

## THE INFLUENCE OF SOCIAL MEDIA MARKETING (SMM) IN HOSPITALITY INDUSTRY IN CHENNAI & CHENGALPET DISTRICT

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### Abstract

Social media marketing is one of the easiest and fastest ways to increase visibility and increase the speed of booking and also increase the awareness of the different hotels and many industries. It is the most advanced and fastest way to increase the visibility and existence of any industry and hotels at the global level. Due to social media marketing, one can easily reach the profile and can know in detail about any industry whether it is hospitality or anything may be, and can choose anyone according to their requirements or as they desired to have.

**Keywords:** Facebook, Instagram, Twitter, WhatsApp, Digital Marketing, and Quikker

### Introduction

Social media marketing (SMM) is the fastest way to know about any hotels or anything online from anywhere in the world, it is just like internet marketing which uses social media apps like Facebook, Instagram, Twitter, WhatsApp, and many more as a marketing tool. Hospitality means providing a home or shelter to one traveling due to any reason. It may be that they were traveling in search of a job, roaming new places or anything may be the reason. The word hospitality is derived from the Latin word "hospes" which means the person who was traveling from one place to another or they are called a visitor or stranger. The hospitality industry is a very vast sector and includes all the economic approaches that directly or indirectly contribute to our economic sector. This research will display the importance or role of Social Media Marketing in the Hospitality Industry, this study will discuss in detail the literature and then will see the methodology. It will also show how social media marketing has helped in the hospitality industry and how they helped everyone in reaching the place where one is wanted comfortably.

## Literature review

### Benefits of social media marketing on the hospitality industry

Social media marketing has helped these sectors as they have brought everyone to know about them. One can get details about them directly from themselves just by using social media applications and other platforms. Social media has become an integral part of every marketing policy as many guests or people are moving from one place to another. They all are using these platforms regularly to get details information and inspiration about their next tour to anywhere in the world (Chu et al. 2020). It has become a very important and crucial part of the hospitality industry with the emergence of digital marketing to attract potential customers or strangers. The hospitality sector includes hotels, resorts, restaurants, catering, nightclubs, bars, travel, tourism, and many more things. Just by updating the industry or any brand on these marketing places, any client can easily interact with the brand and these industries and keep the customer reminded about you value your brand and industry (Aydin, 2020). Social media marketing has played a vital role in the sector of hospitality industry; it has a great advantage over the others. These platforms have a huge number of users whose this, by showing advertisements on these platform hotels, restaurants, resorts, cafes and many more can gain more popularity (Han et al, 2021). Customers need not to visit every hotel and restaurant about knowing their facilities. The cost of staying and enjoying their facilities at these places they can easily get these details online by using social media platforms and can sort them according to their budget or according to their requirements.

