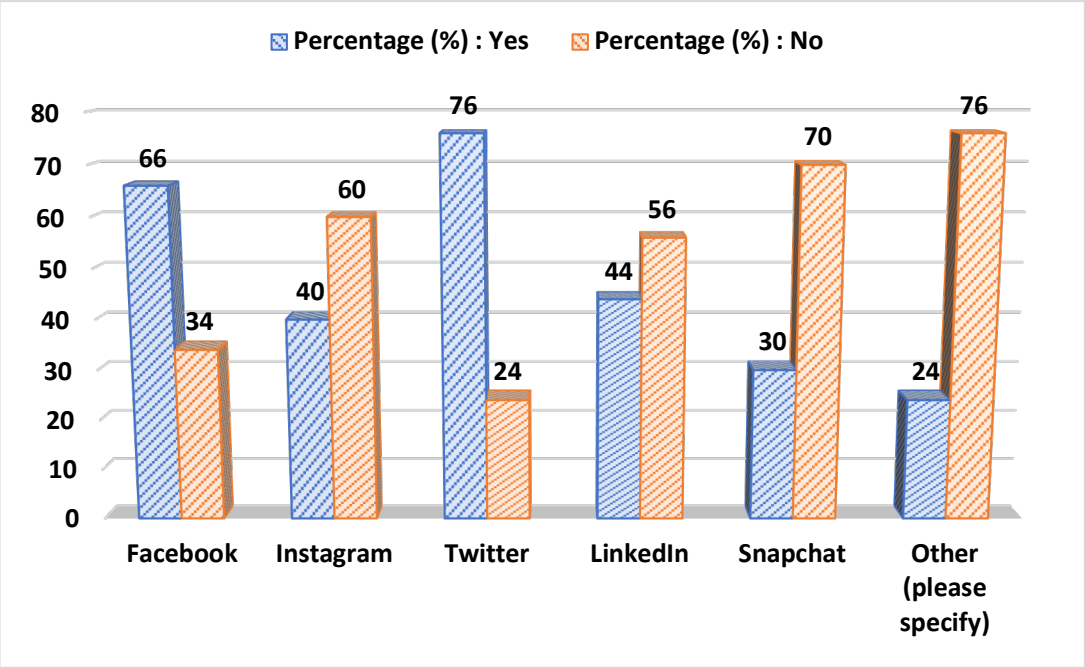

Figure5.7:Types of social media platforms and their Engagement with Hotels

Twitter is considered one of the most important social media platforms to engage with hotels. 76.0% of hotels engage with Twitter for their marketing strategies, while 24.0% do not. Facebook is the second most popular social media platform among the hotels, with 66.0%, while 34.0% did not use this platform. LinkedIn is used by 44.0% of hotels, while 56.0% do not use it. Instagram also has a moderate engagement rate of 44.0% among the surveyed hotels, while 60.0% have not used it. Snapchat is one of the least used platforms among

surveyed hotels, with a 30.0% engagement rate and 70.0% not using this platform. There are other unspecified social media platforms that are also used by the hotels for their marketing strategies.

5.3 Social Media Platform:

5.3.1 Facebook:

Social Media Platform: Facebook				
Satisfaction Level	**Frequency**	**Percent**	**Valid Percent**	**Cumulative Percent**
Very Low	15	3.0	3.0	3.0
Low	15	3.0	3.0	6.0
Medium	100	20.0	20.0	26.0
High	242	48.4	48.4	74.4
Very High	128	25.6	25.6	100.0
Total	500	100.0	100.0	

Table:5.9: Social Media Platform: Facebook

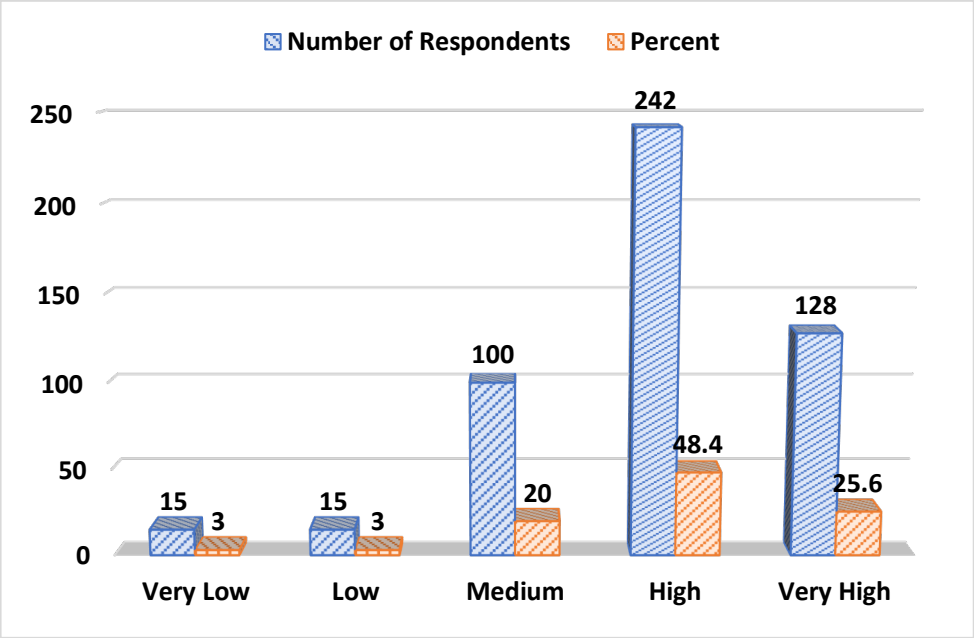

Figure5.8:Social Media Platform: Facebook

The majority of respondents (74.4%) reported high to very high satisfaction levels with Facebook. The majority of users are satisfied with their experience on Facebook. 20.0% of users reported medium satisfaction with Facebook; according to them, more work has to be done for improvement. Only 6.0% of users have a low to very low satisfaction level, which indicates that more steps need to be taken for improvement on an immediate basis to increase satisfaction levels among users.

5.3.2 Instagram:

Table 5.10:Social Media Platform: Instagram

Social Media Platform: Instagram				
Satisfaction Level	**Frequency**	**Percent**	**Valid Percent**	**Cumulative Percent**
Very Low	30	6.0	6.0	6.0
Low	90	18.0	18.0	24.0
Medium	100	20.0	20.0	44.0
High	200	40.0	40.0	84.0
Very High	80	16.0	16.0	100.0
Total	500	100.0	100.0	

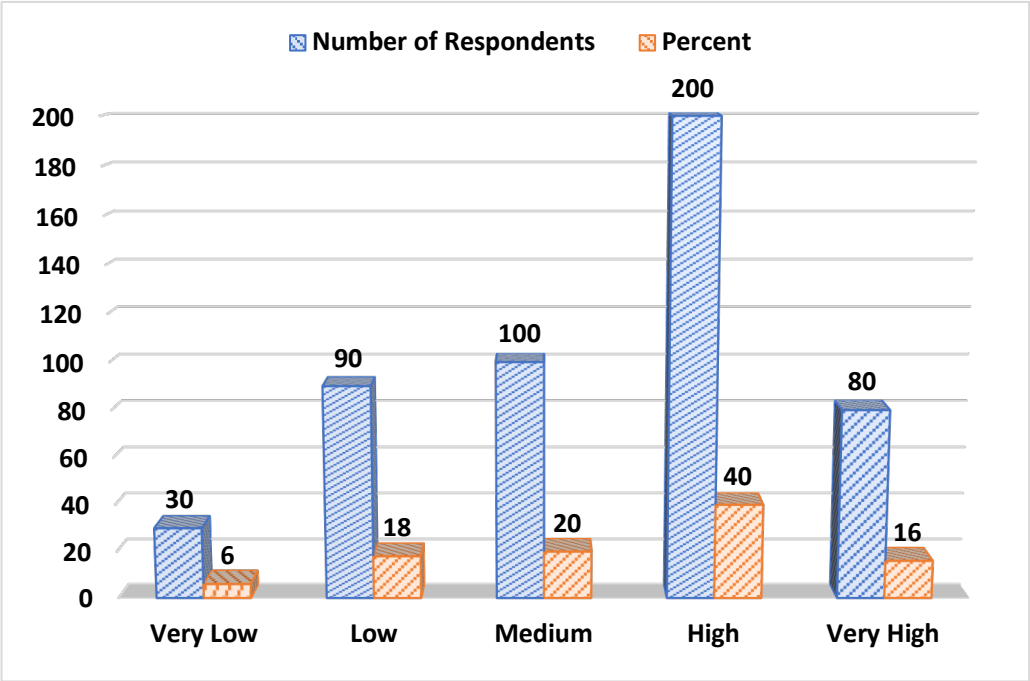

Figure5.9:Social Media Platform: Instagram

The majority of Instagram users (56.0%) reported high to very high satisfaction levels. The majority of users are satisfied with their experience on Instagram. The Instagram generally meeting user expectation and providing better user experience. 20.0% of users reported medium satisfaction with Instagram; according to them, for some aspects, more work has to be done for improvement. Only 24.0% of users reported low to very low satisfaction levels, which indicates that continuous efforts have to be made for users to enhance satisfaction levels.

5.3.3 Twitter :

Table 5.11:Social Media Platform: Twitter

Social Media Platform: Twitter				
Satisfaction Level	**Frequency**	**Percent**	**Valid Percent**	**Cumulative Percent**
Very Low	90	18.0	18.0	18.0
Low	110	22.0	22.0	40.0
Medium	150	30.0	30.0	70.0

High	120	24.0	24.0	94.0
Very High	30	6.0	6.0	100.0
Total	500	100.0	100.0	

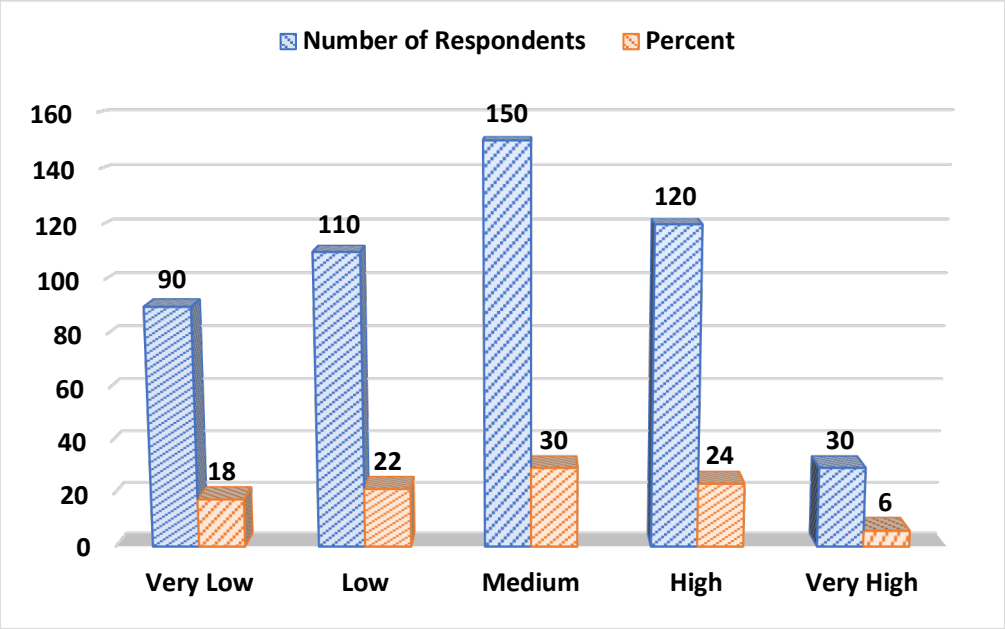

Figure5.10:Social Media Platform: Twitter

The majority of Twitter users (40.0%) reported low to very low satisfaction levels, indicating the majority of users are not satisfied with their experience on Twitter. Steps need to be taken for improvement on an immediate basis to increase satisfaction levels among users. It's important for Twitter to take into account the diverse demands of its user base. 30.0% of users reported a moderate level of satisfaction with Twitter. It has to identify and address user concerns to enhance satisfaction levels among customers. 30.0% of the respondents reported high to very high satisfaction levels; this indicates an increase in total user satisfaction and platform loyalty.

5.3.4 LinkedIn:

Table 5.12:Social Media Platform: LinkedIn

Social Media Platform: LinkedIn				
Satisfaction Level	**Frequency**	**Percent**	**Valid Percent**	**Cumulative Percent**

Very Low	120	24.0	24.0	24.0
Low	130	26.0	26.0	50.0
Medium	100	20.0	20.0	70.0
High	80	16.0	16.0	86.0
Very High	70	14.0	14.0	100.0
Total	500	100.0	100.0	

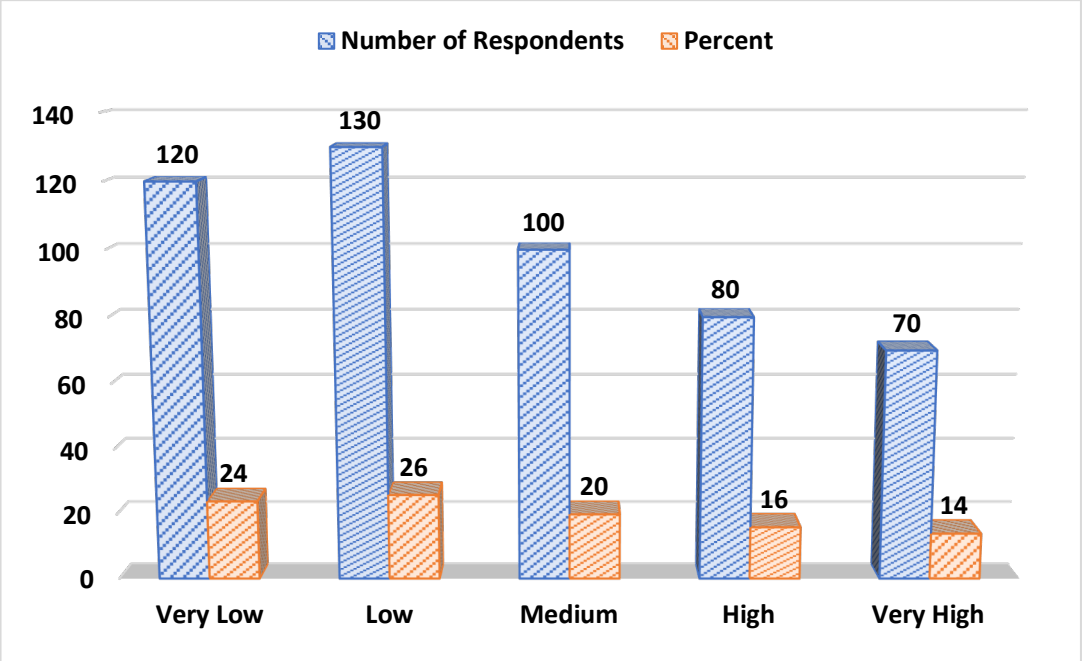

Figure5.11:Social Media Platform: LinkedIn

The majority of LinkedIn users (50.0%) reported low to very low satisfaction levels, indicating the majority of users are not satisfied with their experience on LinkedIn. Steps need to be taken for improvement on an immediate basis to increase satisfaction levels among users. 20.0% of users reported a medium level of satisfaction with LinkedIn; according to them, more work has to be done for improvement. 30.0% of users reported a high to very high level of satisfaction with LinkedIn. They are satisfied with their LinkedIn experience.

5.3.5 Snapchat:

Table 5.13:Social Media Platform: Snapchat

Social Media Platform: Snapchat

Satisfaction Level	Frequency	Percent	Valid Percent	Cumulative Percent
Very Low	130	26.0	26.0	26.0
Low	110	22.0	22.0	48.0
Medium	120	24.0	24.0	72.0
High	110	22.0	22.0	94.0
Very High	30	6.0	6.0	100.0
Total	500	100.0	100.0	

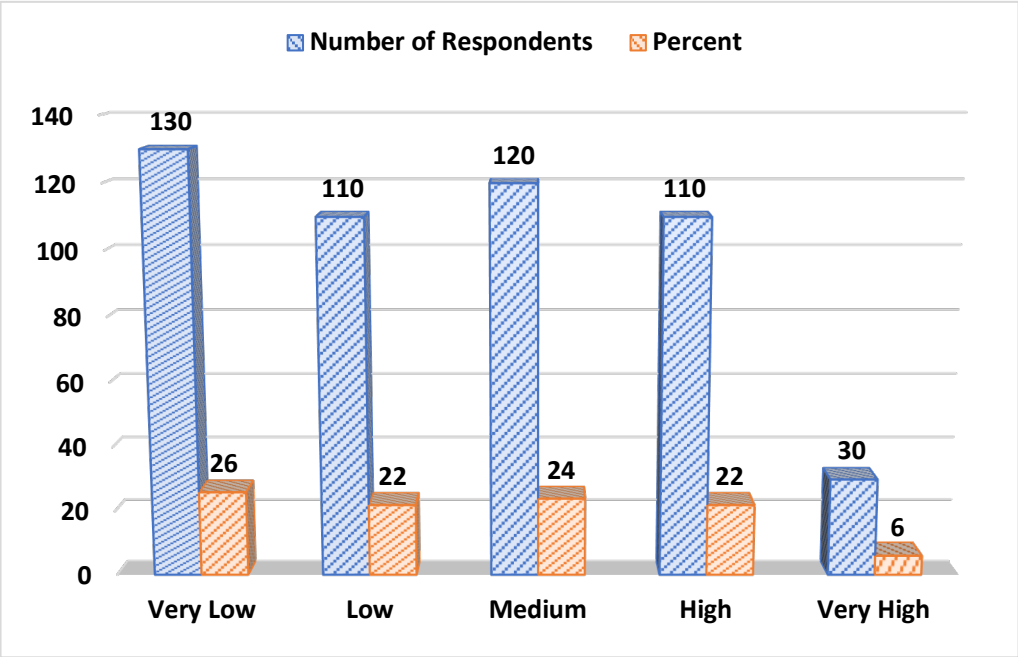

Figure5.12:Social Media Platform: Snapchat

The majority of Snapchat users (48.0%) reported low to very low satisfaction levels, indicating the majority of users are dissatisfied with their experience on Snapchat. Steps need to be taken for improvement on an immediate basis to increase satisfaction levels among users. 24.0% of users reported a medium level of satisfaction with Snapchat; according to them, more work has to be done for improvement.28.0% of users reported a high to very high level of satisfaction with Snapchat. They are satisfied with their Snapchat experience.

5.3.6Other Platforms:

Table 5.14:Social Media Platform: Others (Pinterest, Reddit etc.)

