

“AN ANALYTICAL STUDY OF HOSPITALITY INDUSTRY WITH SPECIAL REFERENCE TO SOCIAL MEDIA MARKETING AS A PROMOTIONAL TOOL”

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ABSTRACT

The Modernization and digitalization of World has evolved with the new dimension of the Business and Especially in the field of Social Media Marketing. Social Media Marketing has emerged as one of the most important and effective tool for the promotion of the products for the business units. In this paper Researcher has explained the importance of Social Media Marketing as emerging tools of marketing in Hospitality Industry. The digitalization initiative of Government of India has resulted the fruitful outcome for hospitality industry in term of Hotel Bookings. The Paper Also Consists of the data analysis of the various influencing factors affecting the buying decisions for the traveller for booking the hotels. The paper also consist the behavioural patterns of the traveller in reactions of the Social Media Marketing and Advertisement and SEO Operations of Booking Platforms and Hoteliers.

Key Words: SMM (Social Media Marketing), SEO (Search Engine Optimization), Hospitality Industry. Sales Promotion Consumers Behaviour.

INTRODUCTION

2.1 AN OVERVIEW OF DIGITAL INDIA:

India is country now leading towards the digitalization phase and is one of the developing economy of the world. Digital India is a movement started by our visionary leader of the nation and our Prime Minister Narendra Modi for the development of the country and entire country is highly influenced by this movement and because of this the number of Internet users are also increasing day by day and according to statistics from TRAI the internet user reached to 462 Million in 2016 and its in growing state and the growth for the same is as mentioned below.

Internet Subscribers in India (Millions) (2007-2018)

| Year | Narrowband | Broadband | Wired | Wireless | Urban | Rural | Total |
|------|------------|-----------|-------|----------|--------|--------|--------|
| 2007 | - | 2.34 | 9.27 | 31.3 | - | - | - |
| 2008 | - | 3.87 | 11.09 | 65.5 | - | - | - |
| 2009 | - | 6.22 | 13.54 | 117.82 | - | - | - |
| 2010 | 7.41 | 8.77 | 16.18 | 177.87 | - | - | - |
| 2011 | 7.79 | 11.89 | 19.68 | 381.4 | - | - | - |
| 2012 | 5.7 | 13.81 | 19.51 | - | - | - | - |
| 2013 | 6.56 | 15.05 | 21.61 | 143.2 | - | - | - |
| 2014 | 190.72 | 60.87 | 18.5 | 233.09 | - | - | 251.59 |
| 2015 | 203.15 | 99.2 | 19.07 | 283.29 | 194.8 | 107.56 | 302.36 |
| 2016 | 192.9 | 149.75 | 20.44 | 322.21 | 230.71 | 111.94 | 342.65 |
| 2017 | 145.68 | 276.52 | 21.58 | 400.62 | 285.68 | 136.52 | 422.2 |
| 2018 | 81.35 | 412.6 | 21.24 | 472.72 | 348.13 | 145.83 | 493.96 |

(Source: <https://dot.gov.in/>)

As the increasing in the number of internet users the internet based services has also increased and the online market of the goods and services has also takes a huge leap towards the growth in the

newly identified sectors like online delivery of Foods, Online Hotel Bookings, Online shopping, Online consultancy services, online payment etc..

Now days we can say internet has taken the most important place in our life and users are also taking its utmost advantages for shopping fulfilling their needs.

2.2 INTRODUCTION TO HOSPITALITY INDUSTRY

The term hospitality can be defined as friendly and generous receptions and entertainment of the guest and visitors.

Hospitality industry in India has always been supporting for the growth of Indian Economy as its one of the biggest contributors in service sector growth of Indian economy. Hospitality industry is one of the largest gainer after increasing the no of internet users in India. This industry has changes its entire operations after the digitalization and growth in telecom sector and increasing in the no. of internet users and usage of internet has boosted this industry in changing its process and its operations from booking to in house services to feedback of the services to grievances and redressal of those grievances online. The below mentioned are the major key drivers of hospitality which has contributed in growth of industry

- Lodging
- Food and Beverages
- Transportations
- Theme parks and amusement parks
- Other related fields

As a part of this study the researcher has taken one of the key contributors for this research i.e. lodging or stay at hotel for this study. Lodging in Indian hospitality includes hotel booking, motels and resorts. The hotels in India are divided under various categories like 5-Star , 4 Star , 3 Star, 2 star, 1 Star, Heritage category, Grand Heritage , Classic Heritage and various sub category under heritage segment. Resort, Club house has also been taken in to consideration under hotel category.

