

ANALYSING SOCIAL MEDIA AS A TOOL FOR HOTEL MARKETING

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ABSTRACT

The web has changed the world into a worldwide town and changed interchanges, permitting individuals and organizations to defeat geological and time requirements and empowering them to team up any place they are. Electronic residing, frequently known as social media, is one of the web-based stages where individuals might communicate with each other and share data, sentiments, and considerations. Because of the developing fame of this virtual climate, organizations progressively view it as a strong marketing instrument where they can rapidly find client networks. The accommodation business is tapping customers with its engaging visual expressions with an end goal to benefit from this virtual pool of convenience. Since the whole underpinning of this industry is state of the art, marketing systems that can captivate a developing number of requests. This study helped with deciding the degree to which these web-based ads significantly affect clients of social media. Moreover, critical virtual expressions factors that are essential to buyer independent direction were inspected.

Keywords: *Social Media, Hotel Management, Strategic Marketing, Facebook, Structural Equation Modelling*

1. INTRODUCTION

India is the land of opportunities. It is blessed with the natural resources, workforce diversity and beautiful destinations for tourists. Naturally, lakhs of international and domestic tourists visit different places in India. However, COVID-19 pandemic outbreak and other factors influenced badly. As a result, it was imperative to make an effective use of technology for branding, promotion, marketing and sales for hotel industry. By consolidating promoting,

advertising, and deals advancement, a message that is fixated on the client is delivered. As organizations like LinkedIn, Facebook, Twitter, and YouTube have created, we currently get the opportunity to have unrivalled admittance to the guest (Lanz, 2010). Since social media is so open to anybody with a web association, the hotel area ought to think about involving it as a stage to raise brand mindfulness and advance direct client feedback. A organization that perceives the advantages of social media is very much aware of the urgent job that social media plays in creating new business in the present vicious, mechanically progressed industry.

Any business that carries on with work necessities to think about marketing. Along these lines, the globe is cutthroat, and social media marketing is the "new youngster around" and can associate with clients of different social media stages regularly. Any association or business should have the option to convey successfully, in this way they should either modify their strategies for doing so or risk losing part of their crowd. Marketing chiefs should constantly search for a method for drawing in and hold both new and existing customers (Pflughoeft, 2020). The suitable mechanism for correspondence that appropriately joins with virtual world marketing is a social organization. Gatherings who like to speak with each other through a favoured site in light of the profile they have made for themselves are known as social organizations.

1.1.BACKGROUND OF THE STUDY

As per the World Travel tourism council (WTTC 2018), interest for movement and the travel industry in India is anticipated to increment by over 8% every year through 2019 — the most elevated development — making India the second-most well known vacationer location behind China. At present, India's travel industry and friendliness areas represent around 6.23 percent of the nation's Gross domestic product and 8.78 percent, everything being equal. The Indian hotel industry has become more utilitarian and commonsense because of the on-going change, and it has earned respect on a worldwide scale.

1.1.1. Social Media

Virtual entertainment promoting utilizes these stages to increment online presence and market labour and products. Web-based entertainment stages are useful for laying out friendly (and expert) networks as well concerning trading data and thoughts. To contact a wide or explicit crowd, web-based entertainment promoting utilizes web recordings, wikis, web journals, online recordings, photograph and news sharing, message sheets, and posts on person to person communication locales.

1.1.2. The Hospitality Sector

The cooperation between a host and a visitor is known as neighbourliness. The training or demonstration of being inviting is known as cordiality. The traveller and neighbourliness areas are interconnected. The demonstration of inviting, getting, facilitating, or entertaining a

visitor is known as cordiality. Being affable shows regard and politeness for the guest. Nearby administrations like amusement, housing, and traveller catering fall under the umbrella of accommodation. It includes inviting, getting, facilitating, and additionally engaging guests while likewise offering cooking, convenience, and amusement administrations. Convenience, occasion coordinating, amusement parks, transportation, voyage lines, and different region of the travel industry are completely remembered for the general gathering of fields known as the cordiality business, which is an area of the help area.