Social Media Platform: Others (Pinterest, Reddit etc.)				
Satisfaction Level	**Frequency**	**Percent**	**Valid Percent**	**Cumulative Percent**
Very Low	200	40.0	40.0	40.0
Low	110	22.0	22.0	62.0
Medium	130	26.0	26.0	88.0
High	30	6.0	6.0	94.0
Very High	30	6.0	6.0	100.0
Total	500	100.0	100.0	

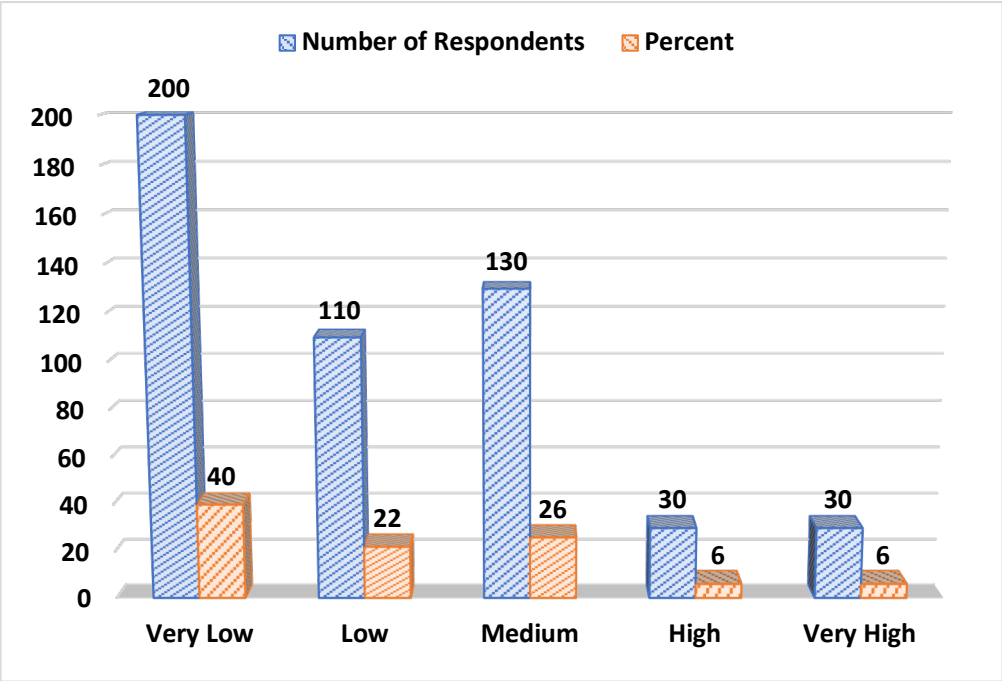

Figure5.13:Social Media Platform: Others (Pinterest, Reddit etc.)

62.0% of users report low to very low satisfaction levels with these social media platforms (Pinterest, Reddit, etc.) as compared to well-known social networking sites.26.0% of users report medium satisfaction. Only 12.0% of users have high to very high satisfaction levels; this indicates a need for improvement in these platforms to enhance user satisfaction.

5.4 Social Media &Entertainment:

Table 5.15:Entertainment Aspect for Fun

Social Media and Entertainment Aspect Fun					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Low	10	2.0	2.0	2.0
	Low	20	4.0	4.0	6.0
	Medium	119	23.8	23.8	29.8
	High	242	48.4	48.4	78.2
	Very High	109	21.8	21.8	100.0
	Total	500	100.0	100.0	

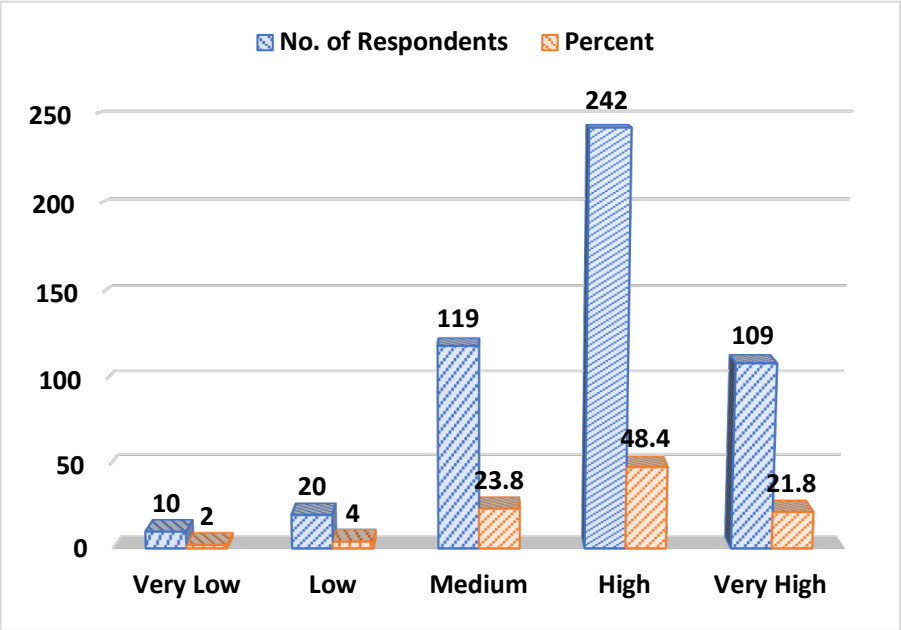

Figure5.15:Entertainment: Fun

The data reveals varying levels of fun associated with the social media and entertainment aspect among respondents. While a minority (6.0%) reported very low to low levels of enjoyment, a significant portion expressed moderate (23.8%), high (48.4%), and very high (21.8%) levels of fun. The cumulative percentages indicate that the majority (70.2%) of respondents derive a substantial amount of enjoyment from the social media and entertainment aspect, with almost half reporting a high level and over one-fifth indicating a very high level of fun. This suggests a generally positive and engaging experience for the majority of individuals surveyed in relation to social media and entertainment activities

Table 5.16:Entertainment: Social-Media Seems Interesting

Entertainment: Social-Media Seems Interesting					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Low	27	5.4	5.4	5.4
	Medium	116	23.2	23.2	28.6
	High	245	49.0	49.0	77.6
	Very High	112	22.4	22.4	100.0
	Total	500	100.0	100.0	

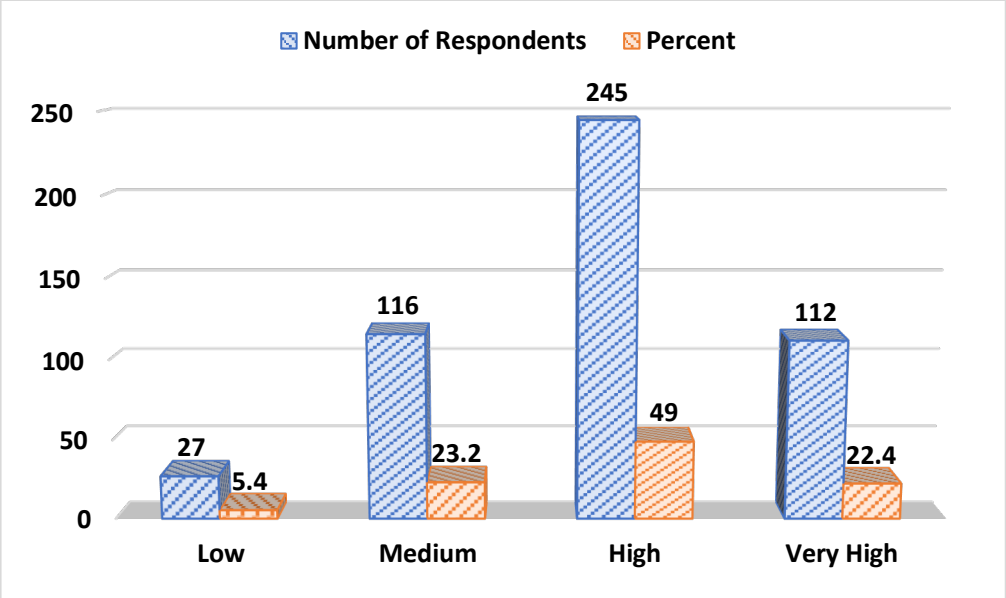

Figure5.15:Entertainment: Social-Media Seems Interesting

Most individuals (71.4%) are highly or extremely interested in social media as a source of entertainment. Social media plays a vital role in entertainment activities. Consumers believe social networks provide a higher-value experience compared with other forms of entertainment. 5.4% of individuals with low interest and 23.2% of individuals with medium interest in social media. The data suggest that social media is interesting and engaging for the surveyed individuals.

Table 5.17:Interaction: Social-Media Enable Information-Sharing with Others

Interaction: Social-Media Enable Information-Sharing with Others				
	Frequency	Percent	Valid Percent	Cumulative Percent

Valid	Very Low	4	.8	.8	.8
	Low	21	4.2	4.2	5.0
	Medium	116	23.2	23.2	28.2
	High	242	48.4	48.4	76.6
	Very High	117	23.4	23.4	100.0
	Total	500	100.0	100.0	

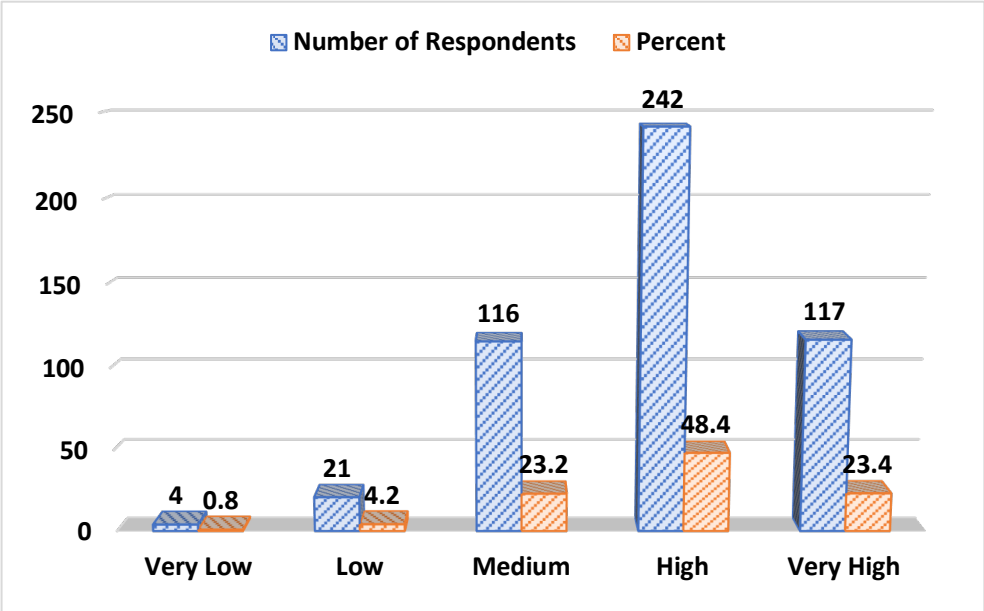

Figure5.16:Interaction: Social-Media Enable Information-Sharing with Others

The majority of respondents (71.8%) have a medium to very high frequency of sharing information on social media platforms. It is one of the most effective tools for information exchange among the individuals.5.0% of individuals have a low to very low frequency of sharing information on social media. 23.2% have a medium frequency for sharing information on social media. The data implies that information could be spread globally through social media, making it simple to interact with each other. The majority of individuals stay connected and share ideas and opinions with others.

Table 5.18:Interaction: Conversation or Opinion Exchange

Interaction:Conversation or Opinion Exchange				
	Frequency	Percent	Valid Percent	Cumulative Percent

Valid	Very Low	12	2.4	2.4	2.4
	Low	18	3.6	3.6	6.0
	Medium	120	24.0	24.0	30.0
	High	228	45.6	45.6	75.6
	Very High	122	24.4	24.4	100.0
	Total	500	100.0	100.0	

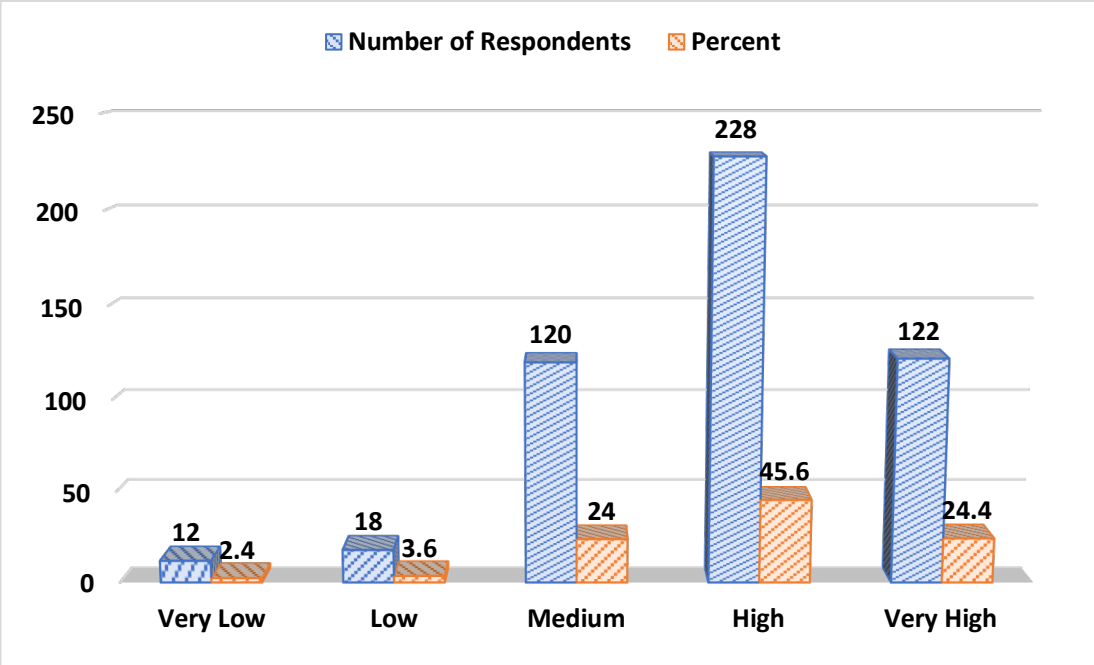

Figure5.17:Interaction: Conversation or Opinion Exchange

The majority of individuals (70.0%) have a high to very high frequency of engaging in conversions or opinion exchanges. This shows that allowing and encouraging user interactions, discussions, and opinion exchange may be very useful for businesses, research, and social platforms. 24.0% of respondents have a medium frequency of engaging in conversation. 6.0% of respondents have a low to very low frequency of engaging in conversation and open exchange.

Table 5.19:Easy to Give Opinion Through Social-Media

Easy to Give Opinion Through Social-Media				
	Frequency	Percent	Valid Percent	Cumulative Percent

Valid	Very Low	4	.8	.8	.8
	Low	12	2.4	2.4	3.2
	Medium	130	26.0	26.0	29.2
	High	246	49.2	49.2	78.4
	Very High	108	21.6	21.6	100.0
	Total	500	100.0	100.0	

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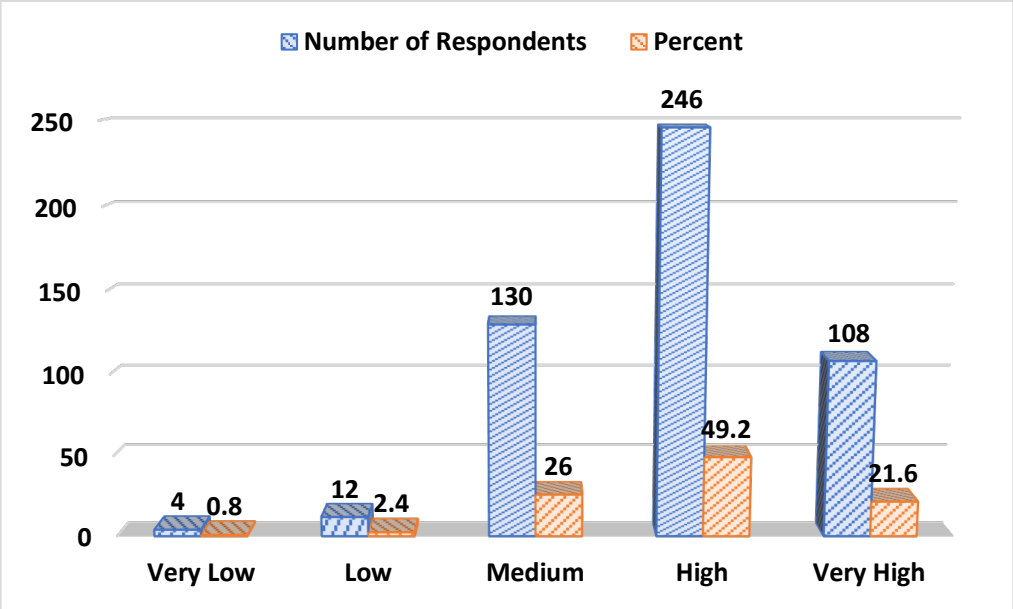


Figure5.18:Easy to Give Opinion Through Social-Media

The majority of respondents (70.8%) felt comfortable expressing their opinion through social media platforms. The freedom of expression may encourage users to actively engage and communicate on these online platforms. 26.0% of users find it moderately easy to express their opinion on social media. 3.2% of respondents feel uncomfortable expressing their views on social media platforms.

Table 5.20:Trendiness: Social-Media Content is the Newest Information

Trendiness: Social-Media Content is the Newest Information					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Low	6	1.2	1.2	1.2
	Low	12	2.4	2.4	3.6

	Medium	157	31.4	31.4	35.0
	High	215	43.0	43.0	78.0
	Very High	110	22.0	22.0	100.0
	Total	500	100.0	100.0	

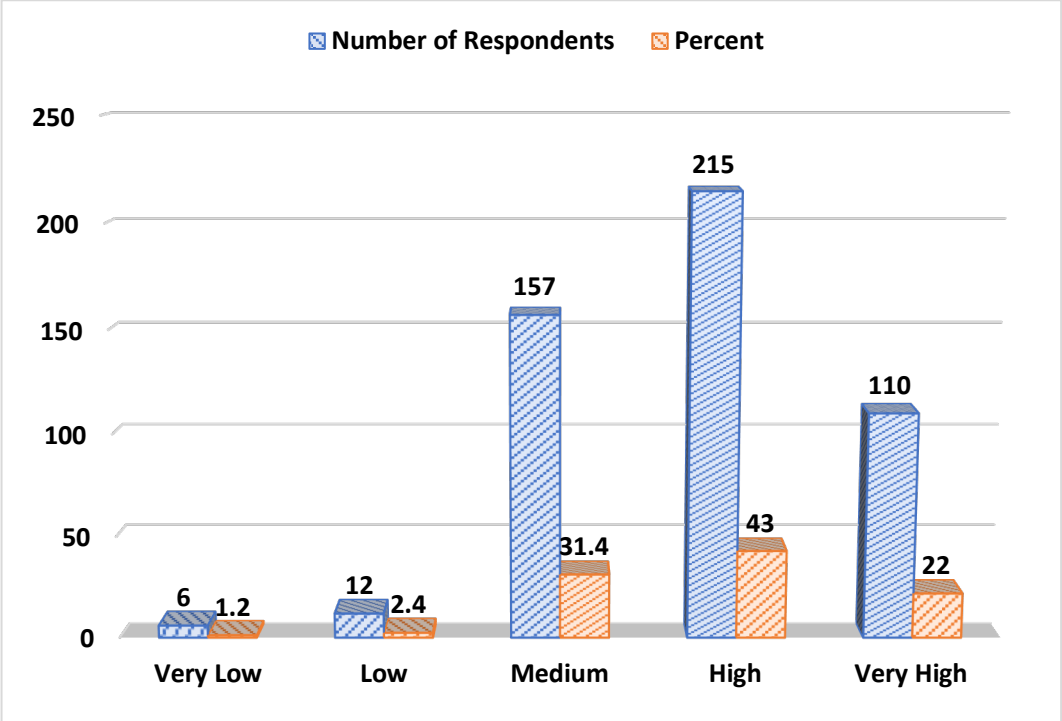


Figure5.19:Trendiness: Social-Media Content is the Newest Information

According to the majority of respondents (65.0%), social media content is trendy and usually contains the most recent information. It suggests that users of social media commonly use these platforms to stay up-to-date on the latest news and trends, making these platforms crucial for providing information and developing trends in real time. According to 31.4% of respondents, social media stuff somewhat represents the most recent information. 3.6% of respondents very rarely represent the newest information.

