

A study on effectiveness of social media marketing in hospitality industry

¹Deepa Khatwani, ²Gautam Bhut

Abstract: Internet has converted whole world into a global village which has reformed communications, enabling individuals and companies to beat geographical and time limitations, which thus enables customers and organisations to associate far and wide whenever. Web based life is one of the online stages where individuals effectively associate with others, share thoughts, data and feeling which is popularly termed as social media. With the increasing usage of this virtual world, it is now presumed as effective marketing tool by companies where they can easily find online communities of users. To get benefit out of this virtual pool hospitality industry is taping customers with its attractive visual arts. As this industry is totally based on innovative marketing tactics which can invite more and more enquiries. This research helped to know the level of impact of these online advertisements on social media users. Also analysed the key factors in virtual arts which plays an important role in customers decision making.

Keywords: Social Media, Marketing, Impact, Hospitality industry, Social Media Users.

1. INTRODUCTION

Social media is defined as web sites and purposes that enable customers to create and share content material or to take part in social networking. It has many benefits on identical channel like as communicating, texting, images sharing, audio and video sharing, fast publishing, linking with all over world, direct connecting. It is additionally a most inexpensive quick get admission to the world so it is very crucial for all age team of consumers. Internet use is growing day by day now a day with high price in all over the world. Majority of adolescence is transferring rapidly from electronic media like as tv viewers and radio listeners to the social media amongst all age of group consumer. Now a day's adolescence fee is very an awful lot to shifting into social media so its influence is a lot on our life.

This Research examines the effectiveness of Social media marketing in hospitality industry. Crowds are turning into extra effective through technology, because science has the capability to unite them. With the increase in the wide variety of internet users the use of social media has grown over the previous decade. And the usage has steadily grown from persons to businesses. Many groups nowadays proactively use social media as an automobile to reach out to millions of prospective and repeat customers. Businesses in the carrier industry, such as hospitality, that have interaction in constant verbal exchange with guests are extensively altering their advertising strategies via deciding on this new age interactive media over typical practices of advertising and marketing and public relations.

Indian hospitality industry has emerged as one of the key industries riding the boom of carrier sector. The hospitality industry consists of large variety of things to do with in the carrier quarter and is primary job company immediately and indirectly. Hospitality industry is the most important overseas alternate earner and attracts Foreign Direct Investment for the country. Indian Hotel enterprise is growing distinctly due to the boom in tour and tourism. Most of the tourists are searching for cheap stay which has resulted in emergence of finances hotels.

1) Food and Beverages

The F&B industry is estimated to supply 50% of all foods eaten in the US today. It consists of organizations specially engaged in making ready meals, snacks, and drinks for instantaneous consumption on and off the premises. When a restaurant is section of a hotel, offerings it renders can enhance the visitor experience by way of presenting wonderful food and pleasant purchaser service.

2) Travel and Tourism

Travel and tourism deal with offerings associated to shifting patron from area to place. Buses, cabs, planes, ships, trains and so on are all phase of the tour industry. Leisure travel is when an individual spends money on lodging, food, and exercise whilst taking a holiday trip, and commercial enterprise tour is when a person travels for work and spends money on lodging and food. Some consumer additionally spends on undertaking while on a commercial enterprise travel.

3) Lodging

Lodging means accommodation for a duration or a region to sleep for one or greater nights. Fancy hotels, formative years hostels, elder hostels, campgrounds, resorts and different companies that provide a region for purchaser to sleep in a single day are all in the lodging industry.

4) Recreation

Recreation is any pastime that client does for rest, relaxation, and enjoyment. The aim of undertaking is to refresh a person's body and mind. Any commercial enterprise that affords things to do for rest, leisure and enjoyment, to refresh a person's physique and thought is in the undertaking business.

5) Hotel

The Hotel Industry is a large and incredibly diverse enterprise that includes an extensive vary of property styles, makes use of and qualities. The industry covers the spectrum of small, medium, and massive organizations and makes a tremendous contribution to country wide and international economies.

