Measure the influence of Social Media Marketing Efforts of Boutique Hotels on Aspects Related to Brand Loyalty

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──────── ABSTRACT ────────

The study measures the influence of Social Media Marketing Efforts (SMME) on different aspects related to the brand loyalty in the context of boutique hotels. Two main objectives being considered were to identify the factors associated with brand loyalty among boutique hotels in Rajasthan and to evaluate the impact of social media marketing initiatives on the brand loyalty of boutique hotels in Rajasthan. Based on the above-mentioned objectives five major hypotheses were being framed which identifies the dependency between SMMEs and Brand Loyalty aspects recommending a specific brand to other consumers, recommend particular brand to friends & relatives, regularly visit particular brand, satisfied with particular brand after every visit and particular type of brand be the first choice. Both primary and secondary source of data collection was being applied. The primary data was being collected through the instrument questionnaire from 500 respondents from Rajasthan. The findings reveal a significant impact of SMMEs on various brand loyalty aspects, highlighting the strategic importance of social media in shaping and enhancing brand loyalty for boutique hotels in the region. These results contribute valuable insights for boutique hotels seeking to optimize their marketing strategies and bolster brand loyalty in an increasingly competitive market.

Keywords : Social Media Marketing Efforts, Brand Loyalty, Marketing

Introduction

In the dynamic landscape of the hospitality industry, boutique hotels strive to establish a distinctive brand identity to captivate and retain their clientele. With the ever-evolving digital era, Social Media Marketing Efforts (SMME) have become integral tools for these establishments to engage with their audience and shape perceptions. This study endeavours to delve into the intricate relationship between the Social Media Marketing Efforts employed by boutique hotels and the various aspects associated with brand loyalty. Specifically, the investigation focuses on understanding how these marketing initiatives influence the loyalty of patrons, exploring dimensions such as recommending a particular brand to others. By unravelling these connections, this research aims to contribute valuable insights to boutique hotels seeking to

enhance their brand loyalty in the contemporary hospitality landscape.

Review of Lactrature

Khanna et al. (2021) explored factors contributing to brand building in the Indian hospitality industry through a case study of selected hotels. Utilizing both primary and secondary data, the authors identified service quality, uniqueness, reputation, and marketing as pivotal elements shaping brand development. Emphasizing the need for high-quality service, unique selling propositions, positive reputation, and strategic marketing efforts, the study underscores these factors as critical for building a robust brand image. The authors argue that Indian hotels must prioritize brand image to effectively compete globally in the hospitality industry. In essence, the study underscores the significance of service quality, uniqueness, reputation, and marketing in crafting a compelling brand identity within the hospitality sector.

Sharma and Joshi (2021) proposed a conceptual framework for social media marketing's brand-building effects. Social media may create brand equity through brand awareness, engagement, loyalty, and advocacy, according to the writers. The framework includes social media strategy, content, interaction, and analytics. The social media plan defines social media marketing goals, audiences, and channels. Social media material should reflect the brand's personality and values and be relevant and engaging. Social media engagement emphasizes consumer interaction and feedback to establish a loyal following. Finally, social media analytics focuses measuring and analyzing social media indicators to increase social media plan performance.

According to author Cicek et al. (2012) the influence of social media marketing on brand loyalty is significant and multifaceted. Yalova University Summary For a considerable duration, marketers have focused their study on the crucial aspects of establishing and sustaining brand loyalty. Marketers have employed many strategies to sustain client loyalty towards their brand. Social media marketing is one of the most modern methods. This study seeks to determine the impact of social media marketing on customer brand loyalty, since this topic is gaining significant interest from both marketing scholars and professionals. The study focuses on customers in Turkey who follow at least one company on social media. Data was acquired by administering a structured questionnaire to a sample of 338 individuals and analyzed using stepwise multiple regression analysis. The study's findings indicate that customer brand loyalty is positively influenced by several factors: (1) the presence of advantageous campaigns, (2) the provision of relevant content, (3) the availability of popular content, and (4) the brand's presence on multiple platforms and social media applications. These findings were obtained using the SPSS 17.0 version. Customers predominantly opt to disseminate music, technology-related, and humorous material on social media networks. Our work may be regarded as groundbreaking in this emerging field of marketing and offers many strategies for practitioners.

