

# A STUDY ON THE IMPACT OF SOCIAL MEDIA MARKETING ON BRAND AWARENESS AND BRAND LOYALTY IN HOTEL INDUSTRY

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## ABSTRACT

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Consumer's awareness of a brand is crucial, as brand awareness is measured as one of the main objectives that brand and its products are acquired. The utilization of web-based media has been viewed as a great opportunity for brands to intensify global brand awareness, nevertheless, with incessantly growing race for attention and fast commercializing social media, getting observed has become stimulating. Organizations that proficiently focus on their image can all the more likely separate themselves from the opposition, and have upgraded advertising. Online media showcasing is a noteworthy instrument for building brand mindfulness, exploring shopper sentiment and publicly supporting, and directing people to brand websites. Brands are imperative for the hospitality industry. As rivalry makes innumerable decisions, organizations should search for approaches to interface sincerely with clients, gotten incomparable, and make enduring associations. A solid brand hangs out in a thickly jam-packed commercial centers. Individuals fall in love with brands, trust them, and believe in their predominance. Brand isn't about what is said about an organization, rather brand is about what the organization does, and the impact that it has on individuals. Actually, brand is "the manner in which individuals feel about a business." It's the perception they have, and the suppositions that are associated with a brand.

**Keywords:** Social Media, Hotel Industry, Brand Awareness, Social Media Marketing, Brand Loyalty

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## INTRODUCTION

Business rivalry through social media is getting tougher and this advancement can be seen from the ascent of web-based media clients in a generally brief timeframe. Social media is playing a key role in marketing to create awareness among the customers about the brand. Social media marketing is a form of internet marketing that encompasses constructing and sharing content on social media networks in order to accomplish the establishment's marketing and branding objectives. Web-based media showcasing contains exercises like posting text and picture updates, videos, and other substance that

drives crowd commitment, just as paid web-based media advertising. The implementation of an incorporated marketing statement can construct a corporate brand in the concentrations of consumers or customers. The capability of a potential buyer to differentiate and recollect a brand is called Brand Awareness. It quantifies a forthcoming client's ability to recognize a brand picture, yet to likewise connect it with a specific organization's item or service. Both inbound and outbound limited time endeavours are required for spreading brand awareness. One basic viewpoint in the achievement of hospitality firms is the progression of a solid brand. Brand develops client esteem just as interest for hospitality firms. In

general, brand tangibilizes the immaterial administrations, raises clients' trusts, guarantees clients' encounters, and improves clients' choices. Brand mindfulness is a significant forerunner of brand unwaveringness and consequently assumes a key function in the inclination of brand determination. Brand loyalty is a long-standing non-random behavioural reaction that symbolises an obligation to the purchase of a brand after deciding among one or more brands (Kotler, 2002). Brand loyalty refers to an experience in which a consumer uses a product from a brand that earlier delivered consumer satisfaction, thereby creating repeat purchasing behaviour. Brand loyalty is an amalgamation of a consumer's behavioural loyalty and attitudinal loyalty towards a brand. High-mindfulness brand is regularly expected to have remarkable brand value and builds up a solid brand. The tendency for amateurs to pick the most mainstream, exceptionally mindfulness brand as an excellent determination makes the impact of a solid brand considerably more adroit when clients need information on and mindfulness about an item. In the long run, the improvement of brand dedication is the center advantage of a solid brand, the indistinct power which causes tedious same-brand or same-brand-set purchases. Such ardent clients are frequently viewed by administration firms as a component of a company's assets. An image is unquestionably in excess of a name or logo. It fuses everything from the character and the estimations of lodging to clients' perceptions, perspectives and experience. It speaks to what your identity is, the thing that you have confidence in and how you need to be seen by your crowd. Investing time in cordiality marking configuration could be the most significant activity. In a world that is busier than ever, the vast majority simply don't have the opportunity or enthusiasm to consider a specific brand. So the dedication is on the hotel to guarantee that their image gets customer's thought and associates them through their picture story in an indisputable and brief way. Each lodging needs to have a reliable face and, all the time, marking forms into a face that