2. LITERATURE REVIEW

(Gohil, 2015), According to the paper social media is a fantastic form of marketing which was once used to make bigger brand awareness, brand loyalty, patron offerings which leads to extend of sales. The study was performed in Madhya Pradesh and Madhya Pradesh tourism used the social media for advertisement and its success in that.

(Priyanka, 2015), According to the creator find out about social media can be used to amplify the brand loyalty. New functions and social platforms will flourish and permit even increased personalize and actual time, location-based engagement in media.

(Mathur, 2012), According to creator study social media is new medium of communication, for advertising professionals, which can be used potentially to extend the activity in product and services.

(Bernadette, Roshni, & Sweta, 2011), Targeted on social media advertising and marketing influences on manufacturer choice. Social media websites help to create pastime in the product and constructing have confidence about the company which was once brand building workout which avoids clatter and reached to target audience. The objective of the learn about used to be to comprehend utilization pattern for SNS amongst childhood in the city of Mumbai for assessing have an effect on of shopping for behaviour of consumers. This learn about explored the preference for SNS from younger generations.

(R.A., 2010), study examined that there are opportunities for groups in the market, corporations can grow with the assist of social media marketing. Uses of SNS explored that enterprise can do direct advertising and marketing for online social community there are purchaser who spend more time on SNS.

(Kenneth J., 2010), The goal of this paper was to find out about how the social media advantages the small business and the find out about counselled that the proprietor of the small commercial enterprise must be on-line and inform the purchaser about their online presence.

3. RESEARCH METHODOLOGY

Objective of study:

- 1) To find the most used social media platform by Ahmedabad people.
- 2) To analyse the impact of social media advertisement on consumers travel decisions.
- 3) To understand what effects consumer travel decision in social media travel advertisement.
- 4) To know the reactions of people after watching travel advertisement on social media.

Research Design: The research design selected for this research was descriptive.

Data Collection Technique: Survey was the technique for collecting data.

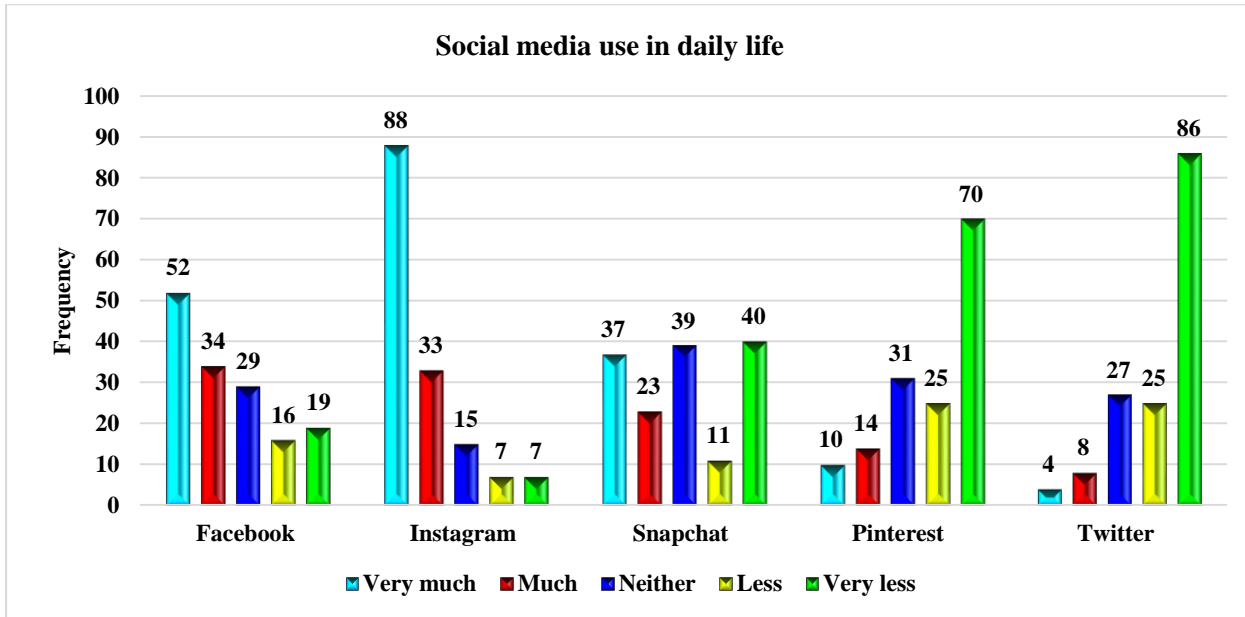
Data Collection Tool: Structured Questionnaire was the tool used for collecting data.