1.1.3. Social Media Advertising in the Hospitality Sector

Social media has developed into the best method for business advancement in the cordiality area. Since the objective populace can commonly be situated on different social media channels, it is an immensely powerful stage. Hotels and resorts have been embracing social media marketing as an original system to publicize their organizations in the cordiality area. They can undoubtedly arrive at clients through social media, increment memorability, market their labor and products, and fortify client faithfulness. They can connect with new clients and increment both the volume and worth of their deals. Among the most well known are web journals and social systems administration destinations like Facebook, Twitter, YouTube, Instagram, and others. Customers get familiar with hotels and resorts. Due of the hotel area's social media presence, fan base, visitor surveys, and so forth, customers might get more familiar with it.

1.2.SIGNIFICANCE OF THE STUDY

With the coming of the Web, valuable chances to develop the neighbourliness and hotel areas have expanded. Hoteliers are currently completely mindful of the benefits the web can accommodate their industry. They are headed to raise industry mindfulness and increment online business since they know about the web's wide importance (Sebastian, 2016). This has affected the production of sites for hotels and resorts, the web-based framework for reserving a spot, the development in the quantity of surveys, the overhaul of housing sites, and other internet based adventures connected with the travel industry. The interest for hotels that stick to worldwide guidelines is as of now expanding, particularly in developing business sectors. Furthermore, to remain in front of the opposition, players in Maharashtra should rapidly embrace the utilization of the web as a thorough marketing device.

1.3.OBJECTIVES OF THE STUDY

- To examine the role of social media in hotel marketing
- To study the factors influencing social media marketing of hotel industry
- To analyse the scope of contribution in making marketing activities of hotel industry customer-friendly
- To appreciate what social media travel promotions mean for purchaser travel choices

1.4. HYPOTHESIS

Hypothesis 1:

H0: There is no correlation between age groups and the factors influencing where people choose to visit.

H1: There is significant correlation between age groups and the factors that influence where people choose to visit.

Hypothesis 2:

H0: There is no association between social media advertising and annual trip decisions.

H1: There is no association between social media advertising and annual trip decisions.

2. LITERATURE REVIEW

(Pop, 2022) focused in on assessing the job of client venture builds (counting want, data search, assessing choices, buy choices, fulfilment, and experience partaking) in mediating the interrelation between SMI trust and the components of client ventures to make sense of the effect of SMI trust on client travel direction. The came about of utilizing Brilliant PLS to examine the information show that customer trust in SMIs impacts travel decision-production at each stage. Moreover, each phase of the dynamic cycle mediates the trust impact on the accompanying stage, creating a wave outcome across the whole interaction, expecting on going SMI input. The travel industry advertisers were prescribed to utilize SMIs to set off and increment travel-related wants since this was the way purchasers search for data about their impending excursions. As well as filling in as a marketing device, SMIs' validity is a vital variable in effectively impacting voyagers' objective decisions.

(Kapoor, 2022) concentrated on the effect that two message factors — contention quality and sponsorship status — had on travelers' impressions of a hotel's obligation to supportability and their goal to remain at the hotel, specialists investigated the viability of SMIs. Four examinations' discoveries showed that a property estimation message, instead of a clear suggestion message, greatly affected travelers' perspectives and tendencies when eco-accommodating hotels support SMIs. The discoveries give valuable data for vacationer administrators involving SMIs considering the latest Government Exchange Commission necessities overseeing sponsorship exposure guidelines. As per the review's decisions, SMIs ought to foster supported messages that offer sensible and unprejudiced subtleties on the hotel's manageability methods to provoke travelers' curiosity and persuade them to remain there.