connects with your potential audience, delights them at each touch purpose of their travel and in the end win their trust. Building brand character is evidently perhaps the best strategy for spreading the extraordinary news about a business. The more grounded the brand story, the more it will undoubtedly affect the group to stay with a brand, and thereafter, return and stay again. Without incredible marking, it is difficult to transform possibilities into visitors and visitors into diplomats which is the way in to a lodging achievement. A significant job is being played by the brands in sorting out the market; they make it simpler for items to stick out and for purchasers to, all the more likely, comprehend the advantages of every particular good or service, in this manner helping them to decide. The importance of visitor maintenance turns into a fundamental issue. Brands allow to stimulate the arrangement of visitor unwaveringness to guarantee that your image picture is firm by keeping these in mind. Hotel's image 'picture' should be duplicated in everything related with the business. It's underestimated this incorporates the inn's name and logo, typography and fixed through to menus. But one should think past that. Counting music, voice and tone, showcasing occasions, and any web-based media or promoting interchanges can likewise be important for a brand and sends a solid message to the clients. Web-based media can be utilized as a vessel to make marks much more exciting. In expansion to lodging's own site, the most ideal approach to advance brand and make fervor inside the worldwide voyager market is web-based media. Urging fulfilled visitors to fortify lodging's image quite far is the key. Photos clicked by the visitors at the property, are much of the time shared as their encounters, permits others to see the hotel through the eyes of their companions, and is a wonderful natural channel for traffic. Voyagers have various necessities, and lodging brand advertising can separate one. It makes it simple for expected visitors to perceive what an inn depend on and become more acquainted with the brand. It is significant for hotels to characterize what they are and what they are not and ensure that each component of marking is reflected in their vision.

## LITERATURE REVIEW

In the past twenty-five years, the significance of branding as an indispensable element of its marketing scheme has firmly been incorporated and acknowledged by the hotel industry (Dev et al.2009). Multiple brands have been established to assist multiple market segments by most lodging companies (Jiang, Dev, and Rao 2002).Starwood, Marriott, Hilton, and Accor are some of the companies that offer abundant product tiers. This scheme seems to be an acknowledged characteristic of hotel operation. The thought that a brand name is bit of the act of offering detectable quality to what in particular is basically intangible is the thing that an analysis design is built on, giving a "shorthand" strategy for making a specific property's greatness by giving the client indispensable data about its item and administration, without any inspection (Brucks, Zeithaml, and Naylor 2000). In such manner, the brand's worth depends on possible visitors' knowledge of the brand, their cognizance of its quality, and complete consumer loyalty (O'Neill and Mattila 2004).The astonishing progress of hotel branding lays on the formation that brands offer added value to both guests and hotel establishments, in huge part because they adopt brand loyalty (O'Neill and Xiao 2006). From a corporate strategy viewpoint, increasing market share tends to be gained by well-managed hotel brands (O'Neill and Mattila 2004), even though different parent companies take dissimilar methodologies to manage their individual brand identity. Marriott International, for instance, is careful to include its corporate name on most of its brands. One exemption to this methodology is Ritz-Carlton, which was before, being picked up by Marriott a well-established brand. A house-of-brands strategy has been employed by other firms such as Starwood and Choice Hotels International. The particular brand names for each and every lodging idea stand on their own, commonly without, comprehending the parent company name (O'Neill and Mattila 2006).Hilton and Wyndham have utilized the two methodologies,

contingent upon the idea of their different hotel brands. Also, different chains adopt various strategies to logos and distinguishing data for their different item marks. Decision Hotels International, for instance, utilizes equal and reliable sign plans for its Comfort Inn, Comfort Suites, Quality Inn, Sleep Inn, and Clarion brands. This close philosophy to plan simultaneously, removes the brands from one another, remembers them as all being aspect of an amalgamated association, and isolates them from their opposition. As a brand represents the organization itself, its exhibition by and large ought to be reliable. Despite the fact that there are situations where organizations have changed their situating or approaches, their corporate hues, and even their plans, few have deserted a perceived brand name for another one (Vaid 2003). Unquestionably, since quite a while ago settled brand names stay in activity after being rethought and fortified, including Holiday Inn, Ramada Inn, and Howard Johnson. A brand makes a separated personality in inns, by building up a lot of vows to purchasers, where very much planned attributes of the items are not altogether distinguished. Consequently, brand character might be a notable purpose behind choosing one brand over another (Siguaw, Mattila, and Austin 1999). A splendid brand character, for example, W. and Palomar, is relied upon to make the brand more unmistakable in the considerations of the purchasers and, consequently, contract the measure of immaterialness connected with a lodging brand. Given the possibility that it makes a character for an elusive element, a brand conveys to shopper opinions (Kim and Kim 2004). Gobé (2001) has conjectured that the greatest misinterpretation in marking procedures is that individuals center around marking with regards to market share, when a brand truly includes the psyche and feeling "share." This doesn't negate the clear features of marking that we have recently addressed, containing pervasiveness, perceivability, and capacity, yet the brand's preeminent ramifications is to initiate in a purchaser's brain a decisive affiliation. This decisive relationship to a brand climbs to a limited extent from the