Table 5.21:Trendiness : Social-Media is Very Trendy

Trendiness :Social-Media is Very Trendy					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Low	6	1.2	1.2	1.2

	Low	24	4.8	4.8	6.0
	Medium	191	38.2	38.2	44.2
	High	174	34.8	34.8	79.0
	Very High	105	21.0	21.0	100.0
	Total	500	100.0	100.0	

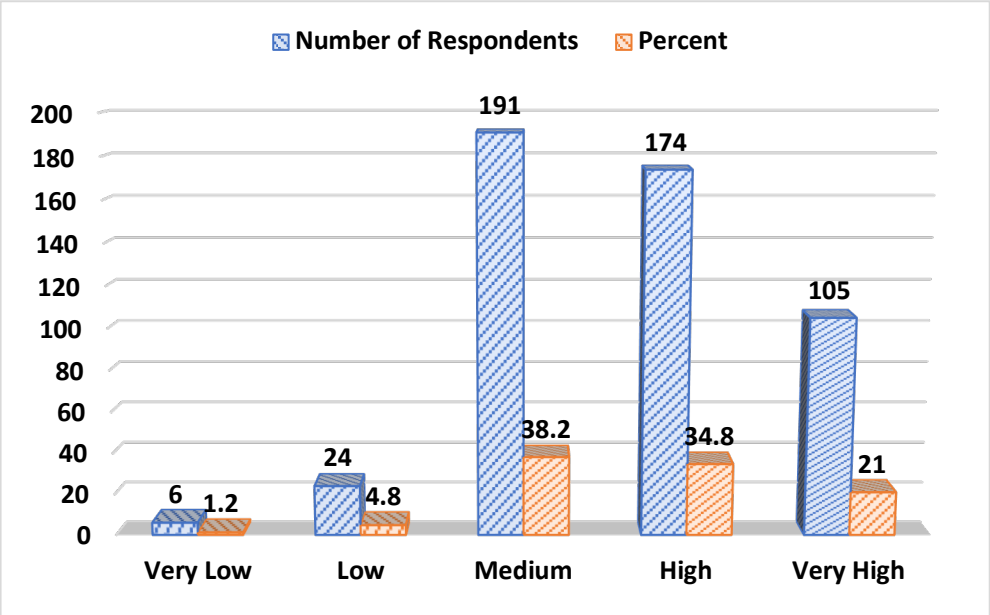


Figure5.20:Trendiness: Social-Media is Very Trendy

According to the majority of respondents, 55.8% of them considered it high to very high. This underlines the importance of social media platforms as essential ways for connecting with a market that values current trends and remaining up-to-date for businesses, marketers, and influencers, while 38.2% of respondents consider social media to be moderately trendy. Only 6.0% of respondents distinguish social media as very rarely trendy. The overall data indicates that a large proportion of surveyed individuals recognize social media as trendy.

Table 5.22:Customization: Social-Media Offer

Customization: Social-Media Offer a Customized Information Search					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Low	36	7.2	7.2	7.2

	Low	10	2.0	2.0	9.2
	Medium	140	28.0	28.0	37.2
	High	140	28.0	28.0	65.2
	Very High	174	34.8	34.8	100.0
	Total	500	100.0	100.0	

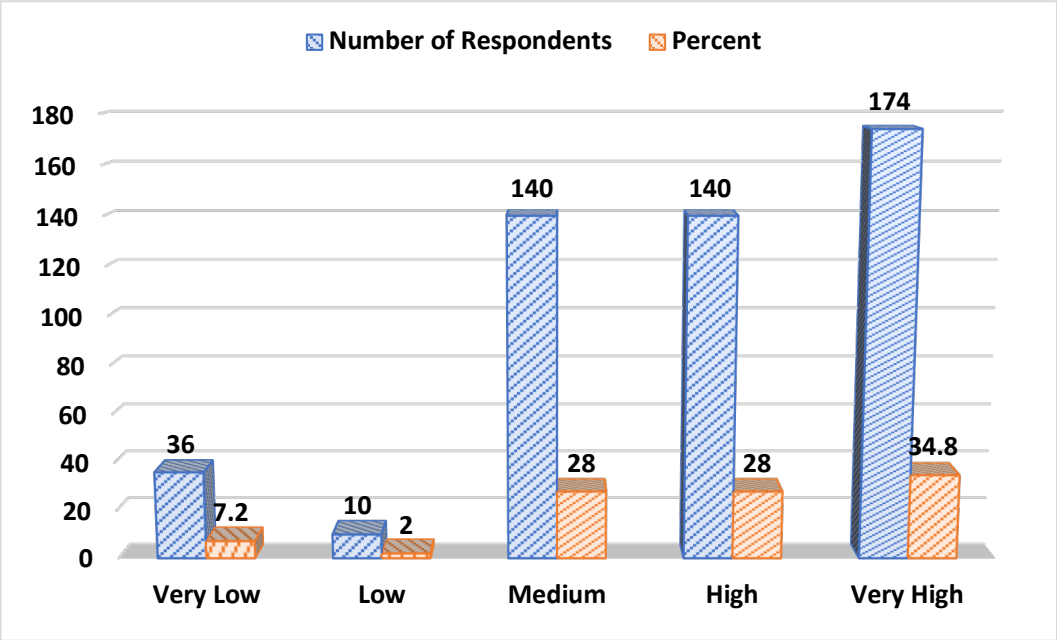


Figure5.21:Customization: Social-Media Offer

The majority of respondents (62.8%) consider social media to have high to very high customization options. Most individuals believe social media offers high to very high levels of customization choices, showing that people often expect large levels of modification while looking for content on social media. 28.0% of respondents consider social media to provide moderate customization options. Only 9.2% of respondents believe social media offers minimal customization. In conclusion, the study confirms the common opinion that social media platforms offer choices for information search customization, with a significant proportion of users expecting a high level of customization in their online interactions.

Table 5.23:Customization: Social-Media Provide Customized Service

Customization: Social-Media Provide Customized Service				
	Frequency	Percent	Valid Percent	Cumulative Percent

Valid	Very Low	16	3.2	3.2	3.2
	Low	52	10.4	10.4	13.6
	Medium	109	21.8	21.8	35.4
	High	219	43.8	43.8	79.2
	Very High	104	20.8	20.8	100.0
	Total	500	100.0	100.0	

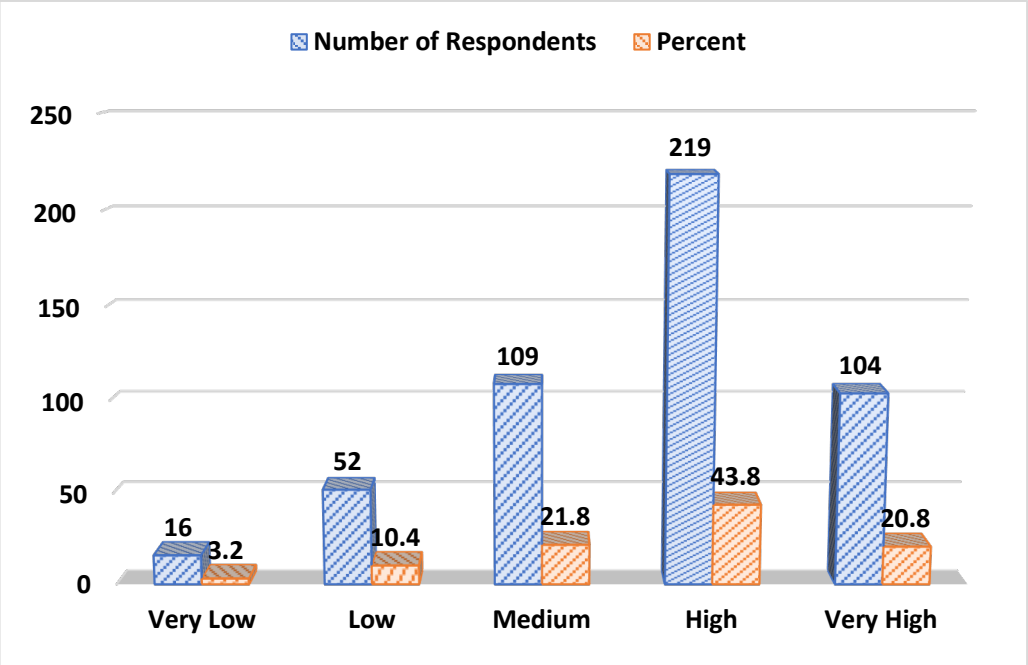


Figure5.22:Customization: Social-Media Provide Customized Service

The majority of respondents (64.6%) consider social media platforms to offer very high customization in services. 21.8% consider social media platforms to offer moderate customization. Only 13.6% of respondents consider social media platforms to offer very limited or low-level customized services. This data indicates that the majority of the people surveyed consider social media sites to offer a high level of customized services.

Table 5.24:Word of Mouth: Pass Information on Brand, Product or Services

Word of Mouth: Pass Information on Brand, Product or Services					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Low	35	7.0	7.0	7.0

	Low	28	5.6	5.6	12.6
	Medium	148	29.6	29.6	42.2
	High	191	38.2	38.2	80.4
	Very High	98	19.6	19.6	100.0
	Total	500	100.0	100.0	

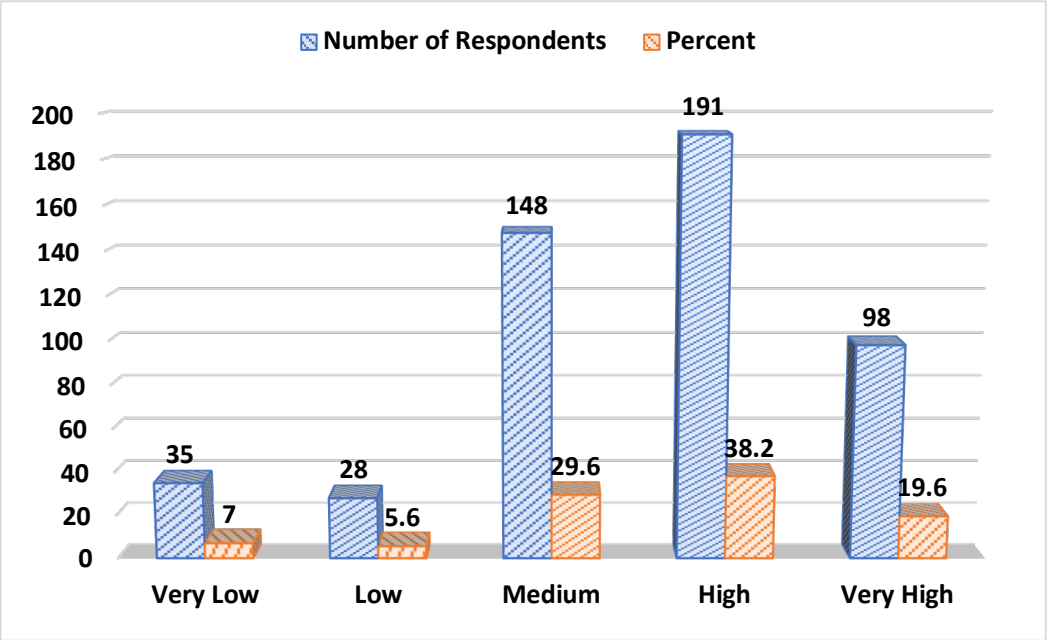


Figure5.23:Word of Mouth: Pass Information on Brand, Product or Services

The majority of respondents (57.8%) engaging in word-of-mouth, frequently passing information about brands, products or services. 29.6% of respondents moderately engaged in word-of-mouth, sharing information about brands, products. Only 12.6% respondents rarely passing information about brands, services. This data shows the importance of word-of-mouth marketing. Customers who actively share good information about their experiences may be a strong tool for companies to improve their brand reputation and bring in new customers

Table 5.25:Word of Mouth: Upload Content on Blogs

Word of Mouth: Upload Content on Blogs					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Low	6	1.2	1.2	1.2

	Low	13	2.6	2.6	3.8
	Medium	112	22.4	22.4	26.2
	High	287	57.4	57.4	83.6
	Very High	82	16.4	16.4	100.0
	Total	500	100.0	100.0	

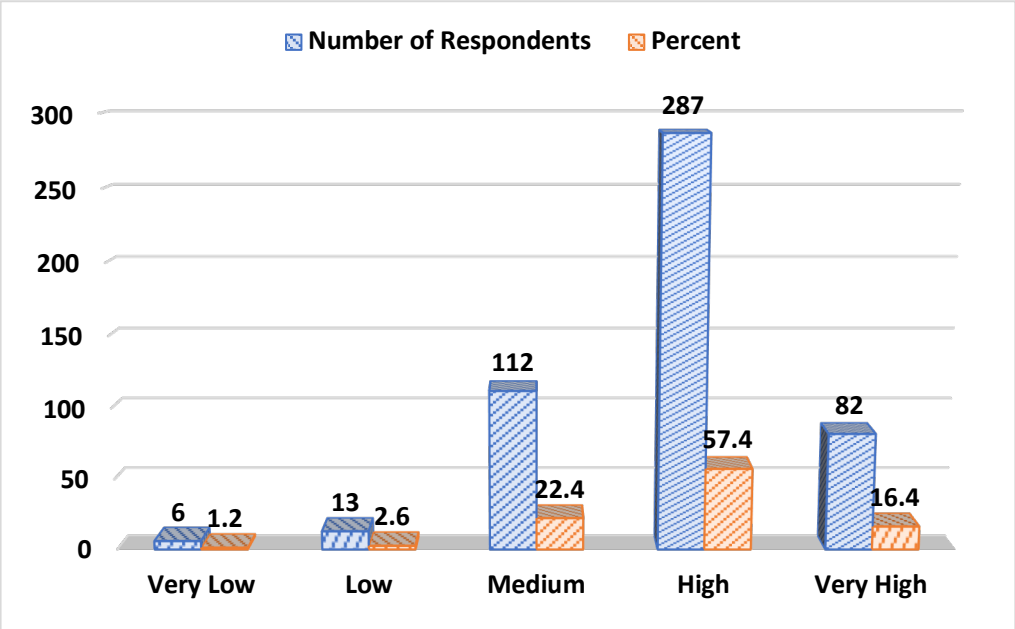


Figure5.24:Word of Mouth: Upload Content on Blogs

The majority of respondents (73.8%) actively upload content to blogs as a form of word-of-mouth activity. 22.4% of respondents moderately engage in uploading content to blogs to share information. Only 3.8% rarely upload content on blogs as a form of word-of-mouth activity. This data shows the importance of blogging as a word-of-mouth marketing strategy. By creating unique and meaningful blog material, both companies and individuals may take advantage of this trend, increase their online presence, and connect with more people.

5.5Factors related to Brand Awareness:

Table 5.26:Brand Awareness: Awareness of Particular Hotel brand

Brand Awareness: Awareness of ParticularHotel brand				
	Frequency	Percent	Valid Percent	Cumulative Percent

Valid	Very Low	6	1.2	1.2	1.2
	Low	13	2.6	2.6	3.8
	Medium	166	33.2	33.2	37.0
	High	237	47.4	47.4	84.4
	Very High	78	15.6	15.6	100.0
	Total	500	100.0	100.0	

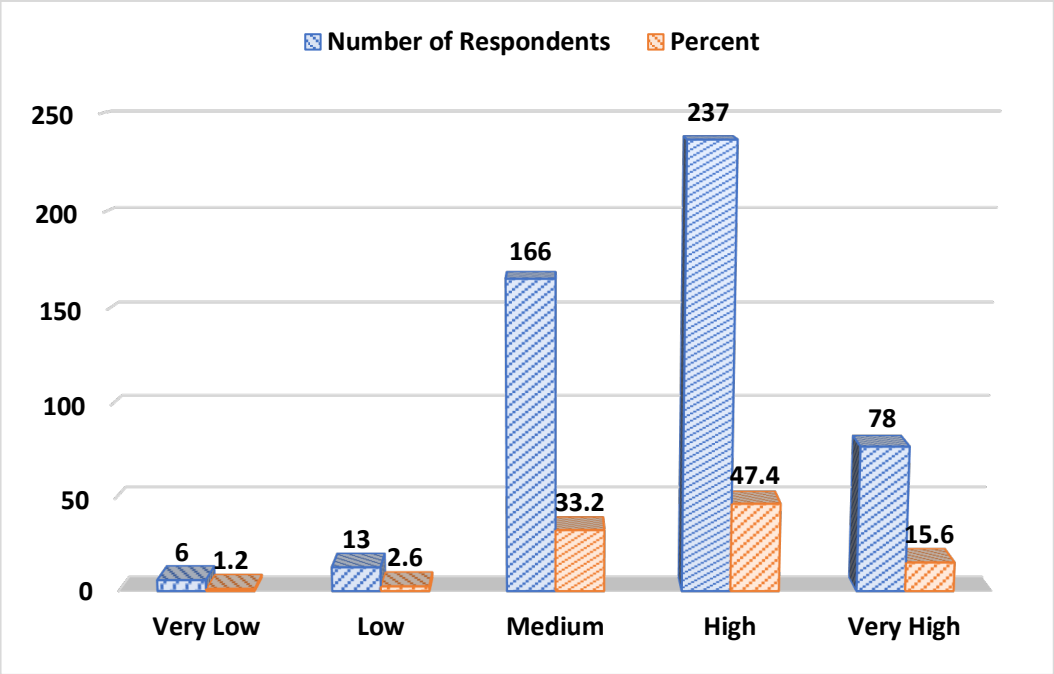


Figure5.25:Brand Awareness: Awareness of Particular Hotel brand

3.8% of respondents have low to very low awareness of hotel brands. 33.2% of respondents have a medium level of awareness. 47.4% of respondents have a high level of awareness. 15.6% of respondents have very high awareness. This data implies that the majority of respondents have medium to high awareness of the hotel brand, with a significant portion falling into the "high awareness category". This information could be valuable for hotel brands marketing and advertising strategies.