(Ibrahim, 2022) evaluated in light of three classifications of systemic, monetary, and social qualities, which together make to six relevant components. To assess the review speculations, a quantitative meta-examination is performed, and 11 impact sizes from articles distributed

somewhere in the range of 2010 and 2019 are taken a gander at for the last example size ($n = 3,535$). The consequences of the meta-investigation show a medium to huge effect size and a positive relationship among SMMA and BL at a combined degree of 0.49. Likely directing impacts for three classifications of review trademark factors — systemic (example type and study type), social (level of globalization and HDI) and monetary — have been analyzed (country brand positioning and network level). In addition to other things, the sort of test, the style of study, and the positioning of the country's brands all moderate these connections. The HDI, globalization, and association levels, be that as it may, have practically no directing effect on the SMMA-BL interface. Furthermore, the review distinguishes the factors that control these relationships. There hasn't been an earlier meta-examination of this critical association.

(Ho, 2022) expected to utilize a model that examines how social media stage picture (SMPI) influences guests' visit aim (VI) in a hotel setting, utilizing hotel picture (Hello there), inspiration (Maxim), and expected help quality (ASQ) as mediators. So understanding the cooperations between the two brand pictures, testing the mediation impact of Hello, Adage, and ASQ, and investigating what this association means for visitors' VIs of hotels are the objectives of this review. In this review, comfort examining was utilized to choose respondents who might be available to booking a hotel through a social media webpage like Facebook and a site for reserving hotel spot (like Agoda, Airbnb, Booking.com, Hotels.com, and Trivago), which has gatherings where clients can examine their encounters. 349 reactions to the study, which was appropriated by means of different social media channels, were accumulated. As per this review, SMPI essentially adds to Witticism through Hello, Saying to some extent mediates the connection among Hey and ASQ, and Quip principally adds to VI through direct contact with an insignificant commitment from ASQ. The outcomes likewise show that assuming Howdy is low; SMPI's capacity to affect the later builds is diminished. This concentrate on laid out the associations between social media stages and the hotel business' advertisers concerning their useful applications. Since social media stages have as of late developed to assume a critical part in customers' choices to book and visit a hotel, this concentrate likewise gave understanding to hotel chiefs on the most proficient method to utilize them to draw in expected visitors.

3. RESEARCH METHODOLOGY

3.1. Research Design

An empirical research design was applied for this study.

3.2. Sampling of the Study

3.2.1. Sample Size: 100 Residents who use social media from Maharashtra

3.2.2. Sample Population: we have gathered the data from the Maharashtra Population

3.2.3. Sampling Techniques: Systematic sampling technique was utilized in choosing the associations from the rundown of enrolled organizations in the Country.

Systematic sampling method is a quantifiable technique, to focus in on the objective people for their assessments. By secluding the ideal model size by the outright people, researchers can conclude the investigating range. A more cautious use of probability inspecting is effective trying, which incorporates erratically picking a model from the entire assembling reliably. According to its definition (Woo, 2015), Efficient examining procedure wherein the researcher picks test individuals after a predestined "investigating range" and parts from the objective people using an irregular beginning stage

3.3. Technique for Collecting Data

The method used was a survey by using Likert scale (1-Strongly Disagree and 5- Strongly Agree). Collecting Data were analysed in SPSS25.0

3.3.1. Primary Data: Structured questionnaires were utilised as the technique for data collection.

3.3.2. Secondary Data: secondary data were gathered through books, journals, and the internet.

3.4. Techniques used for data analysis

3.4.1. Percentage: - Simple comparisons were made on the basis of percentage calculations.

3.4.2. Frequency: - The number of observations in each group is called frequency. It shows at a glance how many individual observations are in a group and where the main concentration lies. It also shows the range and the stage of distribution. Therefore in the present study to see the difference between distributions of subject among different group by the question frequency is to be calculated.

3.4.3. Mean (m): - The value at the center of a data set. The measure of center obtained by adding the value and dividing the total by the number of values. Mean pronounced "x bar" and denotes the mean of a set of sample values.

3.4.4. Standard Deviation (SD): - Standard Deviation (σ) shows how much variation or dispersion exists from the average (mean), or expected value. A low standard deviation indicates that the data points tend to be very close to the mean; high standard deviation indicates that the data points are spread out over a large range of values.

