

CHAPTER-1

INTRODUCTION SOCIAL MEDIA AND BRAND BUILDING

Social media has revolutionized the way we communicate, share information, and interact with each other. Social media platforms such as Facebook, Twitter, Instagram, and LinkedIn have become an integral part of our daily lives. With the increasing number of users on these platforms, social media has become a powerful tool for businesses to reach and engage with their target audience.

Brand building is an essential part of any business strategy. It involves creating a unique identity for the business and establishing a strong reputation in the market. Social media provides businesses with an opportunity to connect with their audience, build brand awareness, and create a positive brand image. In this chapter, we will explore the relationship between social media and brand building.

1.1 Social Media:

Social media refers to a collection of digital platforms that enable users to create, share, and exchange content. Social media platforms allow users to interact with each other, build communities, and share their experiences. These platforms can be used for various purposes, including communication, entertainment, news, and business. Social media platforms have evolved over the years, and each platform has its unique features and audience. Facebook is the largest social media platform with over 2.8 billion monthly active users. Twitter is a micro-blogging platform that allows users to share short messages called tweets. Instagram is a photo-sharing platform that is popular among millennials and Gen Z. LinkedIn is a professional networking platform that is primarily used for job searching and business networking.

Digital 2023: Global Overview Report suggests that through virtual networks, social media makes it easier for people to share thoughts and information. From Facebook and Instagram to Twitter and YouTube, social media is a big group of apps and websites that let people share material, talk to each other online, and build online communities. More than 4.7 billion people, or about 60% of the world's population, use social media. Today, most people all over the world use social media messaging apps and websites.

Early in 2023, 94.8% of users went to chat and messaging apps and websites, and 94.6% of users went to social platforms. Next came search engine sites, which 81.8% of people went to.

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 et al. (2011)

The use of social media in the hotel industry can be extremely beneficial for businesses looking to expand their reach, engage with customers, and increase revenue. Here are some ways in which social media can be used in the hotel industry:

- **Brand Awareness:** social media provides an excellent platform for hotels to increase their brand awareness by creating a strong online presence. By sharing photos, videos, and other engaging content, hotels can attract potential customers and build a loyal following.
- **Customer Engagement:** social media allows hotels to engage with their customers in real-time, respond to queries, and provide personalized service. This creates a positive customer experience, which can lead to repeat business and positive reviews.

- **Promotions and Special Offers:** social media provides hotels with a cost-effective way to promote their offers, promotions, and special deals. By targeting the right audience, hotels can drive bookings and increase revenue.
- **Reputation Management:** social media allows hotels to monitor and manage their online reputation. By responding to negative feedback, addressing complaints, and highlighting positive reviews, hotels can build a positive reputation online.
- **Influencer Marketing:** Social media influencers can be an effective way for hotels to promote their brand and increase their reach. By partnering with influencers, hotels can tap into their followers and generate interest in their offerings.

The hotel industry uses a variety of social media platforms to reach and engage with customers, including:

1. **Facebook:** This is one of the most popular social media platforms for 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:** This platform is ideal for real-time updates, news, and customer service. Hotels can use Twitter to respond to 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.