potential outcomes. Inn visitors bank on brand names to lessen the dangers went with remaining at a generally unknown property (O'Neill and Xiao 2006). Away from that, brands are believed to be enthusiastic and lively, to interface on complex powers of the minds, and to be a token of a fantastic encounter. Brands continually cooperate with shoppers and ought not demoralize them, since that institutes a fragmented promise. Thus, a brand is somewhat for consumers to feel good about (Vaid 2003), and popular brand organizations endorse themselves as such. Overall, a lodging brand represents a relationship with guests. This relationship is worked as purchasers become acquainted with a brand (regardless of whether they at first pick their convenience at arbitrary), utilize its offices, assess their experience, and impel the affiliation; and it becomes surfaced as visitors suffer utilizing its administrations. In the long run, the brand implies the customer's association with the organization. The enthusiastic serious scene has constrained inn brands to focus on giving astounding encounters to their visitors instead of basically advertising administrations (Gilmore and Pine 2002). Thus, despite the fact that Hilton works both the Waldorf-Astoria and the New York Hilton, and both are five star lodgings, dwelling at one ought to be an alternate encounter from living at the other.

## OBJECTIVES

1. To study the impact of social media marketing on brand awareness and brand loyalty.
2. To determine the factors that influence brand loyalty.

## RESEARCH METHODOLOGY

**Research Design:** The research paper adopted an exploratory study method in studying the impact of social media marketing on brand awareness and brand loyalty. The collected data was in qualitative as well as a quantitative form to know the proper and efficient outcome of such data. The primary data was collected through a questionnaire, and the secondary

data was obtained from sources like websites, magazines and books.

**Target Population & Sample Selection:** The population as well as the universe that was targeted and selected for the study focused on the people residing in gurugram city. A well-organized questionnaire was developed to analyse the impact that social media marketing has on brand awareness and brand loyalty.

**Data Analysis:** Data was collected through an online survey. Questionnaires were sent to 80 people, but only 70 questionnaires were considered for analysis while 10 were rejected due to error. A Statistical mechanism such as graphical presentation is applied to primary data collected for further analysis.

## ANALYSIS & INTERPRETATION

### Demographic Profile

NUMBER	PERCENTAGE	
<b>AGE</b>		
18-21	3	4.3%
22-30	11	15.7%
31-40	17	24.3%
Above 40	39	55.7%
<b>GENDER</b>		
MALE	41	58.6%
FEMALE	29	41.4%
<b>MARITAL STATUS</b>		
MARRIED	53	75.7%
UNMARRIED	17	24.3%
<b>QUALIFICATION</b>		
GRADUATE	17	24.3%
POST-GRADUATE	31	44.3%

PROFESSIONAL	18	25.7%
OTHER	4	5.7%
<b>MONTHLY INCOME</b>		
BETWEEN 20000-30000	15	21.4%
BETWEEN 30000-40000	10	14.3%
BETWEEN 40000-50000	15	21.4%
ABOVE 50000	30	42.9%

TIME SPENT ON SOCIAL MEDIA (PER DAY)  
70 RESPONSES

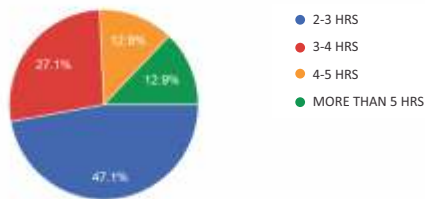


Figure 1

Figure 1 depicts the number of hours spent per day on social media by the respondents. Out of 70 respondents, 47.1 % respondents spend 2 to 3 hours on social media, 27.1 % respondents spend 3-4 hours on social media, 12.9% respondents spend 4-5 hours and 12.9 % respondents spend more than 5 hours per day on social media.