3.4.5. Chi square test – Chi square test is performed to know whether there is association between two variables. In this study chi-square test was used to understand the association between demographic profiles of the consumers with their willingness to pay higher price for organic products.

4. DATA ANALYSIS

4.1. Reliability Analysis

The motivation behind the dependability quality evaluation was to learn the level of interior legitimacy and trustworthiness among parts inside each element. Furthermore, it put the idea of gauge instruments up front. The "Cronbach's Alpha" esteem went from 0 to 1. The "Cronbach's Alpha" regard was commendable with a base evaluation of 0.7, as shown by (Bulankulama, 2015). The Alpha worth between (.70/.90) was showing a decent outcome. The result ought to be seen as magnificent when the Alpha was more noticeable than 0.80 and close to 1.00. Also, it was presumed that the tried components were solid and associated, making it protected to utilize the information for energize assessment. Notwithstanding the pivotal parts of Alpha worth, Cronbach's Alpha computation expected somewhere around three additional variables (Preetika, 2015). To find the assessment of Cronbach's Alpha with 30 things by 100 example sizes for additional conspicuous outcomes, the overall system for steady quality testing of Cronbach's Alpha for all survey factors was tried by reliability examination. As should be visible in the table underneath (10) the assessment of Cronbach's Alpha was (0.902), which is mean higher than esteem 0.8. The Cronbach's Alpha incentive for this case is viewed as phenomenally prescient for request as displayed table 1.

Table 1: Statistics of Reliability

Cronbach's Alpha	No of items
.902	30

4.2. Validity Analysis

Utilizing the measurable articulation of the dataset table 2's assessment model, speculations, and testing sufficiency research, we can approve our legitimacy investigations and assessment models. With specific reference to the encounters and assumptions for the Al - Iraqis College Al-Iraqi College, Iraq, this study tries to find out the effect of marketing technique on association execution (Aarti, 2015). As per the review, a Cronbach alpha worth of higher than 0.7 demonstrates that the poll is palatable, and the KMO required examining adequacy with a worth more prominent than 0.5 to stack on ensuing variable investigation and give a good outcome. Factors should be dispensed with for values lower than 0.5. The level of the connection was shown by factors utilizing KMO and Bartlett's test. One more significant mark of the strength of the relationship through factors was the Bartlett's test. Utilizing 30 inquiries without segment qualities, KMO and Bartlett tried research factors, and the outcomes showed that the KMO was (0.724), which is more noteworthy than (0.05) (Preetika K. C., 2016). It showed that the inspecting's suitability was sufficient. Subsequently, the consequences of the Bartlett's Trial of Sphericity exhibit that the degree of importance was (0.00) and lower than (0.05).

Table 2: KMO and Bartlett's Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.751
Bartlett's Test of Sphericity	Approx. Chi-Square	2540.239
	df	555
	Sig.	.000

Table 3: Responses of Questionnaire

		F	%
Using Social Media in Daily life	Facebook	30	30%
	Instagram	45	45%
	Snapchat	15	15%
	Twitter	8	8%
	Telegram	2	2%
Social media ads affect travel plans.	Yes	70	70%
	No	30	30%
How do you deal with repetitive travel ads from the same companies?	Check out the ad.	29	29%
	Block their page	21	21%
	Unfollow page	17	17%
	Skip Advertisement	33	33%
Which social media commercial (of any two) has the biggest impact on you?	Pictures	35	35%
	Videos	20	20%
	Blogs	15	15%
	Review	12	12%
	Experiences	18	18%
Total		100	100%