Li et al. (2020) addresses a research gap concerning social media marketing strategies. They define Social Media Marketing Systems (SMMS) based on social media features and marketing strategy elements. The researchers introduce a taxonomy classifying SMMS into strategic maturity levels, namely social commerce, social content, social monitoring, and social customer relationship management. The validation of this taxonomy through empirical investigations and surveys adds depth to the understanding of social media marketing strategies.

Bansal et al. (2014) contribute to the discourse by discussing the transformative effects of new

business and consumer methods centered on marketing, communication, and information. They highlight the growing prevalence of social media for customer engagement, emphasizing its cultural significance and influence on consumer behaviour. The research addresses the challenges and opportunities inherent in social media marketing, offering a comprehensive understanding of methodologies and current and future trends shaping the industry.

Hossain & Hossain (2020) proposed a fashion industry social media marketing and brand building framework. Based on a research assessment, the framework helps fashion firms boost brand awareness on social media. The authors suggest that social media may help fashion brands communicate with customers, raise brand awareness, and generate brand loyalty. The framework encompasses social media marketing, content, interaction, and performance measurement strategies. A social media marketing strategy includes identifying the target audience, picking social media platforms, and creating a plan. Social media material should reflect the brand's values and personality and be engaging. Customers' questions and feedback are answered and a brand community is built through social media interaction. Finally, social media performance evaluation measures social media marketing effectiveness using reach, engagement, and conversion rates. The framework gives a complete guidance for fashion firms to establish their social media brand.

Methodology

In this study, quantitative research was being employed to systematically investigate and measure the influence of Social Media Marketing Efforts (SMME) on various aspects related to brand loyalty in boutique hotels. The research design involved collecting data from a sample of 500 respondents, allowing for statistical analyses to draw conclusions about the relationships between SMME and different dimensions of brand loyalty.

Objectives

1. To identify the factors associated with brand loyalty among boutique hotels in Rajasthan.

2. Evaluate the impact of social media marketing initiatives on the brand loyalty of boutique hotels in Rajasthan.

Hypotheses:

$H_0 1$: Social media marketing efforts do not have a substantial impact on brand loyalty, specifically in terms of recommending a particular brand to other consumers.

$H_a 1$: Social media marketing efforts have a substantial impact on brand loyalty, specifically in terms of recommending a particular brand to other consumers.

$H_0 2$: There is no significant impact of social media marketing efforts on brand loyalty aspect recommend brand to friends & relatives.

$H_a 2$: There is significant impact of social media marketing efforts on brand loyalty aspect recommend brand to friends & relatives.

$H_0 3$: The impact of social media marketing efforts on brand loyalty, specifically in terms of consistently visiting a particular brand, is not statistically significant.

$H_a 3$: The impact of social media marketing efforts on brand loyalty, specifically in terms of consistently visiting a particular brand, is statistically significant.

$H_0 4$: There is no significant impact of social media marketing efforts on brand loyalty aspect satisfied with particular brand after every visit.

H_a4: There is significant impact of social media marketing efforts on brand loyalty aspect satisfied with particular brand after every visit.

H_05 : There is no significant impact of social media marketing efforts on brand loyalty aspectparticular type of brand be the first choice.

H_a5 : There is significant impact of social media marketing efforts on brand loyalty aspectparticular type of brand be the first choice.

Results

In order find the impact of social media marketing efforts on brand loyalty the association between the SMME's and the following aspects related to brand loyalty is being measured using the below mentioned hypotheses.

SMMEs $\longrightarrow$ Brand Loyalty: Recommending a Specific Brand to other Consumers

SMMEs $\longrightarrow$ Brand Loyalty: Recommend Particular Brand to Friends & Relatives

SMMEs $\longrightarrow$ Brand Loyalty: Regularly Visit Particular Brand

SMMEs $\longrightarrow$ Brand Loyalty: Satisfied with Particular Brand After Every Visit

SMMEs $\longrightarrow$ Brand Loyalty: Particular Type of Brand be the First Choice

SMMEs and Brand Loyalty: Recommending a Specific Brand to Other Consumers

H_01: Social media marketing efforts do not have a substantial impact on brand loyalty, specifically in terms of recommending a particular brand to other consumers.