Hotels booking and lodging is a major contributor of Indian hospitality industry. It works as a support for the growth of overall Indian Economy at a glance.

As the combination of Increasing in the internet services users and increasing in growth of Indian economy, easy accessibility of the user friendly booking of lodge and hotels has emerged as a sub industry for the hospitality industry under the category of Hotel and lodging industry. This also boosts the booking frequency and easy accessibility to the traveller for their peaceful stay at hotel.

2.3 SOCIAL MEDIA MARKETING – AN OVERVIEW

Social Media, today, one of the 'best opportunities available' for creation of brand for connecting with Targeted consumers. It's very useful medium to socialize. It has won the trust of the marketers and consumers connecting with them very easily. Social media marketing is the new platform for several brands since its beginning. Marketers are accepting this newly adopted platform as media opportunities and beginning to imply creative and latest social initiatives at a higher rate than earlier. SMM and the businesses that utilize this platform are becoming more systematic. Marketer can't not afford to have its absence on the social media channels if their competitors are proactive in adopting this platform for the promoting of their respective products... Multinational Companies have identified this platform as social a potential marketing platform and they are always trying to utilize them with creativity and innovations to power their promotion campaign with SMM.

SMM consists of the attempt to use social media to attract the targeted consumers towards brand, product, and influence and create a perception about the brand and products for the further purchases of the product. SMM is Contemporary tool for converting the internet users, especially the

one who are connected with socially by various social media platforms/ networks, sites / blogs and other social media components.

Lazer and Kelly's (1973) define SMM as "concerned with the application of marketing knowledge, concepts, and techniques to enhance social as well as economic ends. It is also concerned with the analysis of the social consequences of marketing policies, decisions and activities."

Social media marketing is a Systematic and Strategic process to establish the company's brand, its influence, within the targeted communities and customers, readers or supporters and followers.

LITERATURE REVIEW

Researcher has referred various related literature for the purpose of this study. Following are the findings of the literature review.

Boyd, D. M., & Ellison, N. B. (2007) The researcher has carried out the research and has defined the Social Network and its historical development and also explained the features of Social Networking Sites SNSs. They have defined and explained that the Social Network are based web-based services that allow users to construct a network of public within a online system ; articulate a multiple users list with shared a known relationships, and observe the list of relationships of those persons with known and unknown people within the system.

Merriam-Webster "Social Medias like social networking sites, Micro blogging sites, facilitates communication electronically and helps various users to create online groups and affiliations to share and spread various information like text messages, images, Audio clips, videos and other content."

Wikipedia defines social media as "Media for social interaction, using highly accessible and scalable communication techniques. Social media is the use of web-based and mobile technologies to turn communication into interactive dialogue."

Aravindhahamodaran, R. (2016), in his research the researcher has tried to conclude that the women consumers of all categories of age, educational level, occupation, income and family size differ significantly in the selection of purchase outlets, promotional offers and article evaluation process with respect to microwave oven, refrigerator and washing machine. Researcher has also concluded that there exist two types of consumers of durables in the market. They are classified as strong and weak consumers based on their awareness of the attributes' of durable products. The attributes of the product are considered indispensable tool to materialize the purchase of durables

Okon S.S., Efremfon A.J., Akaninyene A. (2016) The Study Was Conducted in Nigeria for the Study of Influence of online advertisement and its impact on buying decisions. The data was collected from 200 respondents who must have visited online stores at least once. The authors has concluded with the tests of Hypothesis that internet advertising has a capacity to change the face of retail online business and most of the companies are not also adopting the parallel sales medium i.e. Online sales channel through mobile Applications and its SEO promotions. They also concluded that the some of the users are aware about the online shopping but they do not need for online shopping as the easily availability of product offline.

Prajapati S, Thakor M, (2012) The Researcher has studied the consumer's awareness towards online shopping in the city of Ahmadabad and has studied the highly influenced factors which lead consumers to buy online products. The Study was conducted amongst 260 respondents about the various parameters on the basis of which the consumers are buying the products. The authors has concluded that the respondent are more leaning towards the online shopping because of 24*7 availability of products and easy in the tips of Fingers so these are the major findings and conclusions and results of the surveys conducted for this research.

Below mentioned are the findings from the review of related literature

It is fact that the Social Media Marketing is one of the widely used platforms for influencing the customers for Current industrial trends.

By reviewing these many literatures related to consumer's behaviour, Social Media Marketing It is concluded that Social Media is playing a crucial role in developing the awareness and influence the targeted customers by SEO (Search Engine Optimization).