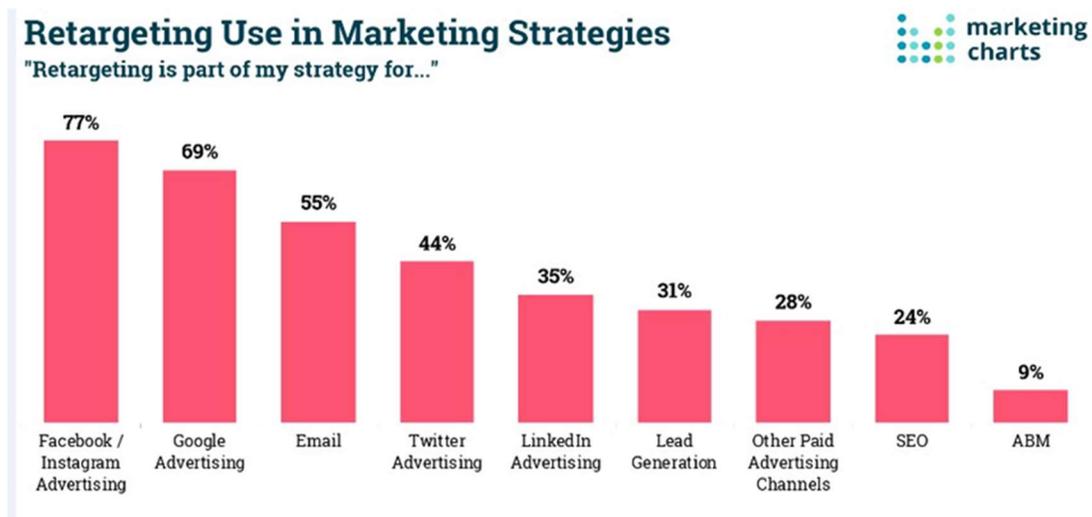


Figure 1: Representation of advertisement on different social media application  
(Source: Aydin, 2020)

### The social media platform has increased the number of customers

Social media marketing has a huge number of customers in today's era almost everyone is using social media platforms like Facebook, Instagram, WhatsApp, and many more. With the advantage of having a such amount of users, these platforms can easily spread the advertisement and

information about different industries related to the hospitality sector (Aydin, 2020). They have a wide range of users as anyone can get connected or can know in detail about any industry according to their requirements and can get in touch with any of them which they want to get or can book hotels and restaurants online very easily and quickly. They help these sectors in getting more customers as every hotel and resort wants to have more visitors to reach their place and enjoy the facilities which they are providing to everyone. The people are using these platforms regularly come here in search of information about the different hotels, restaurants, resorts, and anything. At the time it is required to stay in them and enjoy the wonderful services these industries are providing (Aji et al. 2020). Apart from these, the one having less time has great use of these platforms as they can easily filter their services if they want and book online and can check whether room and any services are available or not. The safety of such customers is also important so by using these platforms one can also have their safety as well as no one is going to see what they are searching for (Mason et al 2021). In this way, social media platforms having a large number of users attracts these sectors to have an advertisement on these and can increase their services and help in generating more revenue.

### **Improved relationship with the customer**

Social media marketing has increased and improved the customer relationship with the management, the businesses having the hospitality industry rate and serves their customer or the visitors who went there better by using social media platforms (Zhang and YN. 2019). The customers visited at their palace or their hotels and resorts or about their recent experience can tell to everyone about they like the most. The things that need to improve to serve them in better ways by using any digital social media platforms. One can rate them according to the services provided by them independently that may be used by these industries to improve their quality of services which they provide. It is up to these industries or these hotels or restaurants to use this information to improve their service and also can use this information in generating more revenue for them (Libaie et al. 2020). These platforms have helped in making more transparency in getting the visitors' response and help them resolve their queries easily by using these platforms. These all things also help in increasing the customers' satisfaction that will indirectly help them increase their revenue. The existence of social media platforms like Facebook, WhatsApp, Instagram, and many others platforms has helped every hotel, restaurant, and other industry as well who were present on these platforms to know about their customers (Anshari, 2019). Especially the customers who are having potential and serve them in better ways by knowing the things they like the most and improving the services which do not feel good or need to be improved.

### **SSM has created awareness of the brand**

Social media marketing has a great and very important role in increasing the awareness of any brand and about any other hospitality industry. This is one of the fastest and easiest ways of getting more customers to have a look at the profile of these industries. In the era of mobile and the internet, all the customers or the persons called visitors or stranger has transformed themselves

(Wurtz et al. 2022). If they want to purchase anything or visit any place they just search these things over here and see in detail about their services and they can also compare with many one and purchase those things or visit at those places which they found that is better for them. Mainly brand awareness is something like telling the customers about your product and the services that one industry provides after the emergence of social media marketing it becomes quite easier to spread these details to everyone using these social media platforms (Nohaidin et al 2022). Social media is one of the great and major sources of getting information about anything, as a result, it has become the most important and major source of decision-making about anything they want to visit and one can easily find their best place according to their choice.