Trustworthy source of information  
70 responses

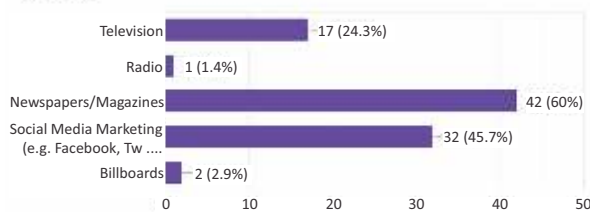


Figure 2

Figure 2 depicts the most trusted source of information for the respondents. Out of 70 respondents, 60% respondents consider newspapers and magazines as the most trusted source of

information while 45.7% respondents consider the information they get from social media marketing as trustworthy. 24.3 % respondents consider television, 2.9% respondents consider billboards and only 1.4 % respondents consider radio as trusted source of information.

Have you searched social media for getting brand information before following a branch?  
70 responses

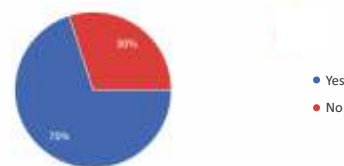


Figure 3

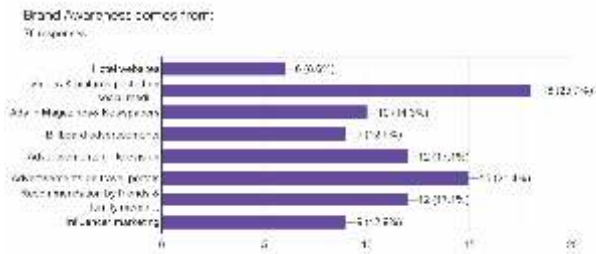
Figure 3 depicts that out of 70 respondents, 70 % respondents have searched social media before actually following a brand while 30 % respondents have not searched social media before following a brand.

I follow a brand because of  
70 responses



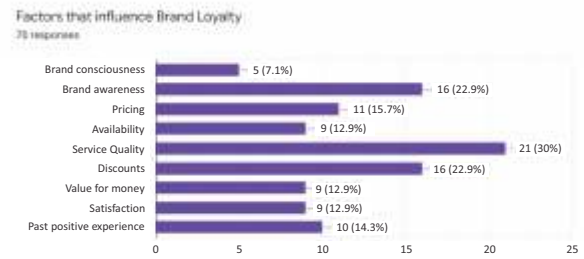
Figure 4

Figure 4 depicts various reasons for which people follow a brand. 28.6 % respondents follow a brand because of brand awareness, 24.3 % respondents follow a brand because of the appealing social media content, 17 % respondents due to past experience, while 15.7 % respondents follow a brand because of brand consciousness and good advertising campaigns by the brand. 14.3 % respondents follow a brand because of influencer marketing and 11.4 % respondents follow a brand to gain information about it.



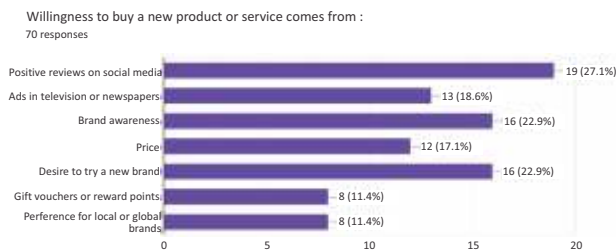
**Figure 5**

Figure 5 depicts how do the respondents become aware of a brand. 25.7 % respondents get brand awareness from the videos and pictures posted on social media by the brand, 21.4 % become aware of the brand by the advertisements posted on various travel portals, 17.1 % respondents get awareness of a brand from advertisements on television and when they get recommendation from family & friends. 14.3 % respondents become aware of a brand from the advertisements in magazines & newspapers while 12.9 % get brand awareness from billboard advertisements & influencer marketing. Remaining 8.6 % respondents get awareness from hotel websites.