RESEARCH METHODOLOGY

Research Questions (RQ)

What is the role of social media marketing and its influence on consumer's behaviours in hospitality Industry?

Objectives of the Study

The main objective of the study is to find the role and influence of Social media marketing in hospitality industry in India. The study has focused on the consumers' behaviour towards hospitality industries through social media marketing. Search engine optimization and its role have also been studied for Social media marketing.

Hypotheses

H₀: There is no significance difference among various consumers of hospitality industry through social media marketing.

H₁: There is significance difference among various consumers of hospitality industry through social media marketing.

Here, researcher has employed various elements of consumer behaviour to test the hypothesis of this study.

Sample Design

| | |
|-------------------------------------|---|
| Population and Selection of Samples | Smart Phone Users of Saurashtra Region |
| Sampling Units | Customers of Hospitality Industries (Hotel Booking) |
| Techniques of Sampling Design | Simple Random, Questionnaire techniques |
| No of Samples | 274 |
| Collection of Samples | Through Google Form (Due to COVID-19) |

DATA COLLECTION

Researcher has used primary collection method for the purpose of collection of data. Here researcher has employed questionnaire techniques for data collection. The data has collected through structured questionnaire on Google form because of COVID-19. The collected data represents the contemporary trends of role of social media and its influence towards hospitality India with reference to saurashtra region.

TOOLS AND TECHNIQUES

A- Questionnaire for Data collection

B- Likert Scale for measurement

C- Statistical Tools

Measures of Central Tendency, Dispersion, ANOVA

DATA ANALYSIS AND INTERPRETATION:

Researcher has collected the data and analysis it on the basis of various statistical tools the below mentioned are the detail expiations of the data collected after the statistical analysis.

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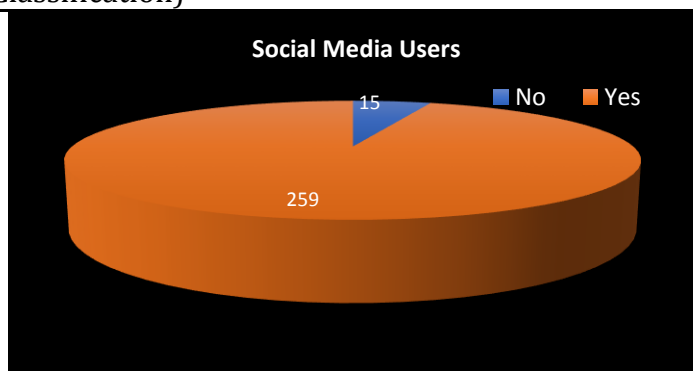
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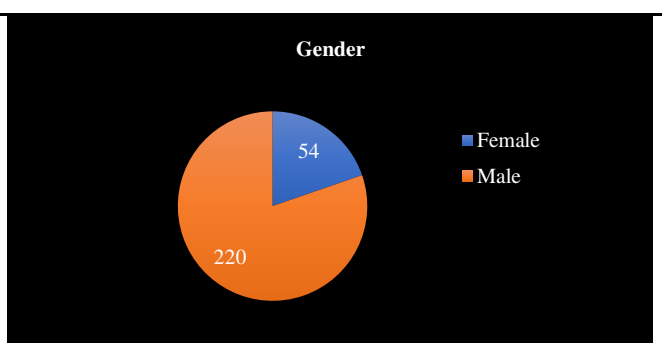
1- No. Of Social Media user.(Age , Gender Classification)

| Age | Social Media User | | |
|--------------|-------------------|------------|------------|
| | No | Yes | Total |
| 16-20 | - | 60 | 60 |
| 20-30 | - | 90 | 90 |
| 30-40 | - | 44 | 44 |
| 40-50 | - | 30 | 30 |
| 50-60 | - | 28 | 28 |
| 60+ | 15 | 7 | 22 |
| Total | 15 | 259 | 274 |



(Social Media User)

| Gender | Social Media User | | |
|--------------|-------------------|------------|------------|
| | No | Yes | Total |
| Female | | 54 | 54 |
| Male | 15 | 205 | 220 |
| Total | 15 | 259 | 274 |



(Social Media Gender)

Explanation:

Researcher has collected 274 users of smart phone as a sample out of which only 15 are those customers aged more than 60 year are not using any of the platform of Social Media. The data Collected through the Google Form in English and Vernacular Language for Saurashtra Region.

The data represents that around 95% of Smartphone users are using the social media network in their smart phones. Researcher has sent the link of the Google form to the samples as a text message that are not using social media platform like Whatsp or facebook.