### **Methodology**

In conducting this research, both primary and secondary data collection has been done, in primary data collection about one hundred different individuals were gathered and were asked to give their views about whether social media has become an integral part of every marketing policy. Their opinions were taken with great attention and the which got is that majority of the individuals agreed with this statement (Subedi et al. 2020). While doing this research many problems were there as all the individuals were not completely cooperating with us and does not give their natural thought to this which they think. The data obtained is based on their thoughts and opinions, while doing this research the internet connection was not constant throughout the entire research and also there is some technical issues. This research follows the Interpretivism research philosophy and data were gathered based on that graph has been made.

While conducting this research secondary data collection, and qualitative data have been collected this research many articles and studies which were already done were studied earlier and after that, some groups of people were asked together at the place and the data obtained from them is shown in the below graph. Based on the research and the studies which were done earlier, the final result was given in the below graph. The best advantage of qualitative data is that it plays an important role in getting the particular frequency of traits or characteristics. This data is about the number of individuals participating which helps the researcher of the market to understand their customers as well as help them in serving them in more effective ways (Munsch, 2021). The secondary source was gathered from news magazines and other social media platforms and the importance of secondary data sources is that it is cost-effective, as someone has already collected the data, and the research does not need any investment, time, or effort.

### **Discussion**

#### **Theme 1: Impact of Social Media Marketing in the Hospitality Industry**

With the increasing number of people using mobile phones and the internet, the number of active users of social media is increasing day by day. With this huge increment in active users, the impact of social media marketing has a great role in enhancing the services of the hospitality

industry (Aydin, 2020). Many industries especially the hospitality industries use these platforms as a vehicle to reach out to the millions of potential customers who can avail of the services which they are providing at the global level. The service industry such as the hospitality industry which is involved in engaging in continuous interaction with guests always changing their marketing strategies by choosing a new way of interactive media over previous practices of marketing and relation with the public. They have a most unique way of interacting with their customers only by this they can expand their business to the global level as well as these social media applications are used by almost everyone on the global level.

### Theme 2:

For the research on the topic "Social Media Marketing in Hospitality Industry", hundred different individuals were asked to give their views and ideas about the importance of social media marketing in the hospitality industry. They were asked to have deep thought on this and then tell us whether Social media has become an integral part of every marketing policy as it plays a very vital role in enhancing the growth of almost every industry because the number of active users on these platforms is in huge amount and these users are increasing day by day (Kapoor and Kapoor, 2021). They were also asked to give their important and required thought over the topic Social media marketing has increased and improved customer relationships as this technology has also helped in increasing and improving the relationship of the customer to these industries as they provide the data and review to them which were given by the actual or real customers who have already visited there and has recent experience with their services.

Statement	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Social media has become an integral part of every marketing policy.	10	15	10	30	35
Social media marketing has increased and improved customer relationships.	8	12	15	25	40

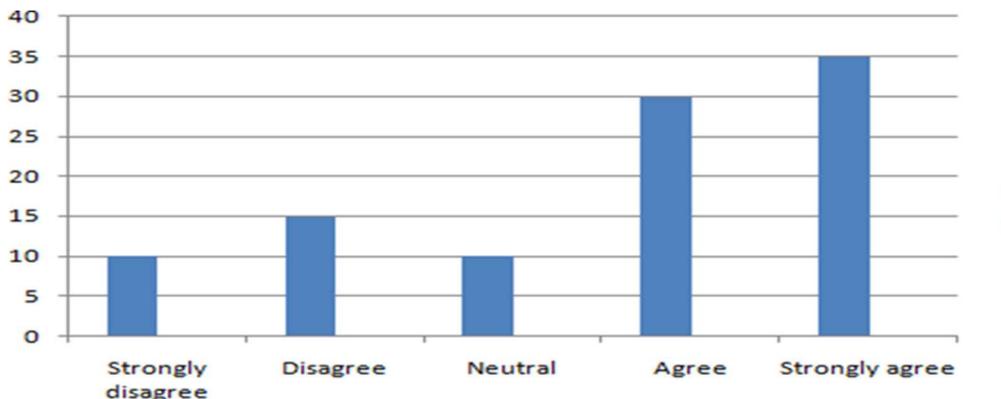


Figure2: The opinion of participants in social media is an essential part of marketing policy (Source: Excel)