Sample Size: 150 Social Media Users of Ahmedabad.

4. ANALYSIS

1. Which social media do you use more in your daily life?

Chart 1

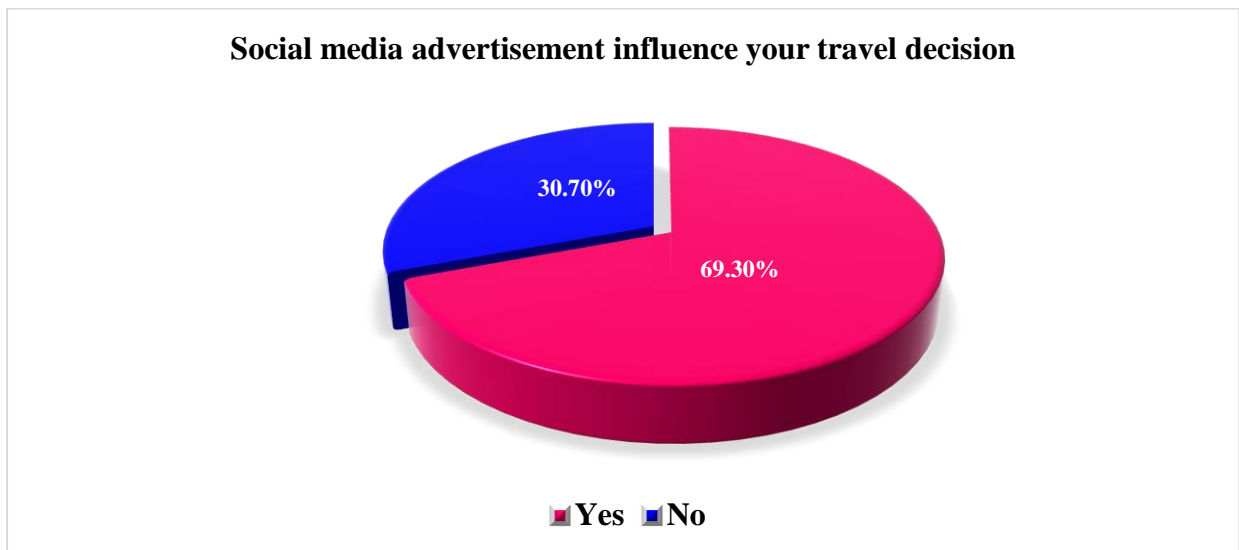


Interpretation:

It was observed from survey that most used social media platform is Instagram which is by 88 respondent then Facebook by 52.