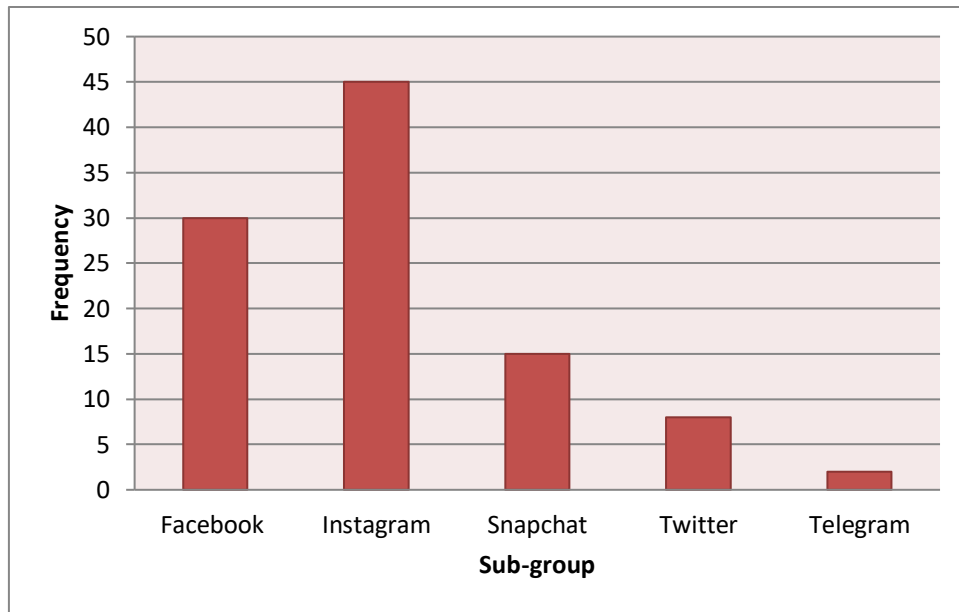


Figure 1: Using Social Media in Daily life

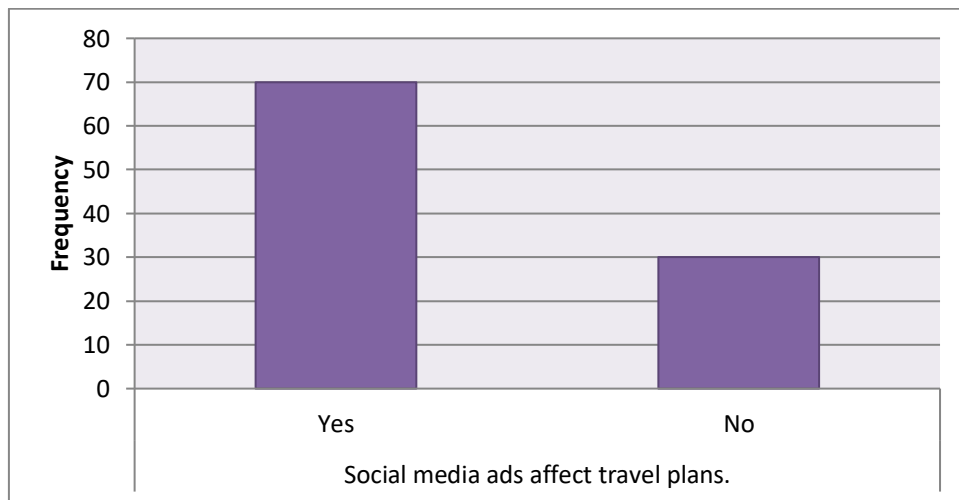


Figure 2: Social media ads affect travel plans

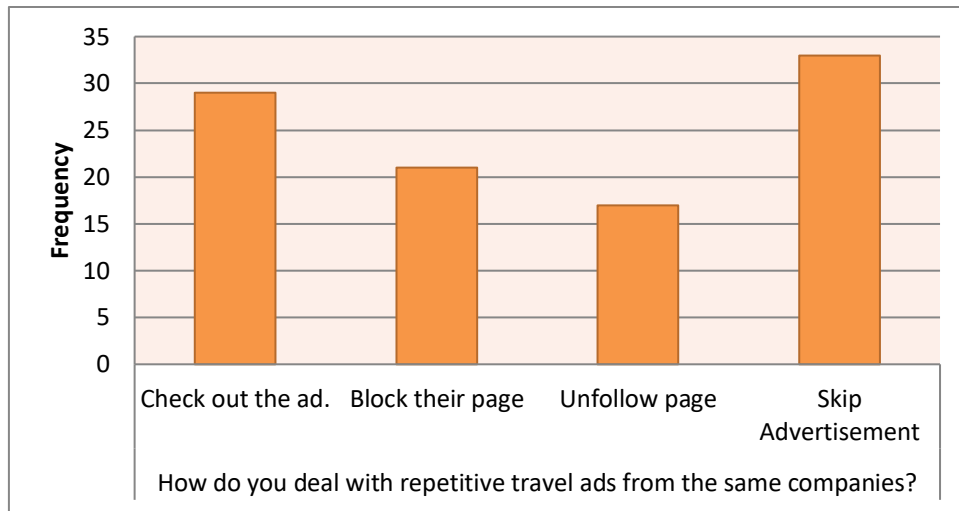


Figure 3: How do you deal with repetitive travel ads from the same companies

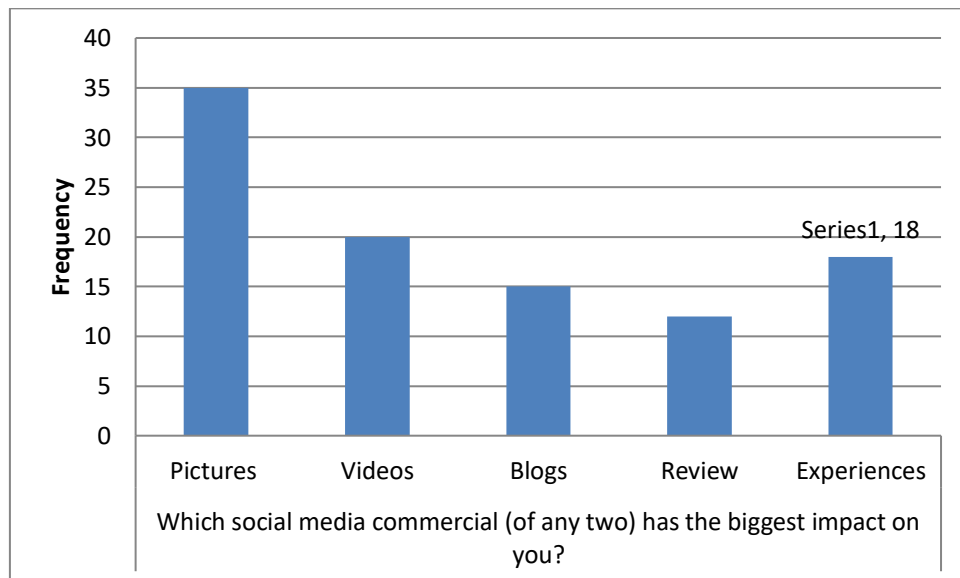


Figure 4: Which social media commercial (of any two) has the biggest impact on you?

As per a review in table 3 ,Instagram is the social media stage that clients utilize the most, with 45% of respondents utilizing it, trailed by Facebook with 30% as displayed in figure 1.Only 30% of respondents revealed not being impacted by social media while pursuing travel choices, contrasted with 70% of respondents who said they did as displayed in figure 2.It was viewed that as 33% of respondents skirted the monotonous social media commercials, 29% of respondents tapped on the ads to figure out more, and the leftover respondents unfollowed the age or impeded the organisation.According to the overview, 35% of respondents were impacted by pictures of movement objections, while 18% were affected by voyager tributes in ads.

5. RESULT AND DISCUSSION

1st Hypothesis

H0: There is no correlation between age groups and the factors influencing where people choose to visit.

H1: There is significant correlation between age groups and the factors that influence where people choose to visit.