Table 5.27:Brand Awareness: Features of Particular Brand Come to Individuals Mind Quickly

Brand Awareness: Features of Particular Brand Come to Individuals Mind Quickly

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Low	6	1.2	1.2	1.2
	Low	13	2.6	2.6	3.8
	Medium	146	29.2	29.2	33.0
	High	216	43.2	43.2	76.2
	Very High	119	23.8	23.8	100.0
	Total	500	100.0	100.0	

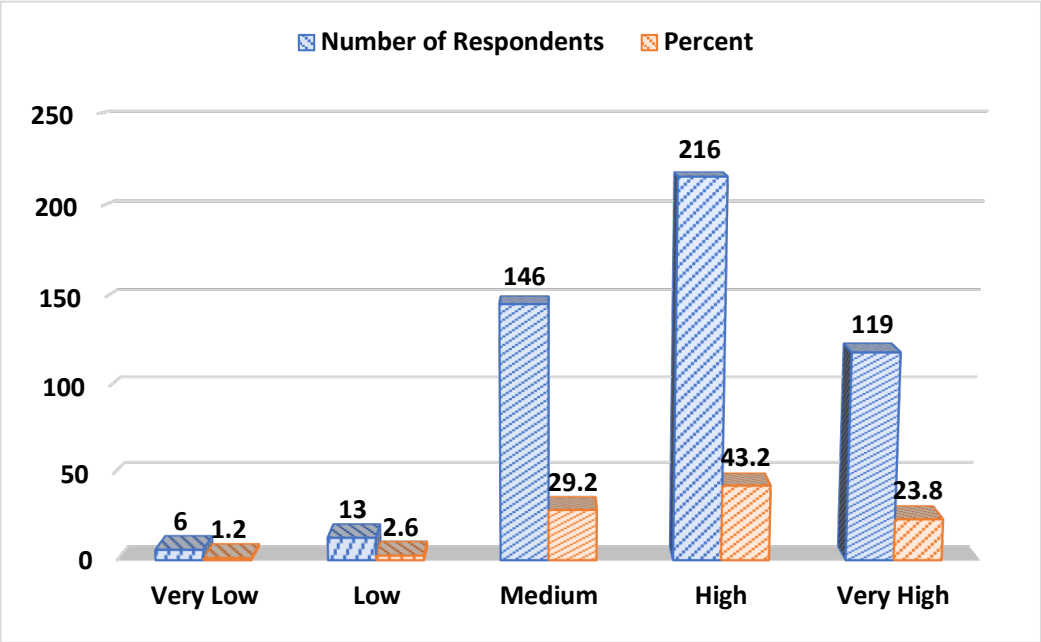


Figure5.26:Brand Awareness: Features of Particular Brand Come to Individuals Mind Quickly

The majority of respondents (43.2%) find it easy to associate specific features with the brand. 29.2% of respondents find it moderately easy to associate specific features with the brand. 23.8% of respondents find it very easy to associate specific features with the brand. 3.8% of respondents find it very difficult to associate specific features with brands. The above data suggests that the brand has considerable presence in the minds of the respondents. One can easily connect features with the brand. This makes it beneficial for brands marketing and advertising strategies.

Table 5.28:Brand Awareness: Recall the Symbol or Logo of Particular Brand

Brand Awareness: Recall the Symbol or Logo of Particular Brand

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Low	20	4.0	4.0	4.0
	Low	13	2.6	2.6	6.6
	Medium	145	29.0	29.0	35.6
	High	255	51.0	51.0	86.6
	Very High	67	13.4	13.4	100.0
	Total	500	100.0	100.0	

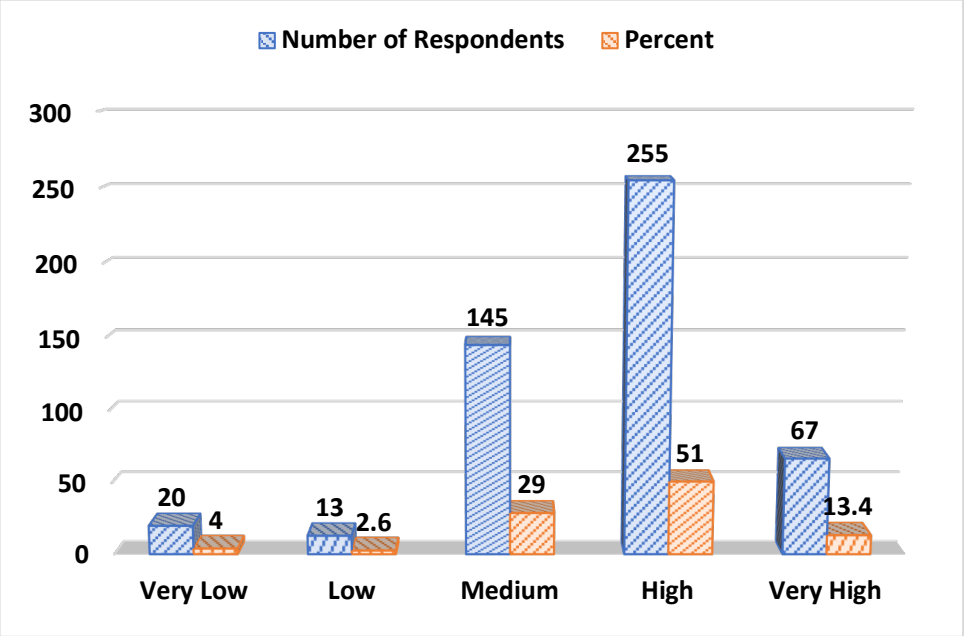


Figure5.27:Brand Awareness: Recall the Symbol or Logo of Particular Brand

The majority of respondents(51.0%) have a high ability to recall symbol or logo of particular brand.6.6% of respondents have low to very low ability to recall the brand symbol or logo.29.0% have a moderate ability to recall the brand symbol or logo. 13.4% of respondents have a very highability to recall symbol or logo. This data implies that majority of person can recognize particular brand by its characteristics i.e. Logo or symbol and that helps consumer to make familiar with particular brand.

5.6Factors Related to Brand Image:

Table 5.29:Brand Image: Leading Hotel

Brand Image: Leading Hotel					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Low	6	1.2	1.2	1.2
	Low	6	1.2	1.2	2.4
	Medium	119	23.8	23.8	26.2
	High	281	56.2	56.2	82.4
	Very High	88	17.6	17.6	100.0
	Total	500	100.0	100.0	

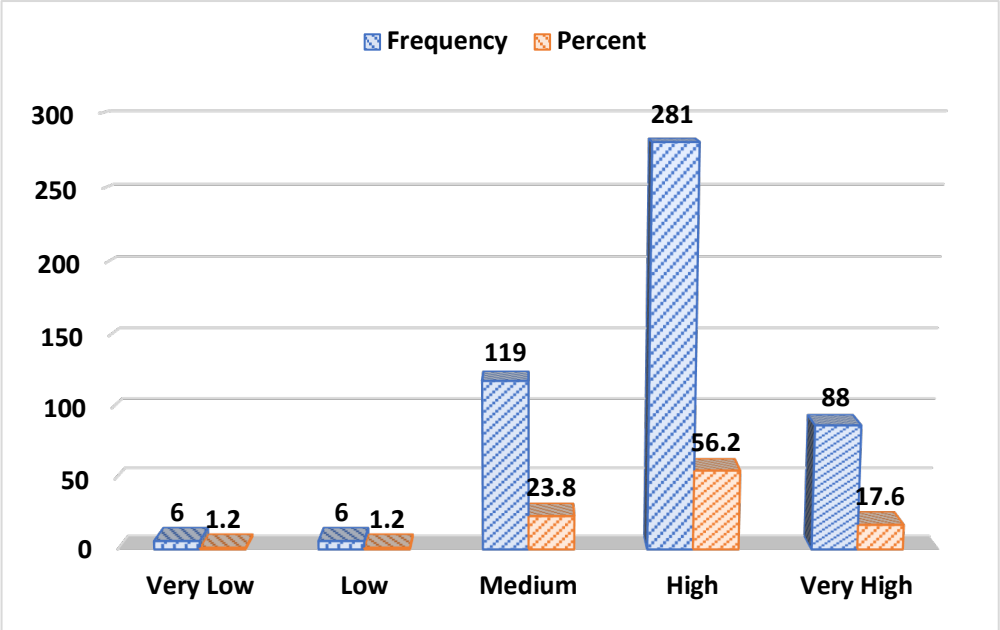


Figure5.28:Brand Image: Leading Hotel

The majority of respondents (56.2%) consider the brand image to be high. It has a positive perception of the hotel's brand image. 23.8% of respondents have a moderate perception of a hotel's brand image. 17.6% of respondents have an excellent perception of the hotel's brand image. 2.4% of respondents have a negative perception of the hotel's brand image. The data implies that the majority of respondents have favourable perceptions of the leading hotel brand image. It helps them strengthen their branding strategy to further enhance their image among potential customers.

Table 5.30:Brand Image: Extensive Experience

Brand Image: Extensive Experience					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Low	6	1.2	1.2	1.2
	Low	43	8.6	8.6	9.8
	Medium	124	24.8	24.8	34.6
	High	250	50.0	50.0	84.6
	Very High	77	15.4	15.4	100.0
	Total	500	100.0	100.0	

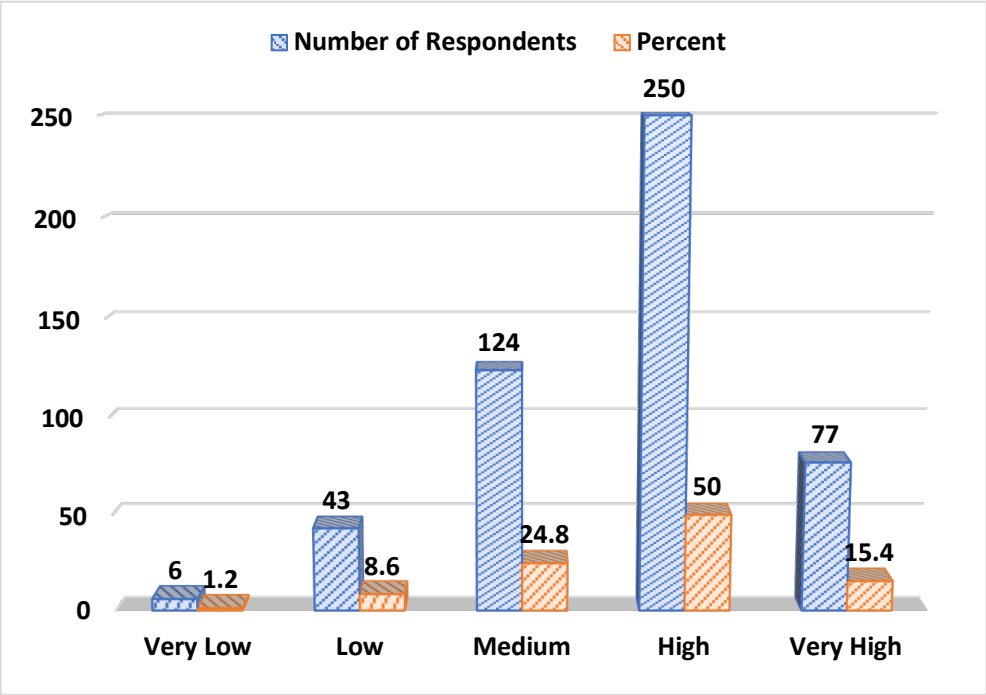


Figure5.29:Brand Image: Extensive Experience

The majority of respondents (50.0%) consider brand extensive experience to be very high. This suggests that half of the respondents have a positive perception of the brand's extensive experience. 24.8% of respondents consider brands with extensive experience as medium. 15.4% of respondents consider brand extensive experience to be very high. Only 9.8% of respondents have a highly negative perception of brand experience. The data implies that the majority of respondents have a positive perception of the brand's extensive experience, which indicates a strong brand image in terms of a long and established track record.

Table 5.31:Brand Image: Representative of the Hotel Industry

Brand Image: Representative of the Hotel Industry					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Low	6	1.2	1.2	1.2
	Low	13	2.6	2.6	3.8
	Medium	112	22.4	22.4	26.2
	High	272	54.4	54.4	80.6
	Very High	97	19.4	19.4	100.0
	Total	500	100.0	100.0	

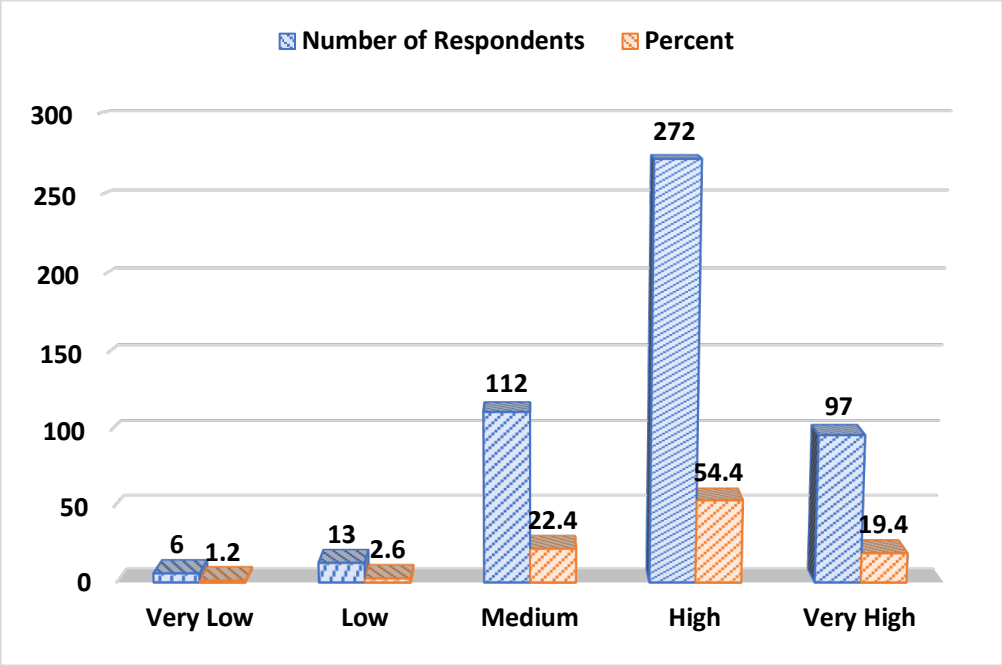


Figure5.30:Brand Image: Representative of the Hotel Industry

The majority of respondents (54.4%) acknowledge that hotels have a positive brand image. It implies that hotels are putting a lot of effort into enhancing their positive image and may do so in future marketing initiatives. Only 3.8% of respondents rated the brand image as low or very low. 22.4% of respondents rated the brand image of hotels as medium. This suggests that hotels with medium and low ratings should work on their marketing strategies to improve their brand image. A significant portion of respondents (19.4%) rated the brand image as very

high. The overall data suggests that most hotels have a good brand image, which gives them an edge in the hotel industry.

Table 5.32:Brand Image: Customer-Oriented Hotel

Brand Image: Customer-Oriented Hotel					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Low	17	3.4	3.4	3.4
	Low	6	1.2	1.2	4.6
	Medium	141	28.2	28.2	32.8
	High	242	48.4	48.4	81.2
	Very High	94	18.8	18.8	100.0
	Total	500	100.0	100.0	

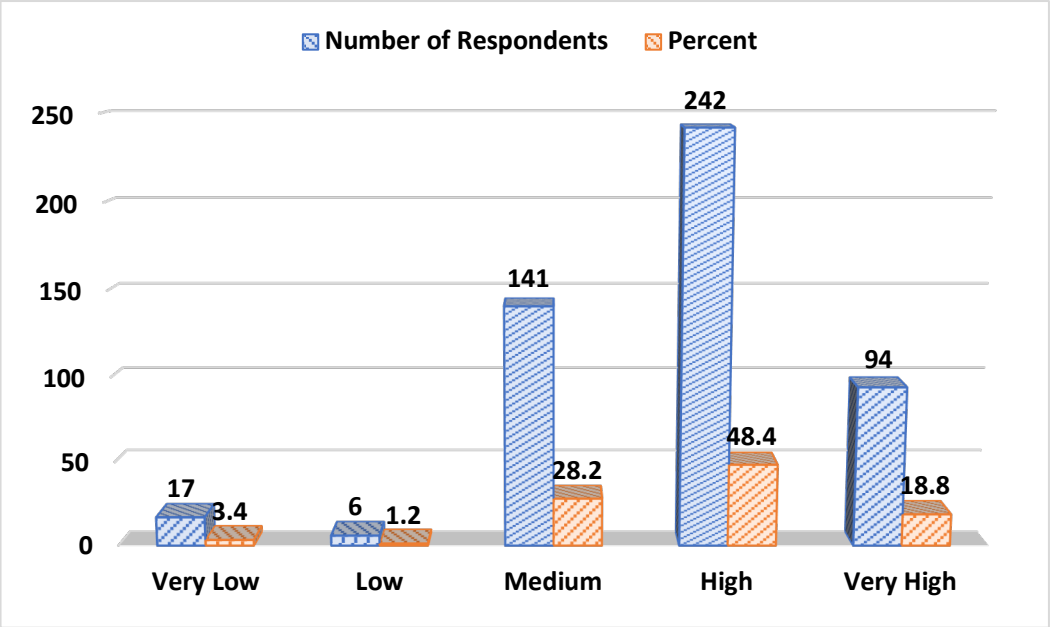


Figure5.31:Brand Image: Customer-Oriented Hotel

The majority of respondents (48.4%) consider hotels to have a high customer-oriented image. 28.2% of respondents consider hotels to have a moderately customer-oriented image. 18.8% of respondents consider hotels to have a very customer-oriented image. Only 4.6% of respondents consider the hotels to have a very low customer-oriented image. The data implies that the majority of consumers rate the hotels customer-oriented as high or very high,

suggesting that they are successful in establishing a favourable brand image. This could be considered hotel strength.

