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 choices, 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.

$H_a 1$: 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 interpreted 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_02: 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_03: 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_03 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_04: 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_04) 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.