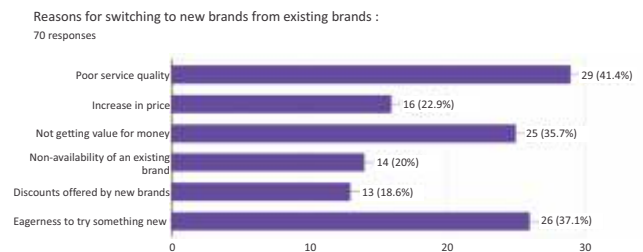
**Figure 7**

Figure 7 depicts various factors that influence brand loyalty. 30 % respondents choose service quality as an important factor to stick to a brand while 22.9 % respondents choose brand awareness and the discounts offered by the brand as an important factor. 15.7 % respondents choose pricing as an influencing factor for being loyal to a brand. 14.3 % respondents choose positive experience of past while 12.9 % respondents choose value for money, satisfaction and availability of the brand as an important factor that influences brand loyalty. And 7.1 % respondents choose brand consciousness as an important factor in brand loyalty.



**Figure 6**

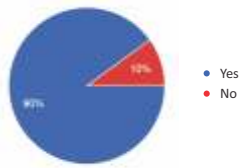
Figure 6 depicts the willingness to buy a new product or service comes from. For 27.1 % respondents, positive reviews posted on social media makes it desirable for them to buy a new product or service, while 22.9 % respondents choose brand awareness and their desire to try something new, 18.6 % respondents choose advertisements in newspapers or television, 17.1 % respondents choose price of the brand, and 11.4 % choose preference for local or global brands and gift vouchers as a willingness to buy a new product or service.



**Figure 8**

Figure 8 depicts various reasons why people switch to new brands from existing brands. 41.4 % respondents switch to new brands because of poor service quality, 37.1 % switch because of eagerness to try a new brand, 35.7 % switch because they are not getting value for money from the existing brand, 22.9 % because of increase in prices, 20 % because of non-availability of particular brand and 18.6 % because of the discounts offered by the new brands.

Do you agree that social media marketing helps in increasing brand awareness among customers?  
70 responses



**Figure 9**

Figure 9 depicts that 90 % respondents agree that social media marketing helps in increasing brand awareness while 10 % respondents do not agree.

## FINDINGS

The objective of this research paper was to find out the impact of social media marketing on brand awareness and brand loyalty in hotel industry. The demographic profile of respondents is shown in Table 1. From 70 respondents, 58.6 % are male and 41.4 % are female. The majority of participants, 55.7 % are above the age of 40. In terms of educational background, about 44.3 % respondents hold a master's degree. 42.9 % respondents reported a monthly salary of above 50 thousand rupees. 60% respondents consider newspapers and magazines as the most trusted source of information while 45.7% respondents consider the information they get from social media marketing as trustworthy. 70 % respondents have searched social media before actually following a brand, that shows the significance of social media. 28.6 % respondents follow a brand because of brand awareness and 24.3 % respondents follow a brand because of the appealing social media content. 25.7 % respondents become aware of the brand from the videos and pictures posted on social media by the brand and 21.4 % become aware of the brand by the advertisements posted on various travel portals. For 27.1 % respondents, positive reviews and ratings on social media makes it desirable for them to buy a new product or service, while 22.9 % respondents choose brand awareness and their craving to try something new as a willingness to buy a new product or service.

The most important factors that influence brand loyalty are: service quality chosen by 30 % respondents while the second important factor is brand awareness and the discounts offered chosen by 22.9 % respondents while 15.7 % respondents choose pricing as an influencing factor for being loyal to a brand. People switch to new brands because of various reasons: 41.4% respondents switch to new brands because of poor service quality of the existing brand, 37.1 % switch because of their eagerness to try a new brand, 35.7 % switch because they are not getting value for money from the existing brand. 90 % respondents agree that social media marketing helps in increasing brand awareness, which indicates the prominence of social media marketing.

## CONCLUSION

The findings reveal that social media plays an important role in brand awareness and brand loyalty. It advocates that social media helps consumers in gathering information about new brands, assessing alternatives and making better decisions about a brand. Consumers brand loyalty is affected positively by the different platforms and applications that are offered by the brands on social media. Social media's intensifying significance in the hotel industry cannot be denied.

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