5.7 Factors Related to Brand Preferences:

Table 5.33:Brand Preference: Prefer to Purchase Particular Brand

Brand Preference:Prefer to Purchase Particular Brand					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Low	6	1.2	1.2	1.2
	Low	13	2.6	2.6	3.8
	Medium	269	53.8	53.8	57.6
	High	109	21.8	21.8	79.4
	Very High	103	20.6	20.6	100.0
	Total	500	100.0	100.0	

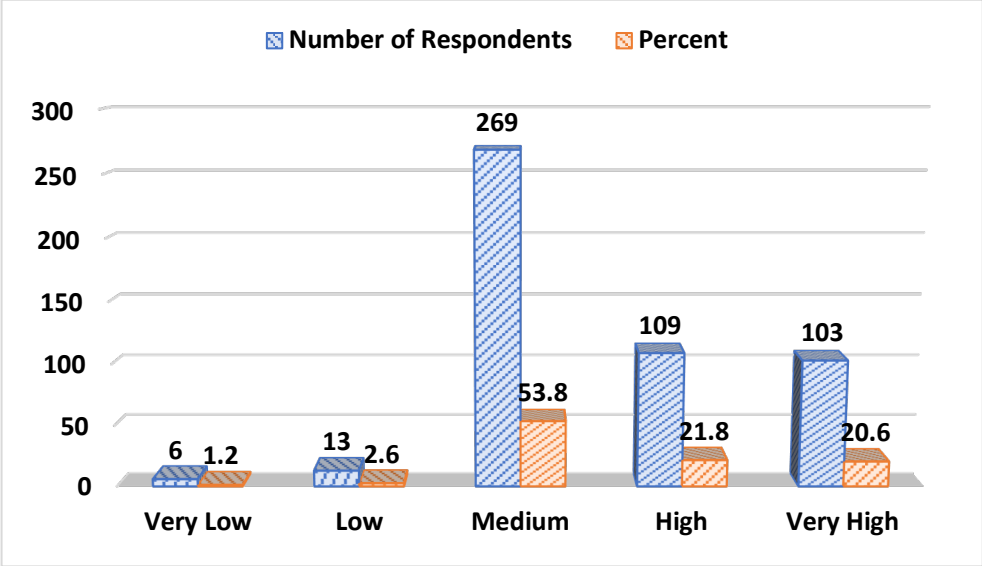


Figure5.32:Brand Preference: Prefer to Purchase Particular Brand

The majority of customers (53.8% with medium preference,21.8% with high preference, and 20.6% with very high preference) prefer to purchase specific brand. This suggests that the majority of the customer base has a strong brand preference and strong brand loyalty within the market.Only 3.8% have a low preference to purchase a specific brand. Since very few consumers have very low preferences, there is room for development. By talking to these

consumers and getting to know their preferences and worries, the company may be able to gain insight into areas for improvement and win their loyalty.

Table 5.34:Brand Preference: Purchase the Brand

Brand Preference:Purchase the Brand					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Low	6	1.2	1.2	1.2
	Low	13	2.6	2.6	3.8
	Medium	114	22.8	22.8	26.6
	High	233	46.6	46.6	73.2
	Very High	134	26.8	26.8	100.0
	Total	500	100.0	100.0	

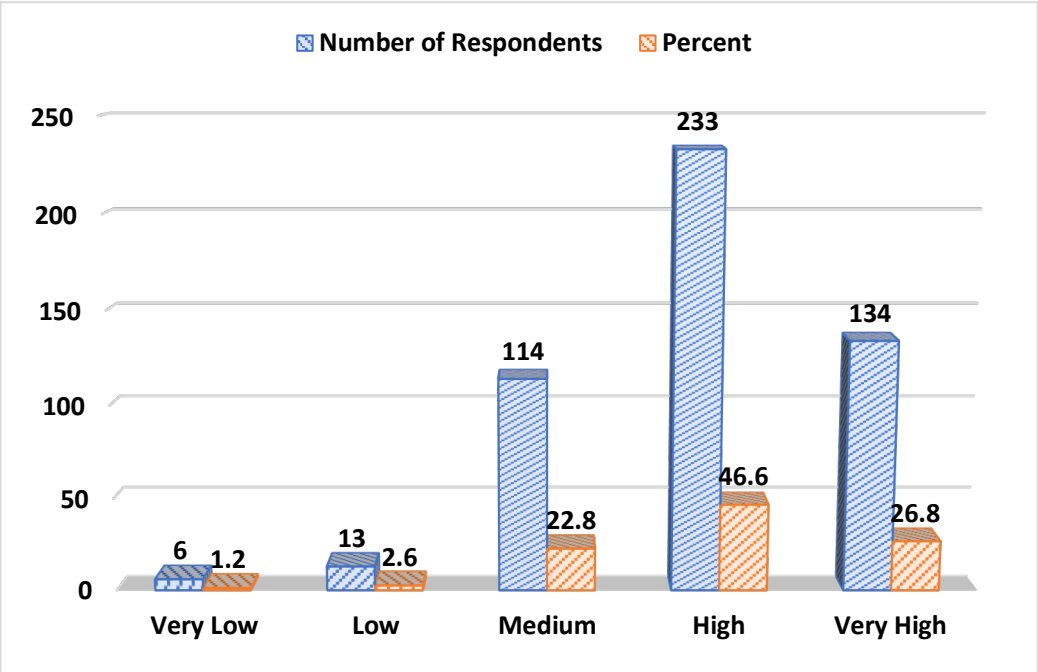


Figure5.33:Brand Preference: Purchase the Brand

The majority of respondents (46.6%) are likely to buy the brand. This indicates strong trust in the brand, and it has a strong position in the market. 22.8% of respondents have a medium likelihood; this suggests that by addressing some issues, i.e., price-related, product features, this group may become consumers with high or very high buy intent. 26.8% of total respondents are very likely to buy the brand, and 3.8% of respondents are very unlikely to

purchase the brand. Low purchase intent is due to high pricing, lack of awareness, etc. By exploring the reason behind it, we can improve the buy intent.

Table 5.35:Willingness to Pay a Premium Price

Willingness to Pay a Premium Price					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Low	6	1.2	1.2	1.2
	Low	58	11.6	11.6	12.8
	Medium	138	27.6	27.6	40.4
	High	225	45.0	45.0	85.4
	Very High	73	14.6	14.6	100.0
	Total	500	100.0	100.0	

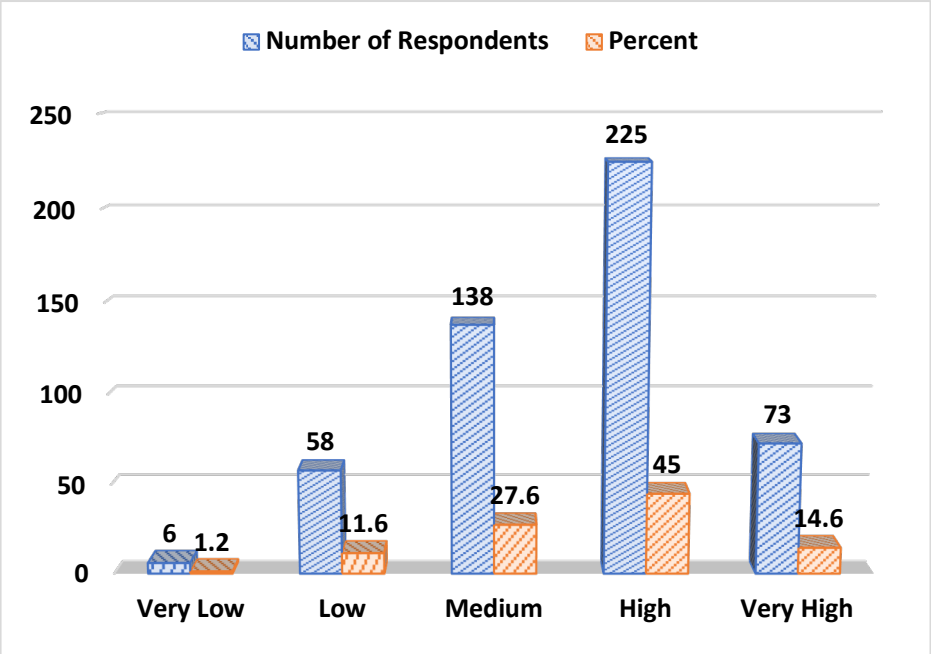


Figure5.34:Willingness to Pay a Premium Price

The majority of respondents (45.0%) are willing to pay a premium price for a product or service. This indicates that the market values products and services highly and is willing to invest more in them. 27.6% of respondents have a moderate willingness to pay a premium price. Only 12.8% of respondents are very unwilling to pay a premium price. Through

targeted marketing or product or service enhancement, one can convert low-willing groups into higher categories. 14.6% have a very high willingness to pay a premium price.

5.8 Factors Related to Brand Loyalty:

Table 5.36:Brand Loyalty: Suggest Particular Brand to Other Consumers

Brand Loyalty:Suggest ParticularBrand to Other Consumers					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Low	18	3.6	3.6	3.6
	Low	6	1.2	1.2	4.8
	Medium	155	31.0	31.0	35.8
	High	224	44.8	44.8	80.6
	Very High	97	19.4	19.4	100.0
	Total	500	100.0	100.0	

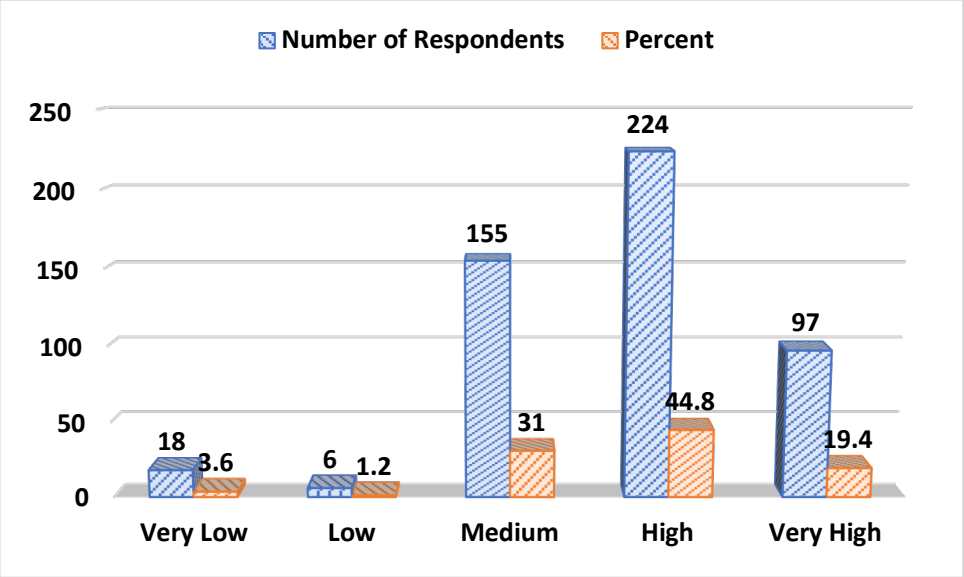


Figure5.35:Brand Loyalty: Suggest Particular Brand to Other Consumers

The majority of respondents (64.2% of the total sample) have a high to very high likelihood of suggesting the brand to other consumers. This indicates strong brand loyalty and positive brand perception. 31.0% of respondents have a moderate likelihood of recommending the brand, while 4.8% of respondents are very unlikely to suggest the brand to other consumers.

It indicates that by understanding the concerns of users, we can improve products, services, or customer support to increase brand loyalty.

Table 5.37: Brand Loyalty: Recommend Particular Brand to Friends & Relatives

Brand Loyalty: RecommendParticularBrand to Friends& Relatives					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Low	22	4.4	4.4	4.4
	Low	9	1.8	1.8	6.2
	Medium	87	17.4	17.4	23.6
	High	258	51.6	51.6	75.2
	Very High	124	24.8	24.8	100.0
	Total	500	100.0	100.0	

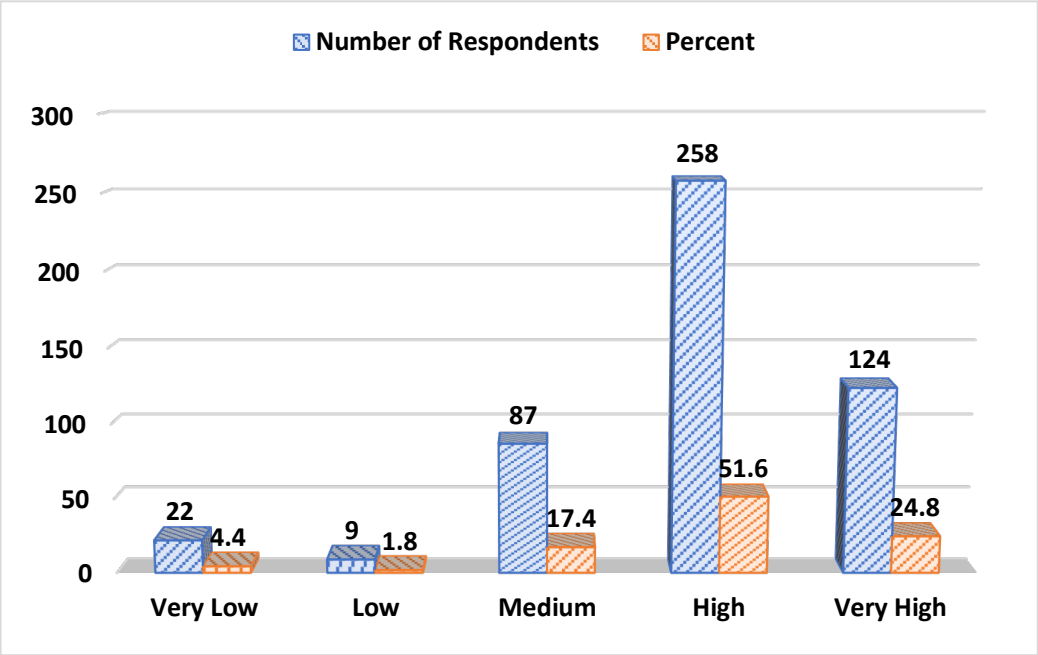


Figure5.36: Brand Loyalty: Recommend Particular Brand to Friends & Relatives

The majority of users (93.8%) have medium to very high brand loyalty, indicating that they are likely to recommend the brand to their friends and relatives. This group represents very loyal customers who are likely to promote the brand among their social connections. Only 6.2% reported low to very low brand loyalty, which indicates customers are dissatisfied with the brand and do not need to promote it to their friends and relatives.

Table 5.38:Brand Loyalty: Regularly Visit Particular Brand

Brand Loyalty: Regularly Visit ParticularBrand					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Low	8	1.6	1.6	1.6
	Low	21	4.2	4.2	5.8
	Medium	107	21.4	21.4	27.2
	High	251	50.2	50.2	77.4
	Very High	113	22.6	22.6	100.0
	Total	500	100.0	100.0	

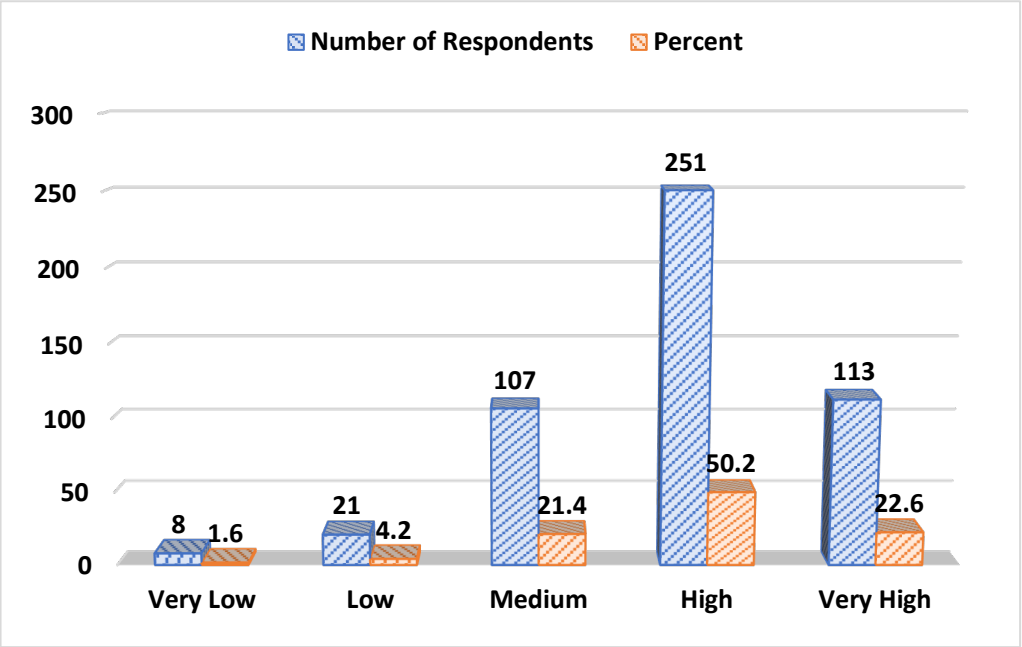


Figure5.37:Brand Loyalty: Regularly Visit Particular Brand

The majority of respondents (94.2%) reported medium to very high brand loyalty, indicating customers visit a particular brand more frequently or regularly. The group represents more loyal customers who visit on occasion, regularly, or more frequently. Only 5.8% reported low to very low brand loyalty, which indicates customers are dissatisfied with the brand. The low brand loyalty indicates areas where the brand could improve to increase customer satisfaction and loyalty and to increase more frequent visits.

Table 5.39:Brand Loyalty: Satisfied with Particular Brand After Every Visit

Brand Loyalty: Satisfied with Particular Brand After Every Visit					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Low	14	2.8	2.8	2.8
	Low	22	4.4	4.4	7.2
	Medium	124	24.8	24.8	32.0
	High	260	52.0	52.0	84.0
	Very High	80	16.0	16.0	100.0
	Total	500	100.0	100.0	

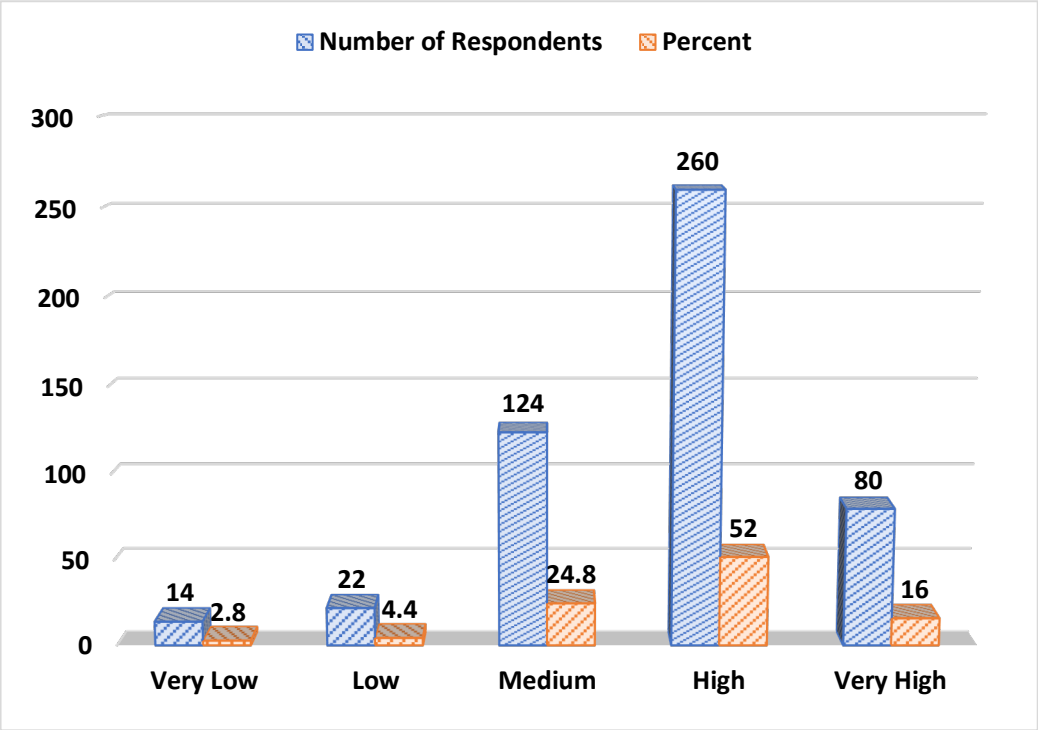


Figure5.38:Brand Loyalty: Satisfied with Particular Brand After Every Visit

The majority of respondents (92.8%) reported medium to very high brand loyalty, indicating considerable satisfaction with the brand following each visit. However, a smaller group (7.2%) reported low to very low brand loyalty, which indicates customers are dissatisfied with the brand. The low brand loyalty indicates areas where the brand could improve to increase customer satisfaction and loyalty.