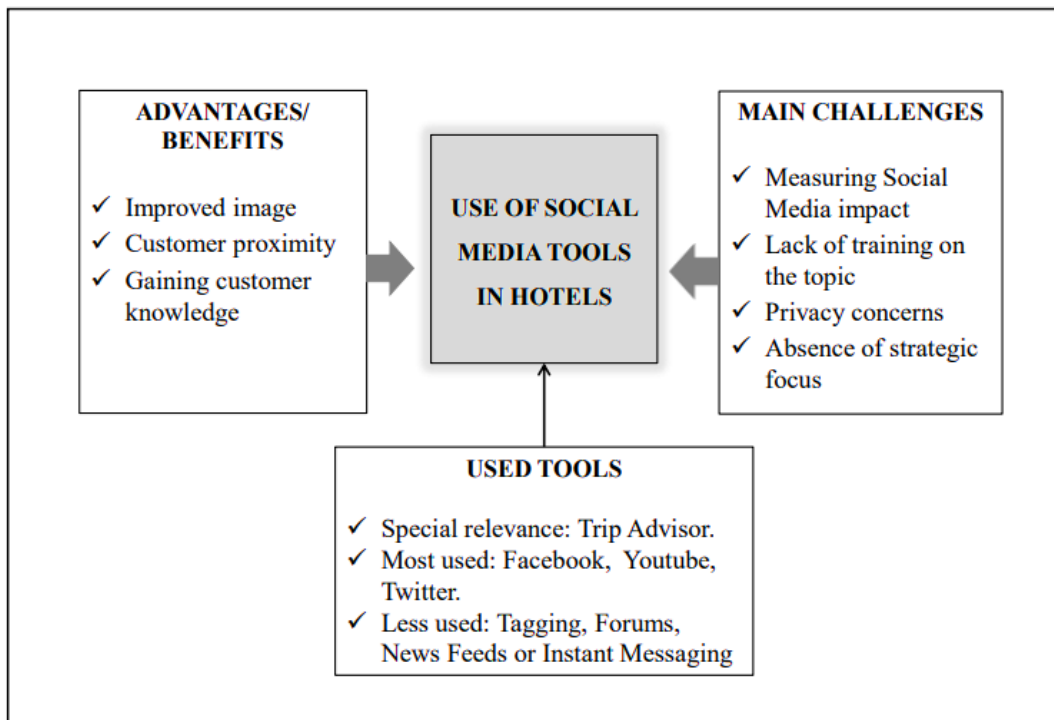


Figure 1.1 Use of social media Tools in Hotels
 (Source: Garrido-Moreno, A. & Lockett, N.J., 2016)

Overall, the choice of social media platform will depend on the hotel's target audience, marketing goals, and content strategy. It's important for hotels to have a strong presence on social media 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 a timely and professional manner. This

shows that the hotel values guest feedback and is committed to providing excellent customer service.

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 stay competitive in the market.

Overall, TripAdvisor can be a powerful tool 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:

Building a brand entail employing direct advertising efforts to increase brand recognition, advertise a particular product, develop relationships, and offer value to the target market. It raises brand recognition, consumer loyalty, and customer satisfaction. Creating awareness, developing, and promoting a corporation are all parts of brand building. To put it another way, brand building entails boosting brand equity through marketing initiatives. Because it represents the company's visual voice, branding is an important part of any business. The aim of brand building is to develop a distinctive perception of the business.

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: A product brand is a physical good or set of commodities. Brand building involves giving the customer a high-quality product together with favourable brand visibility, packaging, guarantee, etc. Together, these all contribute to developing a brand. Adidas, Rolex, and other goods brands are examples.

Service Brand: A service brand is a non-tangible offering, such as a telecom service or an online store. In this instance, a customer's experience has the biggest impact on brand building. Examples of service brands are Starbucks, McDonald's, etc.

Retail Brand: Products are sold through a service offering, making retail brands a blend of service & product. Therefore, brand building must assure both high-quality items and a positive client experience. Tesco, Walmart, and other retail brands are examples.

Brand building 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: A strong brand can build trust and loyalty among customers by delivering consistent quality and service. This can help to create a loyal customer base that will return to the hotel for future events and recommend it to others.

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: A strong brand can help banquet hotels to command higher prices for their services. Customers are willing to pay a premium for a brand that they trust and perceive as offering high-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, build trust and loyalty, increase brand recognition, 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:

Social media has become an essential tool for businesses to reach and engage with their audience. 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:** social media provides businesses with an opportunity to increase their visibility and reach a larger audience. By creating and sharing content on social media, businesses can attract new customers and build brand awareness.
- **Engage with customers:** social media allows businesses to interact with their customers in real-time. Businesses can use social media to respond to customer queries, provide customer support, and build relationships with their audience.
- **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:** social media provides businesses with an opportunity to showcase their brand personality and values. By sharing content that aligns with their brand values, businesses can establish a positive brand image.
- **Increase website traffic:** social media can help businesses drive traffic to their website. By sharing links to their website on social media, businesses can attract new visitors and potential customers.

1.5 Effective Social Media Marketing Strategy:

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

Develop an audience persona:

Effective social media marketing is around using your postings on social media to address a specific target. The demographics of the audience, including their interests, fears, desires, and behaviours, are thoroughly examined in audience personas.

Setting goals and objectives:

Digital marketers need to decide on important objectives for social media marketing efforts once there is solid understanding of the audience and approach to accomplish. Most SMB social media marketing programmes have the following top objectives:

- Increasing brand recognition (74%)
- Increasing online traffic (53%).
- creation of leads (41%).



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 may allocate a larger portion of their marketing budget to social media marketing if they are looking to build brand awareness, increase engagement with their target audience, or drive website traffic and sales. Other businesses may allocate a smaller portion of their marketing budget to social media marketing if 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. However, there are certain expenses that should be considered when budgeting for social media marketing, including:

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 social media marketing efforts, such as tracking engagement metrics, audience demographics, and conversion rates.

Team Building and Resourcing:

Regardless of the size of the business, developing a successful social media strategy requires a clear understanding of the target audience, business goals, and available resources. 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 needed to execute the social media strategy effectively. 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 social media marketing strategy. It involves 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:

When it comes to selecting the right social media platforms for your business, there are several factors to consider:

Target Audience: Who are you trying to reach? Different social media platforms have different user demographics, so you want to choose the platforms that your target audience is most likely to use.