To analyse the association between SMMEs and brand loyalty aspect recommending a specific brand to other consumers the cross tabulation and Pearson Chi-Square test was being applied. The table below presents the frequency count of the respondents based on various levels of social media marketing efforts and above-mentioned brand loyalty aspect.

Table 1

Crosstabulation							
		Brand Loyalty Aspect Suggest Particular Brand to Other Consumers					
		Very Low	Low	Medium	High	Very High	Total
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

Table 2

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 table above shows that the Pearson Chi-Square is found to be 1086.724at degree of freedom 16, Likelihood Ratio is found to be 648.863 at degree of freedom 16, Linear-by-Linear Association is found to be 221.802 at degree of freedom 1 and the related P-value is found to be 0.00 for each respectively. As the P-value of 0.00 is lesser than the standard alpha value of 0.05 confirming that the null hypothesis is being rejected interpreting that social media marketing efforts do have a substantial impact on brand loyalty, specifically in terms of recommending a particular brand to other consumers.

The results suggest that the level of Social Media Marketing Efforts is related to the tendency of consumers to recommend a particular brand to others.Higher levels of SMME appear to be associated with higher levels of brand loyalty, indicating the potential impact of social media strategies on influencing consumer advocacy.

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

$H_0 2$: There is no significant impact of social media marketing efforts on brand loyalty aspect recommend brand to friends & relatives.

Accordingly, to analyse the association between SMMEs and brand loyalty aspect recommending particular brand to friends & relatives the cross tabulation and Pearson Chi-Square test was being applied. The table below presents the frequency count of the respondents based on various levels of social media marketing efforts and above-mentioned brand loyalty aspect.

Table 3

		Crosstabulation					
		Brand Loyalty Aspect Recommend Particular Brand to Friends & Relatives					
		Very Low	Low	Medium	High	Very High	Total
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

Table 4

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 table above shows that the Pearson Chi-Square is found to be 922.477at degree of freedom 16, Likelihood Ratio is found to be 707.161 at degree of freedom 16, Linear-by-Linear Association is found to be 151.064 at degree of freedom 1 and the related P-value is found to be 0.00 for each respectively. As the P-value of 0.00 is lesser than the standard alpha value of 0.05 confirming that the null hypothesis is being rejected interpreting that social media marketing efforts do have a substantial impact on brand loyalty, specifically in terms of recommending a particular brand to friends & relatives.

These findings underscore the importance for businesses, particularly boutique hotels, to strategically invest in and enhance their social media marketing strategies. Engaging with consumers through these channels not only contributes to building brand loyalty but also extends the brand's influence through word-of-mouth recommendations, ultimately strengthening the brand's position in the market.

SMME and Brand Loyalty: Regularly Visit Particular Brand

$H_0 3$: The impact of social media marketing efforts on brand loyalty, specifically in terms of consistently visiting a particular brand, is not statistically significant.

To analyse the association between SMMEs and brand loyalty aspect regularly visit particular brand the cross tabulation and Pearson Chi-Square test was being applied. The table below presents the frequency count of the respondents based on various levels of social media marketing efforts and above-mentioned brand loyalty aspect.

Table 5

Crosstabulation							
		Brand Loyalty Aspect Regularly Visit Particular Brand					
		Very Low	Low	Medium	High	Very High	Total
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

Table 6

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 table above shows that the Pearson Chi-Square is found to be 1097.971 at degree of freedom 16, Likelihood Ratio is found to be 674.062 at degree of freedom 16, Linear-by-Linear Association is found to be 188.192 at degree of freedom 1 and the related P-value is found to be 0.00 for each respectively. As the P-value of 0.00 is lesser than the standard alpha value of 0.05 confirming that the null hypothesis is being rejected interpreting that the impact of social media marketing efforts on brand loyalty, specifically in terms of consistently visiting a particular brand, is statistically significant. This suggests that effective utilization of social media platforms plays a pivotal role in shaping and reinforcing brand loyalty, leading to a higher frequency of consumers choosing and revisiting the promoted brand.