2. Do you think ads on social media influence your travel decision?

Chart 2

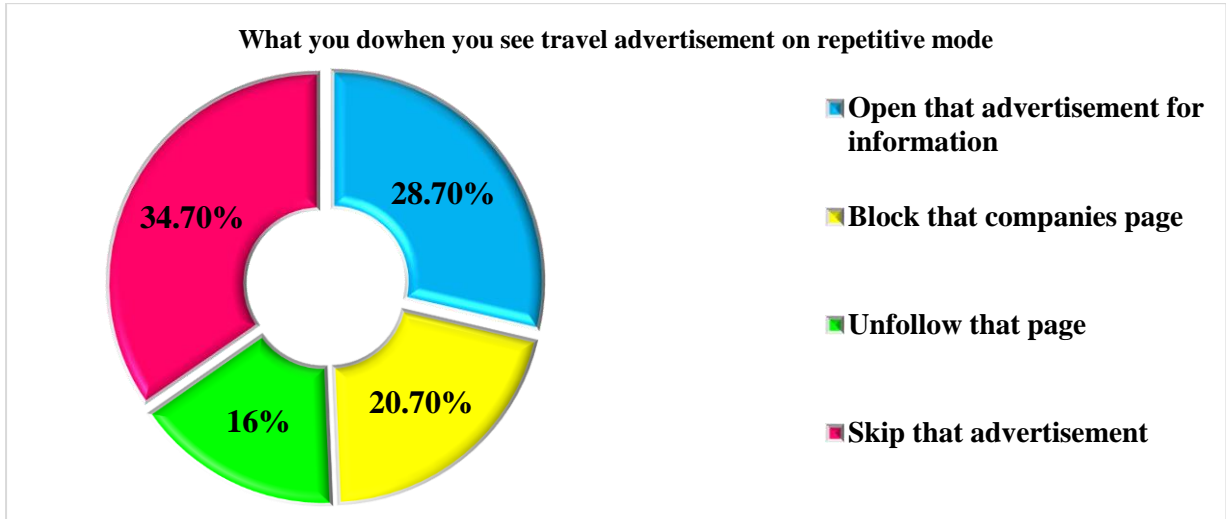


Interpretation:

It was observed that 69.3% of respondents get influence from social media for their travel decision and only 30.7% of respondents are not influence by social media.