The data also represents that 100 % of Smartphone users below age of 60 are using one or other platform of Social media platform.

2- No of Social Media Users (Age Wise)

| Age | Face book | | | Whatsap | | | YouTube | | | Instagram | | | Twitter | | | LinkedIn | | |
|--------------|-----------|------------|------------|-----------|------------|------------|-----------|------------|------------|-----------|------------|------------|------------|------------|------------|------------|-----------|------------|
| | No | Yes | Total | No | Yes | Total | No | Yes | Total | No | Yes | Total | No | Yes | Total | No | Yes | Total |
| 16-20 | - | 60 | 60 | - | 60 | 60 | - | 60 | 60 | - | 60 | 60 | 30 | 30 | 60 | 60 | - | 60 |
| 20-30 | - | 90 | 90 | - | 90 | 90 | - | 90 | 90 | 14 | 76 | 90 | 52 | 38 | 90 | 57 | 33 | 90 |
| 30-40 | - | 44 | 44 | - | 44 | 44 | - | 44 | 44 | 6 | 38 | 44 | 27 | 17 | 44 | 26 | 18 | 44 |
| 40-50 | - | 30 | 30 | - | 30 | 30 | - | 30 | 30 | 14 | 16 | 30 | 14 | 16 | 30 | 20 | 10 | 30 |
| 50-60 | - | 28 | 28 | - | 28 | 28 | - | 28 | 28 | 17 | 11 | 28 | 12 | 16 | 28 | 19 | 9 | 28 |
| 60+ | 15 | 7 | 22 | 15 | 7 | 22 | 15 | 7 | 22 | 16 | 6 | 22 | 20 | 2 | 22 | 20 | 2 | 22 |
| Total | 15 | 259 | 274 | 15 | 259 | 274 | 15 | 259 | 274 | 67 | 207 | 274 | 155 | 119 | 274 | 202 | 72 | 274 |

No of Social Media Users (Age Wise)

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| Gender | Face book | | | What sap | | | YouTube | | | Instagram | | | Twitter | | | LinkedIn | | |
|--------|-----------|-----|-------|----------|-----|-------|---------|-----|-------|-----------|-----|-------|---------|-----|-------|----------|-----|-------|
| | No | Yes | Total | No | Yes | Total | No | Yes | Total | No | Yes | Total | No | Yes | Total | No | Yes | Total |
| Female | | 54 | 54 | | 54 | 54 | - | 54 | 54 | 12 | 42 | 54 | 31 | 23 | 54 | 37 | 17 | 54 |
| Male | 15 | 205 | 220 | 15 | 205 | 220 | 15 | 205 | 220 | 55 | 165 | 220 | 124 | 96 | 220 | 165 | 55 | 220 |
| Total | 15 | 259 | 274 | 15 | 259 | 274 | 15 | 259 | 274 | 67 | 207 | 274 | 155 | 119 | 274 | 202 | 72 | 274 |

No of Social Media Users (Gender wise)

Explanations:

The Above data reflects the uses of various social media platform by users on the basis of Gender and Age. It shows that those who are using the social media platform are using Face book, whatsapp and YouTube. LinkedIn and twitter platforms are not used and not filmier so the users of these platforms are less than 30 % of all the users

The data also concludes that all the users are using Face book, Whatsap, and YouTube are mostly they are checking the notification at least once in an hour. Twitter, LinkedIn are not that much popular for the use as compared with other social platform for the consumption of their daily time spending activities. Instagram is moderately used by the users especially the senior citizen user's ages more than 60 are not familiar with social media platforms.

So we can conclude that users, who are using social media platform, are widely accepting face book, Whatsap and YouTube.

3-ANOVA- Factors Affecting Social Media Marketing In Hotel Booking

(Table Showing Weighted Average calculated values of the repossesses and mean and Standard Deviations)