Table 2: Chi -square

Chi-square Tests			
	Value	Df	Sig (2-sided)
Pearson Chi Square	14.231	15	.322
Likelihood Ratio	18.236	15	.185
Linear-by-Linear Association	6.235	2	.023
Valid cases	100		

H0 is accepted because Table 1 indicates that there is no association between the variables because the significant value is greater than 0.05 factors affecting age groups and where people choose to visit.

Hypothesis 2:

H0: There is no association between social media advertising and annual trip decisions.

H1: There is no association between social media advertising and annual trip decisions.

Table3: Chi -square

Chi-square Tests			
	Value	Df	Sig (2-sided)
Pearson Chi Square	13.265	5	.032
Likelihood Ratio	13.285	5	.015
Linear-by-Linear Association	1.336	2	.305
Valid cases	100		

H1 is acknowledged since Table 3 exhibits that the critical worth (P) esteem is 0.015, which is under 0.05, and that there is relationship between social media promoting and social media clients' yearly excursion choices.

Social media is as yet another marketing specialized device that numerous hotels in the NCR need to learn and engage with (Samaan, 2016).

The utilization of social media by hotels to attract new customers, keep hold of the ones they as of now have, and upgrade their web-based presence is starting to make a difference (Markus Schuckert, 2015). Despite the fact that they are not effectively involving social media as a marketing instrument, a significant number of the hotels offered the remark that it is important to do as such. A few hotels utilize this media to keep up to date with the latest patterns (Law, 2015).

Building brand mindfulness and advancing hotels are the principal objectives of social media marketing in the neighborliness business. Most of hotels guaranteed that they began utilizing social media marketing to work on their standing and create press for the foundations (Preece, 2004).

Social media stages can assist them with client relationship the executives by permitting them to more readily grasp client inclinations and conduct.

Most of hotels expressed that while social media can't help them in direct deals, it helps the hotel concerning memorability and openness to general society. They likewise referenced how powerful a device it is for interfacing clients (Raju, 2009). Certain individuals guaranteed that involving social media as a drawn out device as opposed to a transient one assists them with arriving at their objective market.

Most of respondents agreed that social media is an undeniably compelling device for the neighborliness business and accepted that over the long haul, it could deliver positive outcomes, despite the fact that it has not yet straightforwardly created income for certain hotels (Ibrahim, 2022).

The power has moved toward social media, and hotel proprietors know about the worth of its prevalence in improving their image and advertising. The two most famous social media stages are Facebook and TripAdvisor, with Twitter coming in third. Since their ongoing interest in social media isn't extremely high, they are attempting to expand their time and work force responsibilities (Bulankulama, 2015). Numerous hotels asserted that while they are right now not extremely dynamic in this, they will turn out to be more associated with it sooner rather than later in light of the fact that that will be the essential way they connect with customers and market their hotels.

6. CONCLUSION

Instagram and Facebook are utilized all the more habitually in day to day existence, and these two locales alone are where more individuals view travel-related notices. While arranging their movement, they like to search for happier as experience, arrangements, or offers as recordings or audits. As per the previously mentioned research, individuals really do consider

social media while making travel arrangements, so the neighborliness area can utilize this stage to develop their customer base and produce more revenue. Direct booking through cell phones, presently worth about \$8.0 billion (up 6.5% from last year's figures), is beginning to fundamentally affect hotels' monetary records. Having a powerful and very much oversaw site is turning into a need for any property that needs to stay productive and serious, regardless of whether it isn't exclusively a social media stage. All things considered, the site is the most grounded and most direct asset for characterizing the internet based presence of the property, and in the event that gotten along admirably, it can immediately turn into the really main impetus behind most reservations. Nonetheless, for the present, the area should recognize that, in a mechanically progressed world, individuals are turning out to be substantially more independent. Hotels should adjust and guarantee that they, as well, try to make direct web based booking channels for their web keen customers. It will be pivotal for hotels to have a successful site, grasp Facebook and Twitter, and in any event, consider fostering a portable application.

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