In the graph views and thought of different hundred individuals have been interpreted on the topic “Social media has become an integral part of every marketing policy” as they were asked to give their views independently without any disturbance of external source. About ten percent of them strongly disagree or do not think that social media has become an integral part of every marketing policy they completely disagree with this. While fifteen percent of the different

individuals disagree or think that social media has not become an integral part of every marketing policy. Whereas ten percent are having neutral position, about thirty percent of the different individual agrees with this statement that it is right, and about thirty-five percent of them strongly agree with this statement. Considering the maximum number of individual thoughts it can be concluded that social media has become an integral part of every marketing strategy.

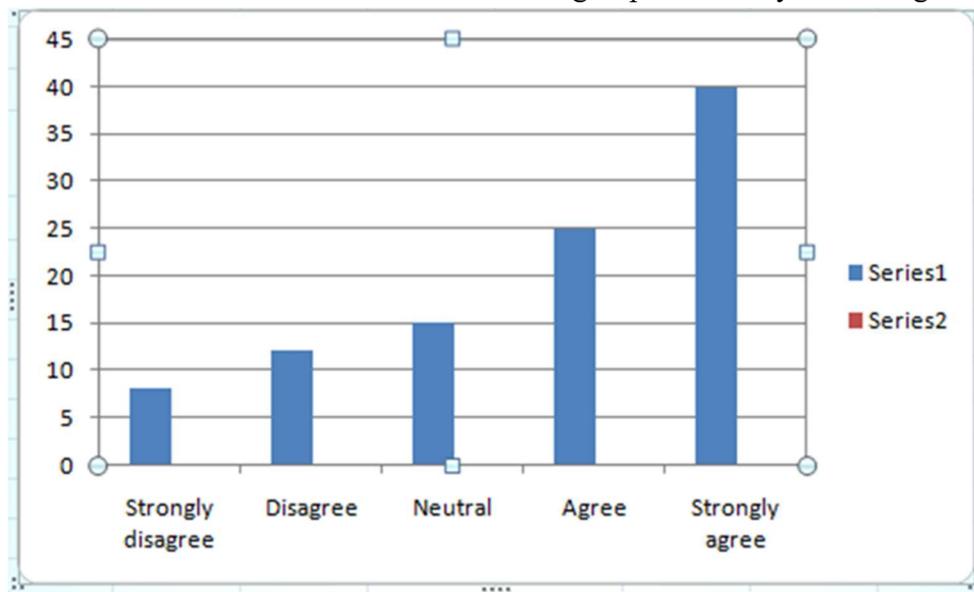


Figure3: Opinion of participants in social media in improving relationships (Source: Excel)

In the graph views and thoughts of different hundred individuals have been interpreted on the topic "Social media marketing has increased and improved customer relationships". About eight percent of them strongly disagree or do not think that social media has increased and improved customer relationships they completely disagree with this. While twelve percent of the different individuals disagree or think that social media has not improved the relationship. Whereas fifteen percent are having neutral position, about twenty-five percent of the different individual agrees with this statement that it is right, and about forty percent of them strongly agree with this statement. Considering the maximum number of individual thoughts it can be concluded that social media has increased and improved customer relationships.

### Conclusion

From the above research, it can be concluded that social media platform has a very crucial role in the development of hospitality industries. This study has displayed the role of social media marketing in the hospitality industries here could understand the role of this marketing in expanding these sectors and generating more revenue for their industry. It will show clear and exact figure about how social media platform has a great impact on these sectors as they have a huge amount of active user who is using these social media applications like Facebook, WhatsApp, Quakers, and other platforms. With help of this one can easily get the desired amount of information and can research any industry and hotel and can easily contact them and can book them online. This research mainly focuses on the different industries and how they can increase their revenue and how they can provide better service to their customers and the visitors who visited there and experience their services as well by collecting the reviews given by them on these platforms.

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