Business Goals: What are you trying to achieve with your social media marketing? Different platforms may be better suited to different goals. For example, if you want to build brand awareness, Instagram may be a good choice because it's a highly visual platform.

Content Type: What type of content do you want to create? Some platforms, like YouTube, are better suited to video content, while others, like Twitter, are better for short-form text content.

Resources: How much time and resources do you have to dedicate to social media marketing? If you have limited resources, it may be best to focus on just a few platforms rather than trying to be active on all of them.

Creating Content:

Producing effective content for social media:

Keep it short and simple: Social media users have short attention spans, so it's important to keep the content concise and to the point. Use catchy headlines and captions to grab their 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. Your content should reflect your brand's values and personality. Avoid using overly promotional language and instead focus on creating content that's genuine and relatable.

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 your audience.

Test and iterate: Don't be afraid to experiment with different types of content and posting strategies. Use analytics tools to track performance and make adjustments as needed. Social media is constantly evolving, so it's important to stay agile and adaptable.

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:

One of the most crucial things one can do to gradually improve the social media marketing plan is analytics tracking. Analytics tracking enables businesses to make adjustments and improvements by providing them with a clear image of the types of content and promotion techniques that are effective as well as those that are not.

1.6 Proposed Methodology:

Research methodology refers to the systematic approach used to conduct research and collect data in order to answer research questions or test 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 present research work.

The research design for this study is exploratory as the aim is to gain insights into the impact of social media branding on the hotel industry using survey and published papers with relevant information. Both primary and secondary data collection methods were used. Primary data was collected through survey using the data collection instrument the well-structured questionnaire. The sample 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:

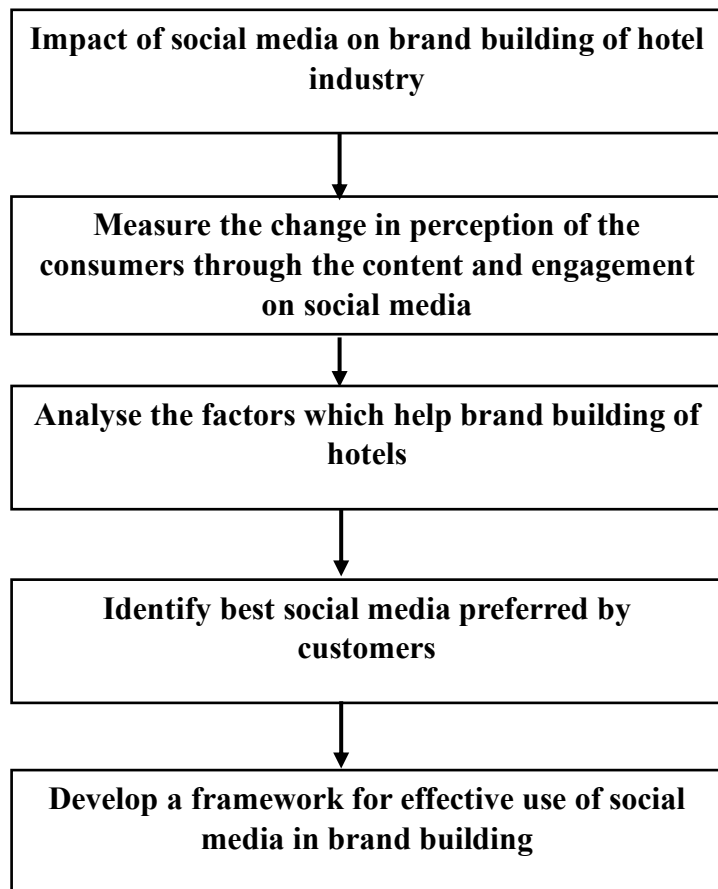


Figure 1.5: Proposed work flow

The proposed research work addresses the following suppositions:

- Social media marketing is preferred by hotelier over traditional channels of marketing. This hypothesis suggests that hoteliers prefer to use social media channels such as Facebook, Instagram, Twitter, and LinkedIn for marketing their hotels over traditional channels such as print media, radio, and television advertising.
- There is positive impact of social media 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.
- All social media channels are equally preferred by hotelier for brand building.
- There is significant difference in the hotel's preference of social media channel.

1.7 Thesis Organization:

The goal of the study is to focus on the following aspects:

1. To study the impact of social media on brand building of the hotel industry. This objective aims to investigate the effectiveness of 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 recommendations for hotels to improve their social media marketing and brand building efforts.

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 impact of social media on brand building of hotel industry, perception of the consumers through the content and engagement on social media, analyze the factors 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, primary and secondary sources of data collection being used the research work 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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