| Question | 5-Strongly Agree | 4-Agree | 3-Neutral | 2-Disagree | 1-Strongly Disagree | Total | Mean | S.D. |
|---|------------------|---------|-----------|------------|---------------------|-------|-------|-------------|
| 00 I Prefer to Book Hotel Directly from their Own websites | 30 | 108 | 207 | 246 | 49 | 640 | 128 | 95.4070228 |
| 01-I Prefer to Book Hotel from Booking Platforms. | 255 | 508 | 192 | 54 | 5 | 1014 | 202.8 | 198.2768267 |
| 02- I Compare the Rates of Hotels before Booking | 425 | 676 | 21 | 26 | 0 | 1148 | 229.6 | 306.2422244 |
| 03- I Compare the Services Provided by Hotel Booking Platforms Before Booking | 425 | 676 | 21 | 26 | 0 | 1148 | 229.6 | 306.2422244 |
| 04- I Book hotel By Checking the images and Videos posted by Customers | 425 | 676 | 21 | 26 | 0 | 1148 | 229.6 | 306.2422244 |
| 05-I Book the hotel by Checking the Images and Videos Posted by Hotels | 400 | 640 | 66 | 24 | 0 | 1130 | 226 | 282.4676973 |
| 06-Social Media Helps me in Searching the best hotels | 470 | 572 | 90 | 12 | 1 | 1145 | 229 | 271.1660008 |
| 07-I book Hotels from Social Media because I get the best deals form | 470 | 572 | 90 | 12 | 1 | 1145 | 229 | 271.1660008 |
| 08-I book Hotels from Social Media because I get the best deals form | 470 | 596 | 93 | 0 | 0 | 1159 | 231.8 | 281.1177689 |

| ANOVA : Single Factor | | | | |
|-----------------------|-------|------|---------|----------|
| Groups | Count | Sum | Average | Variance |
| Factor 1 | 5 | 640 | 128 | 9102.5 |
| Factor 2 | 5 | 1014 | 202.8 | 39313.7 |
| Factor 3 | 5 | 1148 | 229.6 | 93784.3 |
| Factor 4 | 5 | 1148 | 229.6 | 93784.3 |
| Factor 5 | 5 | 1148 | 229.6 | 93784.3 |
| Factor 6 | 5 | 1130 | 226 | 79788 |
| Factor 7 | 5 | 1145 | 229 | 73531 |
| Factor 8 | 5 | 1145 | 229 | 73531 |
| Factor 9 | 5 | 1159 | 231.8 | 79027.2 |

| ANOVA | | | | | | |
|---------------------|-------------|----|-------------|-------------|-------------|-------------|
| Source of Variation | SS | df | MS | F | P-value | F crit |
| Between Groups | 45762.71111 | 8 | 5720.338889 | 0.080993235 | 0.999540419 | 2.208518074 |
| Within Groups | 2542585.2 | 36 | 70627.36667 | | | |
| Total | 2588347.911 | 44 | | | | |

Explanations

The above table shows that the critical value is higher than the calculated value that means null hypothesis of the research is accepted. It proves that there is no significance difference

The above prepared table shows the ANOVA one way analysis to test significance difference among various factors related to social media marketing influence towards hospitality industry.

CONCLUSION AND DISCUSSION

The Research has conducted in response to the data collected through Google form from the users of smart phones in saurashtra region of Gujarat State. Researcher has collected and analyses the data on various statistical tools and concludes that search engine is playing a huge role in social media marketing for leading the users towards booking the hotels from various booking platforms. It is also concluded that the social media helps the users to get the best deal for booking the hotels by comparing various hotels at their preferred destinations. Researcher has also found out that the frequency of smart phone users has lead the hotel booking platform growing very rapidly by showing the growth in service industry.

Research also concludes that most of the traveller wants to book the hotels by booking platforms only which means that the users are not directly approaching the hotels for booking because of cost effectiveness and easy and quick grievances resolution of their queries before, during and after the stay at hotels. The research also concludes that the users, who are not chocking the images reviews and ratings posted on booking platform through social media, are getting fooled and they face issues during the stay and during the check-in at the hotel. As a study of consumer's behaviour the universal law of consumer behaviour is value for money should be in surplus. So here in this research also customers i.e. traveller who is booking the hotels get influenced by social media, will always measure the value for money for the amount they spent.

Hence it is concluded that social media marketing for hotel industry has proved to be very effective marketing promotional tool.

Hotel industry has faced big challenges during Global lockdown because of Covid-19, and the upcoming days are also challenging for entire hospitality industry especially for hotel industry and Social Media is a ray of Hope for this industry to tackle these challenges in upcoming days.

LIMITATIONS OF STUDY

The Study has been conducted during the month of July to August 2020 after Covid-19 so there might be some deviations in the samples' responses and travelling patterns and hotel booking on tourist destinations.

The samples collected are through electronic media via Google form because of global pandemic so researcher has reached only towards those users who are having smart phones. Those who are not having any smart phones are being ignored in this research.

The samples collected from saurashtra region only so there might be biasness and socio cultural effect on the research. The study has been conducted only for the hotel industry and various factors affecting

the hotel booking only. So rest of the key players of hospitality industry has not taken in to consideration for this research.

The study is focused on social media marketing so other marketing promotional tools are avoided in this research.

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