3. What do you do when you find same companies travel ads on repetitive mode in a day? (Any one)

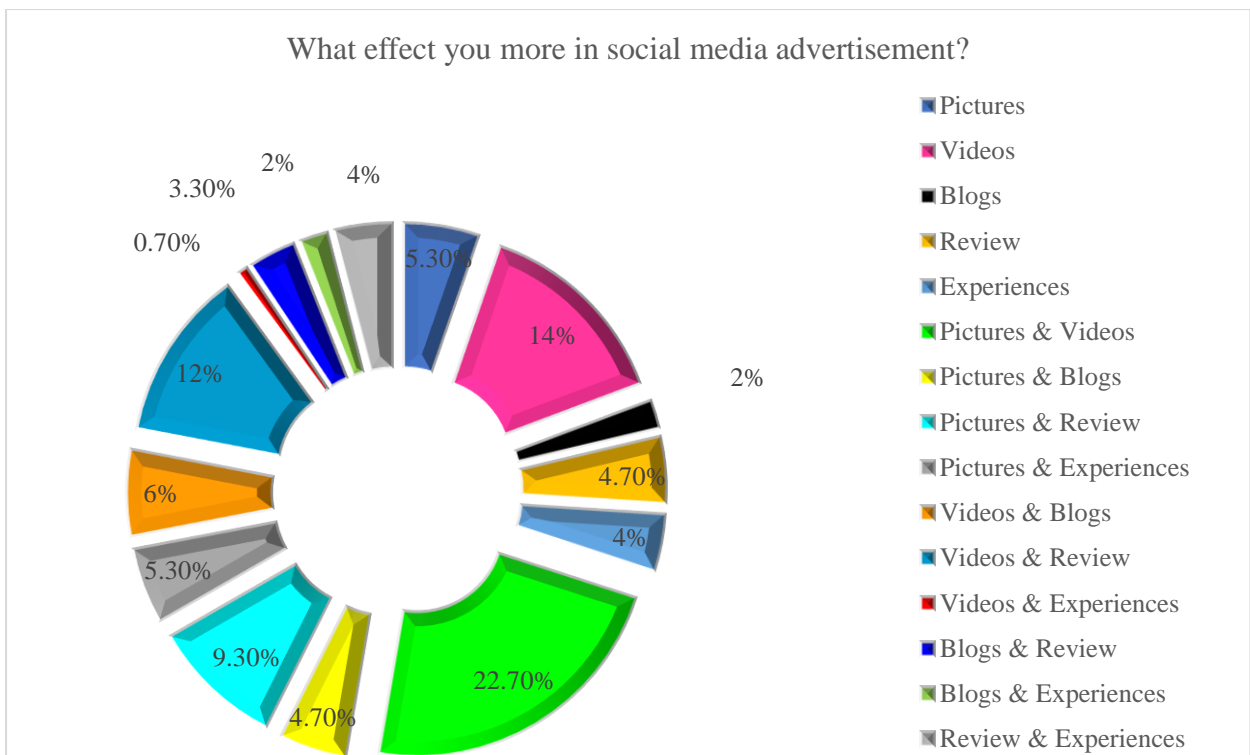
Chart 3



Interpretation:

It was observed that 34.70% respondent skip the repetitive advertisement on social media and 28.70% respondent look for more information by opening that advertisement and rest unfollow the page or block that company.

4. What effects you more in social media advertisement (any two preference?)



Interpretation:

It was observed from the survey that majority respondent that is 22.70 % were effected by pictures and videos of travel destination and 12 % get effected by shared experience of any travellers in advertisement.

Hypothesis 1

H0: There is no association between factors for selection of travel destination and age groups.

H1: There is no association between factors for selection of travel destination and age groups.

Chi-Square Tests			
	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	13.681 ^a	12	.322
Likelihood Ratio	17.637	12	.127
Linear-by-Linear Association	5.444	1	.020
N of Valid Cases	150		

Interpretation

Table 1 shows that significant value is more than 0.05 so H0 is accepted which means there is no association between factors for travel destination and age groups.

Hypothesis 2:

H0: There is no association between Social media advertisement and on yearly travel decision.

H1: There is association between Social media advertisement and on yearly travel decision.

Chi-Square Tests			
	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	12.717 ^a	4	.013
Likelihood Ratio	12.294	4	.015
Linear-by-Linear Association	1.044	1	.307
N of Valid Cases	150		

Interpretation:

Table 2 shows that significant value (P) value is 0.013 which is less than 0.05 hence H1 is accepted that shows there is association between social media advertisement and yearly travel decision of social media users.

5. CONCLUSION

People use Instagram and Facebook more in their daily life and also view more travelling advertisements on these two platforms only. They prefer to look for more content in the form of experience, discount or offers in the form of video or reviews while planning their trips. It can be concluded from the above research that that people do consider social media for their travel decisions so this platform can be effectively used by hospitality industry to increase their customers with more income.

REFERENCES

- [1] AC, N. (2011). "Report on Social media in India".
- [2] Bernadette, D., Roshni, B., & Sweta, M. (2011). "social media marketing influences on brand choice".
- [3] Gohil, N. (2015). "Case study on Madhya Pradesh State Tourism used social media as a powerful tool for branding and positioning tourism in India and worldwide". 'International Journal of Research in Economics and social science'.
- [4] Helal, A. (2015). "the influence and effects of consumer behaviour on Facebook, which has been making lively, profiles, share information with people, interact with people, make social relations with different social groups, changing mind of customers regards with purchasi.
- [5] Kenneth J., L. (2010). "the benefits of small businesses on social networking sites".
- [6] Kyle, H. (2010). "benefits and disadvantages of uses of social media".
- [7] Mathur, P. (2012). "impact of social media on buying behaviour".

- [8] Melissa, C., & Joanna, M. (2013). "Study focused on social media marketing tools which helped for building and maintaining relationships with customers".
- [9] Monika, S. (2011). "The study reviewed trends in social networking and future trends of social networking'.
- [10] Priyanka, P. (2015). "Studied that social media can be used for increasing customer loyalty".
- [11] R.A., G. (2010). "there are opportunities for businesses in the market, businesses can grow with the help of social media marketing".
- [12] Shweta, B. (2014). the consumer satisfaction and scope of social networking sites.
- [13] Sisira, N. (2011). "overviewed on social media marketing in India'.
- [14] Tesfaye, N. (May 2012). "social media provides benefits of long-term engagement between brands and consumers".