Table 5.40:Brand Loyalty : Particular Type of Brand be My First Choice

Brand Loyalty :Particular Type of Brand be My First Choice					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Low	3	.6	.6	.6
	Low	21	4.2	4.2	4.8
	Medium	113	22.6	22.6	27.4
	High	249	49.8	49.8	77.2
	Very High	114	22.8	22.8	100.0
	Total	500	100.0	100.0	

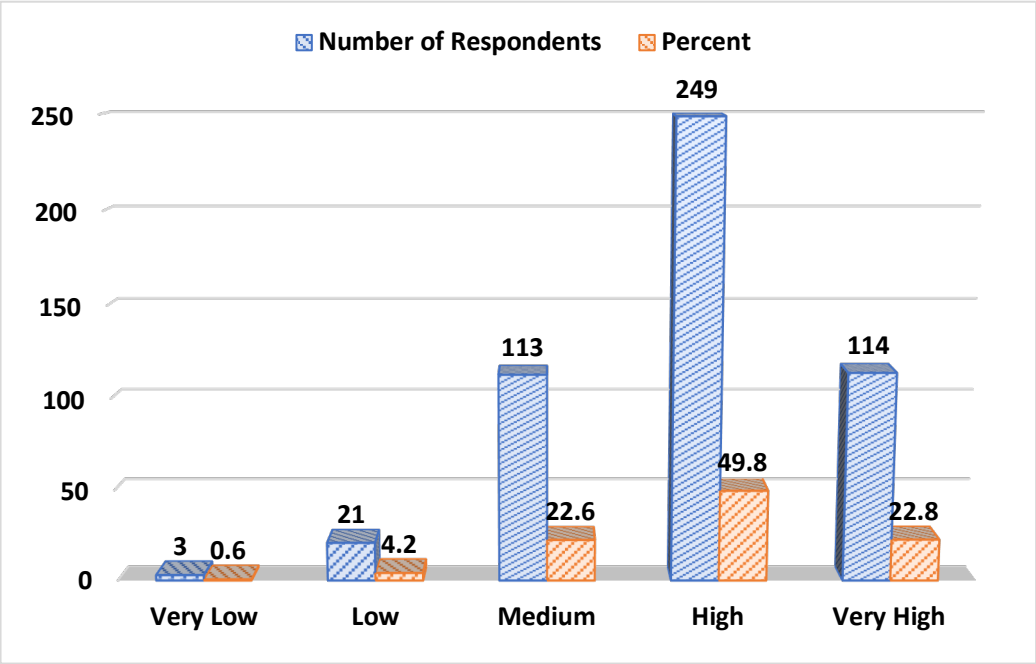


Figure5.39:Brand Loyalty : Particular Type of Brand be My First Choice

The majority of users surveyed (95.2%) had medium to very high brand loyalty, which indicates a strong preference for a particular brand. Users are more loyal to the brand, and the brand also has a loyal customer base. Only 4.8% of users have low to very low brand loyalty, indicating that brands need to work on some areas to increase their customer loyalty.

Table 5.41:SMME : Social Media Marketing Efforts

SMME

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Low	6	1.2	1.2	1.2
	Low	6	1.2	1.2	2.4
	Medium	124	24.8	24.8	27.2
	High	287	57.4	57.4	84.6
	Very High	77	15.4	15.4	100.0
	Total	500	100.0	100.0	

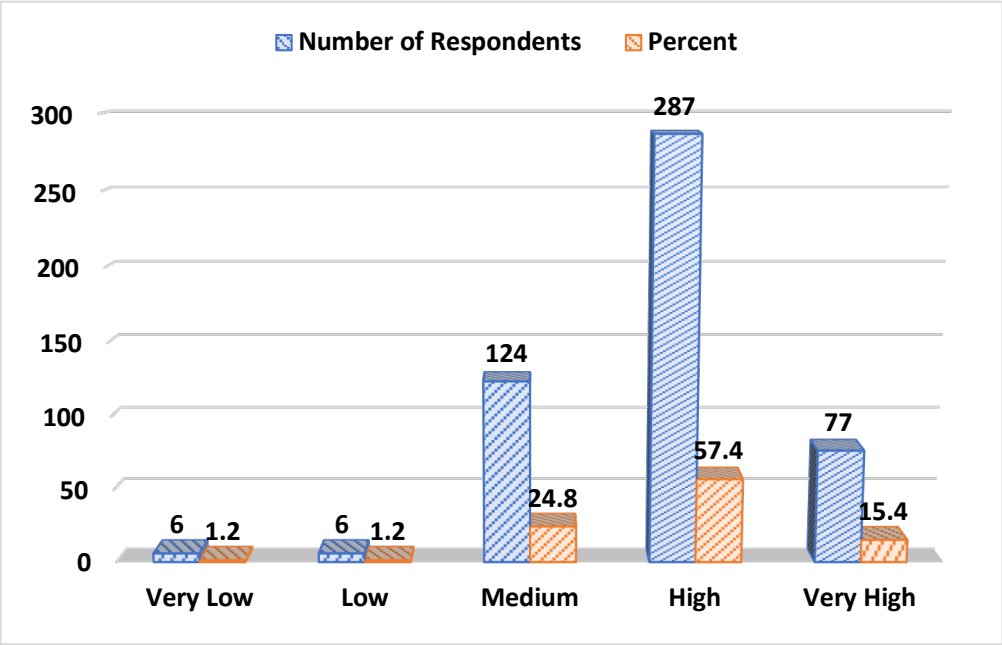


Figure5.40:SMME : Social Media Marketing Efforts

The majority of SMMEs surveyed (82.2%) are moderately to highly satisfied with their current situation. This understanding can be beneficial for businesses, encouraging them to invest in social media marketing strategies. Only 2.4% of SMMEs have low satisfaction levels. This is a small but noticeable portion of SMMEs that are highly dissatisfied with their current situation. They have very low performance levels. There are some areas that need improvement to enhance their current situation. 15.4% of respondents fall into the very high category. While not the majority, they have exceptionally high-performance levels.

5.9 Social Media Marketing and Traditional Channels:

$H_0$1: Social media marketing is not preferred by hoteliers over traditional channels of marketing.

H_a1: Social media marketing is preferred by hotelier over traditional channels of marketing.

In order to test the above-mentioned null hypothesis which states that social media marketing is not preferred by hoteliers over traditional channels of marketing, T-test was being applied and the results are shown below in the tables one sample statistics and one sample test.

Table 5.42:One-Sample Statistics

One-Sample Statistics				
	N	Mean	Std. Deviation	Std. Error Mean
SMM Preference Over Traditional	500	3.5060	1.52533	.06821

Table 5.43:One-Sample Test

One-Sample Test						
	Test Value = 0					
					95% Confidence Interval of the Difference	
	t	df	Sig. (2-tailed)	Mean Difference	Lower	Upper
SMM Preference Over Traditional	51.397	499	.000	3.50600	3.3720	3.6400

The calculated t-test value is found to be 51.397 at 499 degrees of freedom with mean difference of 3.506 and having corresponding p-value of 0.000 and as the p-value (Sig.) is found to be lower than the standard alpha value of 0.05 confirms that the null hypothesis $H_0$1 is being rejected. So, it can be interpretated that social media marketing is preferred by hotelier over traditional channels of marketing.The finding suggests a strong and positive inclination towards SMM, indicating that the respondents, on average, express a clear preference for social media as a marketing channel over traditional methods.

5.10 Social Media and Brand Building:

The dependency between social media marketing efforts and brand building is being expressed in the form of hypothesis as mentioned below:

$H_0$2: There is no positive impact of social media on brand building of hotel.

H_a2: There is positive impact of social media on brand building of hotel.

The hypothesis H2 is being further categorized into sub hypotheses based on various brand building aspects.

5.10.1 SMME and Awareness of Particular Hotel brand:

$H_02.1$: There is no positive impact of social media on brand building aspect awareness of particular hotel brand.

$H_a2.1$: There is positive impact of social media on brand building aspect awareness of particular hotel brand.

Table 5.44:Brand Awareness Aspect Awareness of Particular Hotel brand :Crosstabulation

Crosstabulation							
		Brand Awareness Aspect Awareness of Particular Hotel brand					Total
		Very Low	Low	Medium	High	Very High	
SMME	Very Low	6	0	0	0	0	6
	Low	0	6	0	0	0	6
	Medium	0	0	124	0	0	124
	High	0	7	42	237	1	287
	Very High	0	0	0	0	77	77
Total		6	13	166	237	78	500

To test the hypothesis $H_02.1$ the Chi-Square test was being applied which finds the dependency between social media marketing efforts and awareness of particular brand.

Table 5.44:Chi-Square Tests

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	1535.847[a]	16	.000
Likelihood Ratio	842.256	16	.000
Linear-by-Linear Association	396.586	1	.000

N of Valid Cases	500		

The Chi-Square test results shows that the calculated Pearson Chi-Square value is found to be 1535.847 at degree of freedom 16 and corresponding p-value (asymptotic significance) is found to be 0.000 when compared with standard alpha value of 0.05 it was found that the p-value is lower than the standard alpha value confirming that the null hypothesis $H_0$2.1 is being rejected and further interprets that there is a positive impact of social media on brand building aspect awareness of particular hotel brand.

5.10.2 SMME and Features of Particular Brand:

$H_0$2.2: There is no positive impact of social media on brand building aspect features of particular hotel brand.

H_a2.2: There is positive impact of social media on brand building aspect features of particular hotel brand.

Table 5.45:Brand Awareness &Features of Particular Brand:Crosstabulation

Crosstabulation							
		Brand Awareness Aspect Features of Particular Brand that Come to Individuals Mind Quickly					Total
		Very Low	Low	Medium	High	Very High	
SMME	Very Low	6	0	0	0	0	6
	Low	0	6	0	0	0	6
	Medium	0	0	124	0	0	124
	High	0	7	22	216	42	287
	Very High	0	0	0	0	77	77
Total		6	13	146	216	119	500

To test the hypothesis $H_0$2.2 the Chi-Square test was being applied which finds the dependency between social media marketing efforts and features of particular hotel brand.

Table 5.46:Chi-Square Tests

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	1393.430[a]	16	.000
Likelihood Ratio	762.444	16	.000
Linear-by-Linear Association	371.906	1	.000
N of Valid Cases	500		
a. 15 cells (60.0%) have expected count less than 5. The minimum expected count is .07.			

Accordingly the Chi-Square test results shows that the calculated Pearson Chi-Square value is found to be 1393.430 at degree of freedom 16 and corresponding p-value (asymptotic significance) is found to be 0.000 when compared with standard alpha value of 0.05 it was found that the p-value is lower than the standard alpha value confirming that the null hypothesis $H_0$2.2 is being rejected and further interprets that there is positive impact of social media on brand building aspect features of particular hotel brand. Social media allows hotels to engage with their audience, share visual content, receive feedback, and create a more personalized connection with potential customers. Positive comments and interactions on social media can contribute to a favourable perception of the hotel brand, influencing potential guests' decisions.

5.10.3 SMME and Recall the Symbol or Logo of Particular Brand:

$H_0$2.3: There is no positive impact of social media on brand building aspect recall the symbol or logo of particular brand.

H_a2.3: There is positive impact of social media on brand building aspect recall the symbol or logo of particular brand.

Table 5.47:Brand Awareness Aspect Recall the Symbol or Logo of Particular Brand :Crosstabulation

Crosstabulation		
	Brand Awareness Aspect Recall the Symbol or Logo of Particular Brand	Total

		Very Low	Low	Medium	High	Very High	
SMME	Very Low	6	0	0	0	0	6
	Low	0	6	0	0	0	6
	Medium	0	0	124	0	0	124
	High	14	7	11	255	0	287
	Very High	0	0	10	0	67	77
Total		20	13	145	255	67	500

To test the hypothesis $H_0$2.3 the Chi-Square test was being applied which finds the dependency between social media marketing efforts and recall the symbol or logo of particular brand.

Table 5.48:Chi-Square Tests

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	1217.243[a]	16	.000
Likelihood Ratio	867.290	16	.000
Linear-by-Linear Association	261.543	1	.000
N of Valid Cases	500		
a. 14 cells (56.0%) have expected count less than 5. The minimum expected count is .16.			

The Chi-Square test results shows that the calculated Pearson Chi-Square value is found to be 1217.243 at degree of freedom 16 and corresponding p-value (asymptotic significance) is found to be 0.000 when compared with standard alpha value of 0.05 it was found that the p-value is lower than the standard alpha value confirming that the null hypothesis $H_0$2.3 is being rejected and further interprets that there is positive impact of social media on brand building aspect recall the symbol or logo of particular brand.

5.10.4 SMME and Brand Image Aspect Leading Hotel:

$H_0$2.4: There is no positive impact of social media on brand image aspect leading hotel.

H_a2.4: There is positive impact of social media on brand image aspect leading hotel.

Table 5.49:Brand Image Aspect Leading Hotel :Crosstabulation

Crosstabulation							
		Brand Image Aspect Leading Hotel					Total
		Very Low	Low	Medium	High	Very High	
SMME	Very Low	6	0	0	0	0	6
	Low	0	5	1	0	0	6
	Medium	0	0	112	7	5	124
	High	0	1	6	274	6	287
	Very High	0	0	0	0	77	77
Total		6	6	119	281	88	500

To test the hypothesis $H_0$2.4 the Chi-Square test was being applied which finds the dependency between social media marketing efforts and brand image aspect leading hotel.

Table 5.51:Chi-Square Tests

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	1679.309[a]	16	.000
Likelihood Ratio	847.306	16	.000
Linear-by-Linear Association	422.657	1	.000
N of Valid Cases	500		
a. 16 cells (64.0%) have expected count less than 5. The minimum expected count is .07.			

The Chi-Square test results shows that the calculated Pearson Chi-Square value is found to be 1679.309 at degree of freedom 16 and corresponding p-value (asymptotic significance) is found to be 0.000 when compared with standard alpha value of 0.05 it was found that the p-value is lower than the standard alpha value confirming that the null hypothesis $H_0$2.4 is being rejected and further interprets that there is positive impact of social media on brand image aspect leading hotel.

5.10.5 SMME and Brand Image Aspect Extensive Experience:

$H_0$2.5: There is no positive impact of social media on brand image aspect extensive experience.

H_a2.5: There is positive impact of social media on brand image aspect extensive experience.

Table 5.52:Brand Image Aspect Extensive Experience :Crosstabulation

Crosstabulation							
		Brand Image Aspect Extensive Experience					Total
		Very Low	Low	Medium	High	Very High	
SMME	Very Low	6	0	0	0	0	6
	Low	0	6	0	0	0	6
	Medium	0	0	124	0	0	124
	High	0	37	0	250	0	287
	Very High	0	0	0	0	77	77
Total		6	43	124	250	77	500

To test the hypothesis $H_0$2.5 the Chi-Square test was being applied which finds the dependency between social media marketing efforts and brand image aspect extensive experience.

Table 5.53:Chi-Square Tests

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	1560.773[a]	16	.000
Likelihood Ratio	1023.933	16	.000
Linear-by-Linear Association	320.330	1	.000
N of Valid Cases	500		
a. 13 cells (52.0%) have expected count less than 5. The minimum expected count is .07.			

The Chi-Square test results shows that the calculated Pearson Chi-Square value is found to be 1560.773 at degree of freedom 16 and corresponding p-value (asymptotic significance) is found to be 0.000 when compared with standard alpha value of 0.05 it was found that the p-value is lower than the standard alpha value confirming that the null hypothesis $H_0$2.5 is being rejected and further interprets that there is positive impact of social media on brand image aspect extensive experience.

5.10.6 SMME and Brand Image Aspect Representative of the Hotel Industry:

$H_0$2.6: There is no positive impact of social media on brand image aspect representative of the hotel industry.

H_a2.6: There is positive impact of social media on brand image aspect representative of the hotel industry.

Table 5.54:Brand Image Aspect Representative of the Hotel Industry: Crosstabulation

Crosstabulation							
		Brand Image Aspect Representative of the Hotel Industry					Total
		Very Low	Low	Medium	High	Very High	
SMME	Very Low	6	0	0	0	0	6
	Low	0	6	0	0	0	6
	Medium	0	0	112	7	5	124
	High	0	7	0	265	15	287
	Very High	0	0	0	0	77	77
Total		6	13	112	272	97	500

To test the hypothesis $H_0$2.6 the Chi-Square test was being applied which finds the dependency between social media marketing efforts and brand image aspect representative of the hotel industry.

Table 5.55:Chi-Square Tests

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	1541.454[a]	16	.000
Likelihood Ratio	854.474	16	.000
Linear-by-Linear Association	387.882	1	.000
N of Valid Cases	500		
a. 15 cells (60.0%) have expected count less than 5. The minimum expected count is .07.			

The Chi-Square test results shows that the calculated Pearson Chi-Square value is found to be 1541.454 at degree of freedom 16 and corresponding p-value (asymptotic significance) is found to be 0.000 when compared with standard alpha value of 0.05 it was found that the p-value is lower than the standard alpha value confirming that the null hypothesis $H_0$2.6 is

being rejected and further interprets that there is positive impact of social media on brand image aspect representative of the hotel industry.

5.10.7 SMME and Brand Image Aspect Customer-Oriented Hotel:

$H_0$2.7: There is no positive impact of social media on brand image aspect customer-oriented hotel.

H_a2.7: There is positive impact of social media on brand image aspect customer-oriented hotel.