SMME and Brand Loyalty: Satisfied with Particular Brand

$H_0$4: There is no significant impact of social media marketing efforts on brand loyalty aspect satisfied with particular brand after every visit.

To analyse the association between SMMEs and brand loyalty aspect satisfied with particular brand the cross tabulation and Pearson Chi-Square test was being applied. The table below presents the frequency count of the respondents based on various levels of social media marketing efforts and above-mentioned brand loyalty aspect.

Table 7

Crosstabulation							
		Brand Loyalty Aspect Satisfied with Particular Brand After Every Visit					
		Very Low	Low	Medium	High	Very High	Total
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

Table 8

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.			

Accordingly, the table above shows that the Pearson Chi-Square is found to be 1229.571 at degree of freedom 16, Likelihood Ratio is found to be 934.208 at degree of freedom 16, Linear-by-Linear Association is found to be303.817 at degree of freedom 1 and the related P-value is found to be 0.00 for each respectively. As the P-value of 0.00 is lesser than the standard alpha value of 0.05 confirming that the null hypothesis is being rejected interpreting that there is significant impact of social media marketing efforts on brand loyalty aspect satisfied with particular brand after every visit.These findings highlight the importance of strategic and impactful social media engagement, as it contributes to a consistent and favourable customer experience, ultimately fostering loyalty where customers express satisfaction with the brand following each visit.

SMME and Brand Loyalty: Brand be the First Choice:

$H_0 5$: There is no significant impact of social media marketing efforts on brand loyalty aspect particular type of brand be the first choice.

To analyse the association between SMMEs and brand loyalty aspect particular type of brand be the first choicethe cross tabulation and Pearson Chi-Square test was being applied. The table below presents the frequency count of the respondents based on various levels of social media marketing efforts and above-mentioned brand loyalty aspect.

Table 9

Crosstabulation							
		Brand loyalty Aspect Particular Type of Brand be the First Choice					
		Very Low	Low	Medium	High	Very High	Total
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

Table 10

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.			

Accordingly, the table above shows that the Pearson Chi-Square is found to be 687.913 at degree of freedom 16, Likelihood Ratio is found to be 423.140 at degree of freedom 16, Linear-by-Linear Association is found to be 172.376 at degree of freedom 1 and the related P-value is found to be 0.00 for each respectively. As the P-value of 0.00 is lesser than the standard alpha value of 0.05 confirming that the null hypothesis is being rejected interpreting that there is significant impact of social media marketing efforts on brand loyalty aspect particular type of brand be the first choice.This underscores the pivotal role of social media in establishing and reinforcing brand loyalty by influencing customers to prioritize a particular brand over others. Businesses can draw upon these insights to tailor their social media strategies, ensuring that they resonate with their target audience and contribute to a brand's position as the preferred first choice among consumers.

Conclusion

In conclusion, this study examines the association between Social Media Marketing Efforts (SMME) and brand loyalty in Rajasthan, India, boutique hotels. A survey method was adopted and the primary data was being collected through questionnaire. The null hypotheses H01, H02,H03,H04 and H05 were being tested using the Chi-Square test. The findings confirms that there is significant influence of social media marketing efforts on the brand building aspects such as recommending a specific brand to other consumers, recommend particular brand to friends & relatives, regularly visit particular brand, satisfied with particular brand after every visit and particular type of brand be the first choice.These findings underscore the strategic importance of social media in shaping and enhancing brand loyalty for boutique hotels. To remain competitive in the dynamic hospitality industry, boutique hotels in Rajasthan should continue to invest in and optimize their social media marketing strategies. By doing so, these establishments can not only cultivate stronger brand loyalty but also foster positive consumer behaviours that contribute to sustained success and differentiation in the marketplace.

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