Table 5.56:Brand Image Aspect Customer-Oriented Hotel: Crosstabulation

Crosstabulation							
		Brand Image Aspect Customer-Oriented Hotel					Total
		Very Low	Low	Medium	High	Very High	
SMME	Very Low	6	0	0	0	0	6
	Low	0	5	1	0	0	6
	Medium	0	0	112	7	5	124
	High	11	1	28	235	12	287
	Very High	0	0	0	0	77	77
Total		17	6	141	242	94	500

To test the hypothesis $H_0$2.7 the Chi-Square test was being applied which finds the dependency between social media marketing efforts and brand image aspect brand image aspect customer-oriented hotel.

Table 5.57:Chi-Square Tests

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	1217.087[a]	16	.000
Likelihood Ratio	706.344	16	.000
Linear-by-Linear Association	284.562	1	.000
N of Valid Cases	500		

The Chi-Square test results shows that the calculated Pearson Chi-Square value is found to be 1217.087 at degree of freedom 16 and corresponding p-value (asymptotic significance) is found to be 0.000 when compared with standard alpha value of 0.05 it was found that the p-

value is lower than the standard alpha value confirming that the null hypothesis $H_0$2.7 is being rejected and further interprets that there is positive impact of social media on brand image aspect customer-oriented hotel.

5.10.8 SMME and Brand Preference Aspect Prefer to Purchase Particular Brand:

$H_0$2.8: There is no positive impact of social media on brand preference aspect prefer to purchase particular brand.

H_a2.8: There is positive impact of social media on brand preference aspect prefer to purchase particular brand.

Table 5.58:Brand Preference Aspect Prefer to Purchase Particular Brand :Crosstabulation

Crosstabulation							
		Brand Preference Aspect Prefer to Purchase Particular Brand					Total
		Very Low	Low	Medium	High	Very High	
SMME	Very Low	6	0	0	0	0	6
	Low	0	5	1	0	0	6
	Medium	0	0	115	4	5	124
	High	0	8	153	105	21	287
	Very High	0	0	0	0	77	77
Total		6	13	269	109	103	500

To test the hypothesis $H_0$2.8 the Chi-Square test was being applied which finds the dependency between social media marketing efforts and on brand preference aspect prefer to purchase particular brand.

Table 5.59:Chi-Square Tests

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	1078.020[a]	16	.000
Likelihood Ratio	485.922	16	.000
Linear-by-Linear Association	254.954	1	.000
N of Valid Cases	500		
a. 15 cells (60.0%) have expected count less than 5. The minimum expected count is .07.			

The Chi-Square test results shows that the calculated Pearson Chi-Square value is found to be 1078.020 at degree of freedom 16 and corresponding p-value (asymptotic significance) is found to be 0.000 when compared with standard alpha value of 0.05 it was found that the p-value is lower than the standard alpha value confirming that the null hypothesis $H_0$2.8 is being rejected and further interprets that there is positive impact of social media on brand preference aspect prefer to purchase particular brand.

5.10.9 SMME and Brand Preference Aspect Purchase the Brand:

$H_0$2.9: There is no positive impact of social media on brand preference aspect purchase the brand.

H_a2.9: There is positive impact of social media on brand preference aspect purchase the brand.

Table 5.60:Brand Preference Aspect Purchase the Brand :Crosstabulation

Crosstabulation							
		Brand Preference Aspect Purchase the Brand					Total
		Very Low	Low	Medium	High	Very High	
SMME	Very Low	6	0	0	0	0	6
	Low	0	6	0	0	0	6
	Medium	0	0	113	0	11	124
	High	0	7	1	233	46	287
	Very High	0	0	0	0	77	77
Total		6	13	114	233	134	500

To test the hypothesis $H_0$2.9 the Chi-Square test was being applied which finds the dependency between social media marketing efforts and on brand preference aspect purchase the brand.

Table 5.61:Chi-Square Tests

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	1413.388[a]	16	.000
Likelihood Ratio	790.592	16	.000
Linear-by-Linear Association	339.668	1	.000
N of Valid Cases	500		
a. 15 cells (60.0%) have expected count less than 5. The minimum expected count is .07.			

The Chi-Square test results shows that the calculated Pearson Chi-Square value is found to be 1413.388 at degree of freedom 16 and corresponding p-value (asymptotic significance) is found to be 0.000 when compared with standard alpha value of 0.05 it was found that the p-value is lower than the standard alpha value confirming that the null hypothesis $H_0$2.9 is being rejected and further interprets that there is positive impact of social media on brand preference aspect purchase the brand.

5.10.10 SMME and Brand Preference and Willingness to Pay a Premium Price:

$H_0$2.10: There is no positive impact of social media on brand preference and willingness to pay a premium price.

H_a2.10: There is positive impact of social media on brand preference and willingness to pay a premium price.

Table 5.62:Brand Preference Aspect Willingness to Pay a Premium Price :Crosstabulation

Crosstabulation							
		Brand Preference Aspect Willingness to Pay a Premium Price					Total
		Very Low	Low	Medium	High	Very High	
SMME	Very Low	6	0	0	0	0	6
	Low	0	6	0	0	0	6
	Medium	0	0	112	7	5	124
	High	0	43	26	218	0	287
	Very High	0	9	0	0	68	77
Total		6	58	138	225	73	500

To test the hypothesis $H_0$2.10 the Chi-Square test was being applied which finds the dependency between social media marketing efforts and on brand preference and willingness to pay a premium price.

Table 5.63:Chi-Square Tests

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	1272.941[a]	16	.000
Likelihood Ratio	739.811	16	.000
Linear-by-Linear Association	186.706	1	.000
N of Valid Cases	500		
a. 13 cells (52.0%) have expected count less than 5. The minimum expected count is .07.			

The Chi-Square test results shows that the calculated Pearson Chi-Square value is found to be 1272.941 at degree of freedom 16 and corresponding p-value (asymptotic significance) is found to be 0.000 when compared with standard alpha value of 0.05 it was found that the p-value is lower than the standard alpha value confirming that the null hypothesis $H_0$2.10 is being rejected and further interprets that there is positive impact of social media on brand preference and willingness to pay a premium price.

5.10.11 SMME and Brand Loyalty Aspect Suggest Particular Brand to Other Consumers:

$H_0$2.11: There is no positive impact of social media on brand loyalty aspect suggest particular brand to other consumers.

H_a2.11: There is positive impact of social media on brand loyalty aspect suggest particular brand to other consumers.

Table 5.64:Brand Loyalty Aspect Suggest Particular Brand to Other Consumers :Crosstabulation

Crosstabulation							
		Brand Loyalty Aspect Suggest Particular Brand to Other Consumers					Total
		Very Low	Low	Medium	High	Very High	
SMME	Very Low	6	0	0	0	0	6
	Low	0	5	1	0	0	6
	Medium	0	0	119	0	5	124
	High	11	1	23	224	28	287
	Very High	1	0	12	0	64	77
Total		18	6	155	224	97	500

To test the hypothesis $H_0$2.11 the Chi-Square test was being applied which finds the dependency between social media marketing efforts and on brand loyalty aspect suggest particular brand to other consumers.

Table 5.65:Chi-Square Tests

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	1086.724[a]	16	.000
Likelihood Ratio	648.863	16	.000
Linear-by-Linear Association	221.802	1	.000
N of Valid Cases	500		
a. 15 cells (60.0%) have expected count less than 5. The minimum expected count is .07.			

The Chi-Square test results shows that the calculated Pearson Chi-Square value is found to be 1086.724 at degree of freedom 16 and corresponding p-value (asymptotic significance) is found to be 0.000 when compared with standard alpha value of 0.05 it was found that the p-value is lower than the standard alpha value confirming that the null hypothesis $H_0$2.11 is being rejected and further interprets that there is positive impact of social media on brand loyalty aspect suggest particular brand to other consumers.

5.10.12 SMME and Brand Loyalty Aspect Recommend Particular Brand to Friends & Relatives:

$H_0$2.12: There is no positive impact of social media on brand loyalty aspect recommend particular brand to friends & relatives.

H_a2.12: There is positive impact of social media on brand loyalty aspect recommend particular brand to friends & relatives.

Table 5.66:Brand Loyalty Aspect Recommend Particular Brand to Friends &Relatives :Crosstabulation

Crosstabulation							
		Brand Loyalty Aspect Recommend Particular Brand to Friends & Relatives					Total
		Very Low	Low	Medium	High	Very High	
SMME	Very Low	6	0	0	0	0	6
	Low	0	4	0	0	2	6
	Medium	0	0	87	7	30	124
	High	15	5	0	251	16	287
	Very High	1	0	0	0	76	77
Total		22	9	87	258	124	500

To test the hypothesis $H_0$2.12 the Chi-Square test was being applied which finds the dependency between social media marketing efforts and on brand loyalty aspect recommend particular brand to friends & relatives.

Table 5.67:Chi-Square Tests

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	922.477[a]	16	.000
Likelihood Ratio	707.161	16	.000
Linear-by-Linear Association	151.064	1	.000
N of Valid Cases	500		
a. 13 cells (52.0%) have expected count less than 5. The minimum expected count is .11.			

The Chi-Square test results shows that the calculated Pearson Chi-Square value is found to be 922.477 at degree of freedom 16 and corresponding p-value (asymptotic significance) is found to be 0.000 when compared with standard alpha value of 0.05 it was found that the p-value is lower than the standard alpha value confirming that the null hypothesis $H_0$2.12 is being rejected and further interprets that there is positive impact of social media on brand loyalty aspect recommend particular brand to friends & relatives.

5.10.13 SMME and Brand Loyalty Aspect Regularly Visit Particular Brand:

$H_0$2.13: There is no positive impact of social media on brand loyalty aspect regularly visit particular brand.

H_a2.13: There is positive impact of social media on brand loyalty aspect regularly visit particular brand.

Table 5.68:Brand Loyalty Aspect Regularly Visit Particular Brand :Crosstabulation

Crosstabulation							
		Brand Loyalty Aspect Regularly Visit Particular Brand					Total
		Very Low	Low	Medium	High	Very High	
SMME	Very Low	6	0	0	0	0	6
	Low	0	6	0	0	0	6
	Medium	0	0	86	7	31	124
	High	0	15	21	244	7	287
	Very High	2	0	0	0	75	77
Total		8	21	107	251	113	500

To test the hypothesis $H_0$2.13 the Chi-Square test was being applied which finds the dependency between social media marketing efforts and on brand loyalty aspect regularly visit particular brand.

Table 5.69:Chi-Square Tests

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	1097.971[a]	16	.000
Likelihood Ratio	674.062	16	.000
Linear-by-Linear Association	188.192	1	.000
N of Valid Cases	500		
a. 14 cells (56.0%) have expected count less than 5. The minimum expected count is .10.			

The Chi-Square test results shows that the calculated Pearson Chi-Square value is found to be 1097.971 at degree of freedom 16 and corresponding p-value (asymptotic significance) is found to be 0.000 when compared with standard alpha value of 0.05 it was found that the p-value is lower than the standard alpha value confirming that the null hypothesis $H_0$2.13 is being rejected and further interprets that there is positive impact of social media on brand loyalty aspect regularly visit particular brand.

5.10.14 SMME and Brand Loyalty Aspect Satisfied with Particular Brand After Every Visit:

$H_0$2.14: There is no positive impact of social media on brand loyalty aspect satisfied with particular brand after every visit.

H_a2.14: There is positive impact of social media on brand loyalty aspect satisfied with particular brand after every visit.

Table 5.70:Brand Loyalty Aspect Satisfied with Particular Brand After Every Visit :Crosstabulation

Crosstabulation							
		Brand Loyalty Aspect Satisfied with Particular Brand After Every Visit					Total
		Very Low	Low	Medium	High	Very High	
SMME	Very Low	6	0	0	0	0	6
	Low	1	5	0	0	0	6
	Medium	0	0	123	1	0	124
	High	5	17	0	259	6	287
	Very High	2	0	1	0	74	77
Total		14	22	124	260	80	500

To test the hypothesis $H_0$2.14 the Chi-Square test was being applied which finds the dependency between social media marketing efforts and on brand loyalty aspect satisfied with particular brand after every visit.

Table 5.71:Chi-Square Tests

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	1229.571[a]	16	.000
Likelihood Ratio	934.208	16	.000
Linear-by-Linear Association	303.817	1	.000
N of Valid Cases	500		
a. 13 cells (52.0%) have expected count less than 5. The minimum expected count is .17.			

The Chi-Square test results shows that the calculated Pearson Chi-Square value is found to be 1229.571 at degree of freedom 16 and corresponding p-value (asymptotic significance) is found to be 0.000 when compared with standard alpha value of 0.05 it was found that the p-value is lower than the standard alpha value confirming that the null hypothesis $H_0$2.14 is being rejected and further interprets that there is positive impact of social media on brand loyalty aspect satisfied with particular brand after every visit.

5.10.15 SMME and Brand Loyalty Aspect Particular Type of Brand be the First Choice:

$H_0$2.15: There is no positive impact of social media on brand loyalty aspect particular type of brand be the first choice.

H_a2.15: There is positive impact of social media on brand loyalty aspect particular type of brand be the first choice.

Table 5.72:Brand loyalty Aspect Particular Type of Brand be the First Choice :Crosstabulation

Crosstabulation							
		Brand loyalty Aspect Particular Type of Brand be the First Choice					Total
		Very Low	Low	Medium	High	Very High	
SMME	Very Low	3	0	0	3	0	6
	Low	0	2	2	2	0	6
	Medium	0	0	97	16	11	124
	High	0	19	14	209	45	287
	Very High	0	0	0	19	58	77
Total		3	21	113	249	114	500

To test the hypothesis $H_0$2.15 the Chi-Square test was being applied which finds the dependency between social media marketing efforts and on brand loyalty aspect particular type of brand be the first choice.

Table 5.73:Chi-Square Tests

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	687.913[a]	16	.000
Likelihood Ratio	423.140	16	.000
Linear-by-Linear Association	172.376	1	.000
N of Valid Cases	500		
a. 14 cells (56.0%) have expected count less than 5. The minimum expected count is .04.			

The Chi-Square test results shows that the calculated Pearson Chi-Square value is found to be 687.913 at degree of freedom 16 and corresponding p-value (asymptotic significance) is found to be 0.000 when compared with standard alpha value of 0.05 it was found that the p-value is lower than the standard alpha value confirming that the null hypothesis $H_0$2.15 is being rejected and further interprets that there is positive impact of social media on brand loyalty aspect particular type of brand be the first choice.Finally, as majority of the sub hypotheses were beingrejected as corresponding P-value is found to be lesser than standard alpha value of 0.05. So, it can be concluded that the null hypothesis $H_0$2 is being rejected and it can be interpreted that there is positive impact of social media on brand building of hotel.

5.11 All Social Media Channels and Brand Building:

$H_0$3: All social media channels are not equally preferred by hotelier for brand building.

H_a3: All social media channels are equally preferred by hotelier for brand building.

The acceptance of hypothesis $H_0$3, with a p-value greater than 0.05, suggests that there is no significant evidence to reject the notion that all social media channels are not equally preferred by hoteliers for brand building. This acknowledgment implies that hoteliers within the industry may exhibit varying preferences, favouring specific platforms based on their unique attributes and effectiveness. In practical terms, this underscores the importance of a tailored and strategic approach in social media marketing for hotels, allowing them to leverage the strengths of platforms that align best with their target audience and marketing objectives. It highlights the need for flexibility and diversity in social media strategies, indicating that a one-size-fits-all approach may not be optimal. Ultimately, accepting $H_0$3 emphasizes the nature of social media preferences among hoteliers and encourages a more thoughtful allocation of resources for effective brand building.

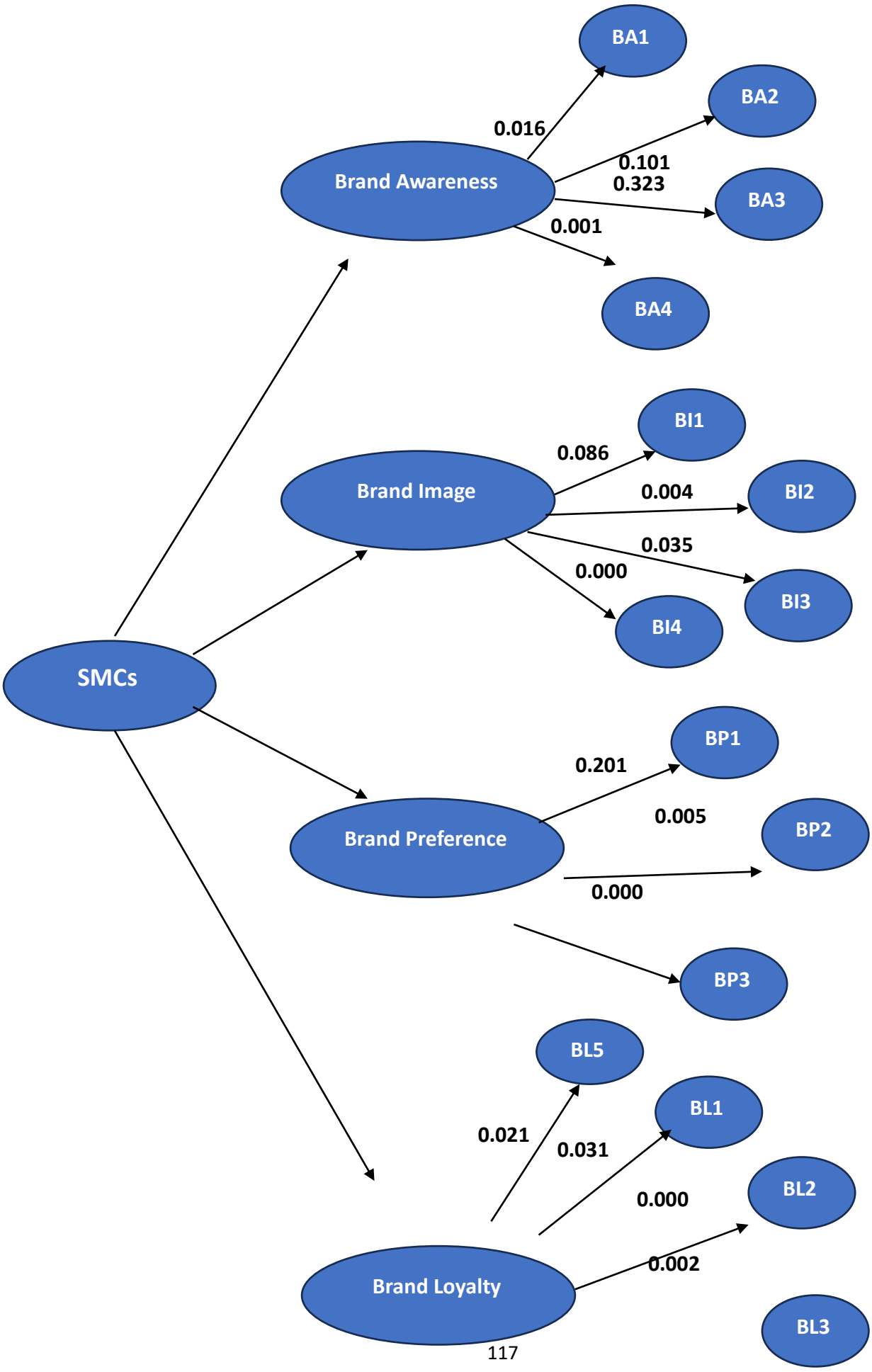
5.12 Social Media Channels and Brand Building Model:

Social Media Channels ⟶ Brand Awareness

Social Media Channels ⟶ Brand Image

Social Media Channels ⟶ Brand Preference

Social Media Channels ⟶ Brand Loyalty


BA1
BA2
BA3
BA4
0.016
0.101
0.323
0.001
Brand Awareness
BI1
BI2
BI3
BI4
0.086
0.004
0.035
0.000
Brand Image
SMCs
BP1
BP2
BP3
0.201
0.005
0.000
Brand Preference
BL5
BL1
BL2
BL3
0.021
0.031
0.000
0.002
Brand Loyalty

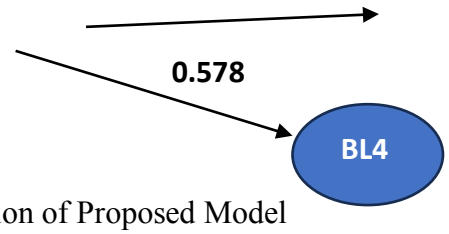


Figure5.41: Evaluation of Proposed Model

Table 5.74: ANOVA Test Results

ANOVA						
Social Media Channels & Brand Building		Sum of Squares	df	Mean Square	F	Sig.
Brand awareness : Awareness of Particular Hotel brand (BA1)	Between Groups	7.664	4	1.916	3.084	.016
	Within Groups	307.488	495	.621		
	Total	315.152	499			
Word of mouth : upload content on Blogs (BA2)	Between Groups	4.485	4	1.121	1.951	.101
	Within Groups	284.563	495	.575		
	Total	289.048	499			
Brand awareness : Features of Particular Brand Come to Individuals Mind Quickly (BA3)	Between Groups	3.380	4	.845	1.170	.323
	Within Groups	357.538	495	.722		
	Total	360.918	499			
Brand awareness : Recall the Symbol or Logo of Particular Brand (BA4)	Between Groups	15.014	4	3.754	4.952	.001
	Within Groups	375.194	495	.758		
	Total	390.208	499			
Brand image: Leading Hotel (BI1)	Between Groups	4.525	4	1.131	2.051	.086
	Within Groups	273.033	495	.552		
	Total	277.558	499			
Brand image: Extensive Experience (BI2)	Between Groups	11.753	4	2.938	3.935	.004
	Within Groups	369.645	495	.747		
	Total	381.398	499			

Brand image: Representative of the Hotel Industry (BI3)	Between Groups	6.338	4	1.585	2.600	.035
	Within Groups	301.700	495	.609		
	Total	308.038	499			
Brand image: Customer-Oriented Hotel (BI4)	Between Groups	28.955	4	7.239	9.985	.000
	Within Groups	358.845	495	.725		
	Total	387.800	499			
Brand preference: Prefer to Purchase Particular Brand (BP1)	Between Groups	4.670	4	1.168	1.501	.201
	Within Groups	385.130	495	.778		
	Total	389.800	499			
Brand preference: Purchase the Brand (BP2)	Between Groups	10.326	4	2.582	3.731	.005
	Within Groups	342.522	495	.692		
	Total	352.848	499			
Brand preference: Willingness to Pay a Premium Price (BP3)	Between Groups	21.736	4	5.434	6.792	.000
	Within Groups	396.062	495	.800		
	Total	417.798	499			
Brand loyalty : Suggest Particular Brand to Other Consumers (BL1)	Between Groups	8.631	4	2.158	2.679	.031
	Within Groups	398.617	495	.805		
	Total	407.248	499			
Brand loyalty: Recommend Particular Brand to Friends & Relatives (BL2)	Between Groups	18.563	4	4.641	5.443	.000
	Within Groups	422.019	495	.853		
	Total	440.582	499			
Brand loyalty: Regularly Visit Particular Brand (BL3)	Between Groups	12.142	4	3.035	4.213	.002
	Within Groups	356.658	495	.721		
	Total	368.800	499			
Brand loyalty: Satisfied with	Between Groups	2.226	4	.556	.721	.578

Particular Brand After Every Visit (BL4)	Within Groups	381.974	495	.772		
	Total	384.200	499			
Brand loyalty: Particular Type of Brand be the First Choice (BL5)	Between Groups	7.696	4	1.924	2.928	.021
	Within Groups	325.304	495	.657		
	Total	333.000	499			

Social Media Channels ⟶ Brand Awareness

The ANOVA results above confirms that aspects related to brand awareness: awareness of particular hotel brand (BA1) and recall the symbol or logo of particular brand (BA4) were found to be significant as the p-value 0.016 (BA1) and 0.001 (BA4) is found to be lesser than the standard alpha value of 0.05 whereas the factors BA2 and BA3 are found to be insignificant with social media channels.

Social Media Channels ⟶ Brand Image

The factors related to brand image: extensive experience (BI2), representative of the hotel industry (BI3) and customer-oriented hotel (BI4) were found to be significant enough as the p-value 0.004 (BI2), 0.035 (BI3) and 0.000 (BI4) is found to be lesser than the standard alpha value of 0.05 whereas the factor BI1 is found to be insignificant with social media channels.

Social Media Channels ⟶ Brand Preference

The factors related to brand preference: purchase the brand (BP2), willingness to pay a premium price (BP3) were found to be significant enough as the p-value 0.005 (BP2) and 0.000 (BP3) is found to be lesser than the standard alpha value of 0.05 whereas the factor BP1 is found to be insignificant with social media channels.

Social Media Channels ⟶ Brand Loyalty

The factors related to brand loyalty: suggest particular brand to other consumers (BL1), recommend particular brand to friends & relatives (BL2), regularly visit particular brand (BL3) and particular type of brand be the first choice (BL5) were found to be significant enough as the p-value 0.031 (BL1), 0.000 (BL2), 0.002 (BL3) and 0.021 (BL5) is found to be lesser than the standard alpha value of 0.05 whereas the factor BL4 is found to be insignificant with social media channels.

5.13Hotel's Preferences of Social Media Channel:

$H_0$4: There is no significant difference in the hotel's preferences of social media channel.

H_a4: There is significant difference in the hotel's preference of social media channel.

The cross-tabulation table shows the district wise classification of importance of SMM in comparison to traditional marketing efforts.

Table 5.75:Crosstabulation: SMM Preference Over Traditional&Districts

Crosstabulation							
		Districts					Total
		Ajmer	Jaipur	Jodhpur	Kota	Udaipur	
SMM Preference Over Traditional	1.00	18	18	9	18	18	81
	2.00	9	18	18	9	18	72
	3.00	9	9	18	18	9	63
	4.00	18	18	18	9	18	81
	5.00	46	37	37	46	37	203
Total		100	100	100	100	100	500

Table 5.76:Chi-Square Tests

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	24.858[a]	16	.072
Likelihood Ratio	26.238	16	.051
N of Valid Cases	500		
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 12.60.			

The table above shows the results of the Chi-Square test used for testing the null hypothesis $H_0$4. Accordingly, the Pearson Chi-Square value is found to be 24.858, Likelihood Ratio value is found to be 26.238 at degree of freedom 16 each and the corresponding p-value found to be 0.72 and 0.51 respectively. As in case of Pearson Chi-Square test the p-value of 0.72 is being greater than the standard alpha value of 0.05 it can be concluded that the null hypothesis is being accepted which further suggest that there is no significant difference in the hotel's preferences of social media channel based on districts.

CHAPTER-6

FINDINGS, CONCLUSIONS AND SUGGESTIONS

6.1 Findings:

Out of 500 surveyed respondents, the age distribution is as follows: 24.0% in the 18–24 age group (120 respondents), 28.0% in the 25–34 age group (140 respondents), and the 65 or older age group has the smallest representation at 4.0% (20 respondents).

60.0% of the respondents were from urban areas, constituting the majority of the sample, while 36.0% resided in suburban regions. Only 4.0% of the respondents were from rural areas.

Facebook stands out as the predominant social media platform, boasting the largest user base compared to all other platforms. Following closely are Twitter and Instagram, each with substantial user communities. LinkedIn and Snapchat, while maintaining their own user bases, trail behind in size. Moreover, a minority of respondents reported utilizing alternative social media platforms.

A significant majority (64%) of respondents consider location as a crucial factor influencing their choice of a hotel, emphasizing the importance of a convenient or desirable location in their decision-making.

Price emerges as a highly influential factor, with 80% of respondents indicating that it significantly impacts their hotel choice, highlighting the price sensitivity of the surveyed individuals.

A substantial portion (60%) of respondents rely on online reviews to inform their hotel choice, emphasizing the impact of user-generated feedback and testimonials in the decision-making process.

Respondents are evenly split on the importance of amenities, with 50% considering them influential in their choice of a hotel, reflecting a balanced consideration of additional facilities.

A substantial majority (82%) of respondents express a preference for hotels with which they have brand loyalty, indicating the significance of building and maintaining brand loyalty in the hotel industry.

While recommendations from friends or family hold some influence (24%), a significant portion of respondents (76%) does not rely on personal recommendations in their hotel decision-making process.

The study indicates a largely positive perception of brand image within the hotel industry, with the majority of respondents (54.4%) acknowledging a positive brand image. This suggests that hotels are actively investing in efforts to cultivate and enhance their positive image, likely intending to continue these initiatives in future marketing endeavours. Notably, only a small fraction (3.8%) of respondents rated hotel brand images as low or very low, indicating a generally favourable outlook. However, there is room for improvement, as 22.4% of respondents rated hotel brand images as medium, suggesting that hotels with such ratings may benefit from refining their marketing strategies to bolster their brand image. Encouragingly, a substantial portion (19.4%) of respondents rated hotel brand images as very high, emphasizing that many hotels enjoy a commendable standing in terms of brand perception. Overall, the data underscores the importance of a positive brand image for hotels in gaining a competitive edge within the industry.

The findings underscore the significance of visual elements, such as logos and symbols, in brand recall, indicating that a considerable number of individuals can associate and identify a brand based on these visual characteristics. This high level of brand recognition implies that brands employing effective and memorable symbols or logos have succeeded in creating a strong visual identity, fostering familiarity among consumers and potentially influencing their purchasing decisions.

6.1.2 Hypotheses Testing Results:

$H_0$1: Social media marketing is not preferred by hoteliers over traditional channels of marketing.

H_a1: Social media marketing is preferred by hotelier over traditional channels of marketing.

Test Applied: T-Test

Result: Rejected as P-value < 0.05

It can be interpretated that social media marketing is preferred by hotelier over traditional channels of marketing. The finding suggests a strong and positive inclination towards SMM, indicating that the respondents, on average, express a clear preference for social media as a marketing channel over traditional methods.

$H_0$2: There is no positive impact of social media on brand building of hotel.

H_a2: There is positive impact of social media on brand building of hotel.

Test Applied: Chi-Square Test

Result: Rejected

The rejection of sub-hypotheses with p-values below 0.05 in the study indicates a statistically significant positive impact of social media on the brand building of hotels. This suggests that the observed relationships between social media activities and brand building are unlikely to be mere chance occurrences. For hoteliers, these findings emphasize the importance of strategically investing in and utilizing social media as a powerful tool for enhancing brand visibility and perception. Practical implications include crafting engaging content, fostering online communities, and leveraging the interactive nature of social media platforms. The results suggest that active participation in effective social media strategies can provide hotels with a competitive advantage in the dynamic hospitality industry, as they differentiate their brand and reach a wider audience. Continuous monitoring and adaptation of social media strategies are recommended to align with evolving consumer behaviours in the digital landscape.

$H_0$3: All social media channels are not equally preferred by hotelier for brand building.

H_a3: All social media channels are equally preferred by hotelier for brand building.

Test Applied: Chi-Square Test

Result: Accepted

"All social media channels are not equally preferred by hoteliers for brand building," is accepted, it implies that there is no statistical evidence to reject the null hypothesis. In practical terms, this suggests that hoteliers exhibit varying preferences when it comes to social media channels for brand building. The acceptance of $H_0$3 underscores the diversity in strategies within the hotel industry, as it implies that certain platforms are more favoured or effective based on factors such as target audience, content strategy, or campaign objectives.

$H_0$4: There is no significant difference in the hotel's preferences of social media channel.

H_a4: There is significant difference in the hotel's preference of social media channel.

Test Applied: Chi-Square Test

Result: Accepted

The Chi-Square test results, with a Pearson Chi-Square value of 24.858 and a Likelihood Ratio value of 26.238 at 16 degrees of freedom, indicate p-values of 0.72 and 0.51, respectively. Acceptance of the null hypothesis ($H_0$4) suggests no significant difference in hotel preferences for social media channels based on districts, as the p-value for the Pearson test exceeds the standard alpha value of 0.05.

6.2 Suggestions:

Emphasize Social Media Marketing (SMM):

Given the preference of hoteliers for social media marketing over traditional channels, hotels should allocate a significant portion of their marketing budget and efforts to platforms like Facebook, Twitter, Instagram, LinkedIn, and Snapchat.

Diversify Social Media Platforms:

Acknowledge the varying user bases of different social media platforms. Hotels can benefit from a diversified approach, tailoring content and strategies to suit the demographics and features of each platform.

Optimize Content for Engagement:

Craft compelling and visually appealing content to capture the attention of social media users. Utilize a mix of images, videos, and engaging captions to convey the unique aspects of the hotel and create a memorable brand presence.

Regularly Monitor Platform Performance:

Keep a close eye on the performance metrics of each social media platform. Analyse data such as engagement rates, click-through rates, and audience demographics to refine and adapt marketing strategies accordingly.

Utilize Targeted Advertising:

Leverage the advertising features on social media platforms to reach specific target audiences. Customized ads can be designed to align with the preferences and interests of potential guests, maximizing the impact of marketing campaigns.

Encourage User-Generated Content:

Foster a sense of community by encouraging guests to share their experiences on social media. User-generated content not only provides authentic testimonials but also enhances the visibility and credibility of the hotel brand.

Stay Informed About Social Media Trends:

Keep abreast of evolving trends in social media marketing. Adopting emerging features and trends can help hotels stay ahead in the digital landscape and maintain a fresh and relevant online presence.

Implement a Consistent Brand Voice:

Maintain a consistent brand voice across all social media channels. This helps in creating a unified and recognizable brand identity, contributing to effective brand building.

Seek Customer Feedback:

Actively solicit feedback from guests on social media platforms. Addressing reviews, both positive and negative, demonstrates responsiveness and a commitment to guest satisfaction, contributing to a positive brand image.

Experiment and Iterate:

Social media marketing is dynamic. Hotels should be open to experimentation and continuous improvement. Analyse the performance of different strategies, learn from insights, and iterate on the approach to optimize results over time.

Leverage Influencer Collaborations:

Partner with influencers in the hospitality and travel niche to amplify brand reach. Influencers can provide authentic endorsements and expose the hotel to new and engaged audiences.

Utilize Geotargeting Strategies:

Implement geotargeting features in social media advertising to reach users in specific locations. This is particularly beneficial for hotels aiming to attract local or regional visitors.

Promote Special Offers and Packages:

Use social media channels to showcase exclusive deals, packages, and promotions. Highlighting limited-time offers creates a sense of urgency and encourages potential guests to take action.

Create Interactive Content:

Engage audiences with interactive content such as polls, quizzes, and contests. This not only increases user participation but also boosts organic reach as interactive content tends to be shared more frequently.

Monitor Competitor Activity:

Keep an eye on the social media strategies of competitors. Understanding what works well in the industry and adapting successful tactics can contribute to staying competitive in the market.

Ensure Mobile Compatibility:

Given the prevalence of mobile usage, optimize social media content for mobile platforms. Ensure that websites, booking links, and content are easily accessible and navigable on mobile devices.

Establish a Social Media Calendar:

Develop a consistent posting schedule to maintain a regular and reliable presence on social media. A well-planned content calendar helps in organizing and delivering content strategically.

Encourage Reviews on Review Platforms:

Beyond social media, encourage guests to leave reviews on platforms like TripAdvisor, Google Reviews, or Yelp. Positive reviews on these platforms enhance the hotel's overall online reputation.

Capitalize on Seasonal Trends:

Tailor content and promotions to align with seasonal trends and events. This allows the hotel to stay relevant and capture the attention of audiences during specific periods of heightened interest.

6.3 Conclusions:

Factors such as price, brand reputation, and brand loyalty play a significant role in hotel choice, while the influence of recommendations from friends or family is comparatively lower among the surveyed individuals. The proposed model finds the association between social media channels and brand building aspects (brand awareness, brand image, brand preference and brand loyalty). the results of an ANOVA analysis examining the relationship between various social media channels and a brand building model across different dimensions. Here's an interpretation based on the given information:

Brand Awareness (BA1 - BA4): The ANOVA results indicate that brand awareness, specifically in terms of recalling the symbol or logo (BA4), shows a significant difference between social media channels. This suggests that certain channels may be more effective in enhancing brand awareness compared to others.

Brand Image (BI1 - BI4): For brand image dimensions, extensive experience (BI2) and being representative of the hotel industry (BI3) exhibit statistically significant differences among social media channels. This implies that the impact of social media on these aspects of brand image varies, suggesting potential areas of improvement in marketing strategies.

Brand Preference (BP1 - BP3): The willingness to pay a premium price (BP3) demonstrates a significant difference among social media channels. This finding suggests that particular channels may have a stronger influence on consumer willingness to pay more for a preferred brand.

Brand Loyalty (BL1 - BL5): Several dimensions of brand loyalty, including recommending the brand to friends and relatives (BL2) and considering the brand as the first choice (BL5), show significant differences among social media channels. This indicates variations in the impact of different channels on aspects of brand loyalty.

Overall, the ANOVA results imply that the effectiveness of social media channels in brand building varies across different dimensions. Brands may benefit from tailoring their strategies based on the specific aspects of brand building they aim to enhance, considering the differential impact of social media channels identified in this analysis.

Future research in the realm of social media and brand building within the hotel industry could take various directions. Exploring cross-cultural influences on consumer perceptions, conducting longitudinal studies to track evolving social media trends, and examining the

impact of emerging social media platforms present opportunities to deepen insights into effective marketing strategies. Analysing user-generated content's role, assessing the effectiveness of different social media advertising formats, and integrating virtual and augmented reality technologies into hotel marketing can shed light on innovative engagement approaches.

QUESTIONNAIRE

IMPACT OF SOCIAL MEDIA ON THE BRAND BUILDINGAMONG 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 old ☐ ☐

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 Entertainmenton the scale from 1 to 5, where 1 represents "Very Low" and 5 represents "Very High":Tick (√)

Factors related to social media platformsand 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 imagein 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 ParticularBrand to Other Consumers					
RecommendParticularBrand to Friends& Relatives					
Regularly Visit ParticularBrand					
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 ☐

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