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# Impact of Social Media on Customer Purchase Decision in Hospitality Industry

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**ABSTRACT:** In the present-day business landscape, the hospitality industry is going through a transformative shift in the way it engages with customers, largely attributed to the prevalent influence of social media platforms. This research paper inquires into the intricate dynamics of the relationship between social media and customer purchase decisions within the hospitality sector. Through an overall analysis of existing literature, empirical studies, and case studies, this study aims to elucidate the various impact of social media on consumer behaviour and decision-making processes.

The investigation begins by examining the role of social media in shaping customer perceptions and expectations in the context of hospitality services. It analyses how platforms such as Facebook, Instagram, Twitter, and review websites contribute to the promulgation of information, influencing customers' pre-purchase attitudes and preferences. The paper also investigates the mechanisms through which social media facilitates user-generated content, including reviews, ratings, and recommendations, and evaluates their impact on potential guests.

Findings from this research contribute not only to the academic discourse on the intersection of social media and consumer behaviour but also offer practical implications for hospitality businesses aiming to enhance their marketing strategies. By comprehensively understanding the impact of social media on customer purchase decisions, industry stakeholders can refine their digital marketing approaches, ultimately fostering improved customer satisfaction and loyalty in an increasingly competitive market.

**KEYWORDS:** customer service, hospitality, social media, purchase decisions.

## I. INTRODUCTION

The hospitality sector, which includes lodging facilities, dining establishments, tour operators, and associated businesses, has grown acutely aware of the influence social media has on consumer behaviour. The purpose of this study is to investigate the various ways that consumer purchasing decisions in the hospitality industry are influenced by social media and vice versa. Industry participants looking to boost consumer happiness, sharpen their marketing tactics, and maintain an advantage in a more cutthroat market must comprehend the mechanics of this relationship. Online analysis has been made available for a number of product types in recent years, including restaurants and hotels, which link prospective clients with a wide range of clients. An online study website provides a brief synopsis of each restaurant's name, address, and general culinary evaluation.

Social media has had a significant impact on consumer behaviour in the twenty-first century, influencing everything from product awareness to buying behaviour, thoughts, and product analysis. Social media has given companies an incredibly effective way to connect with customers all around the world through communication. Numerous firms have realized the potential of social media as it has grown, and they have adjusted their advertising strategies to take advantage of these new opportunities. As a result, social media gives users the ability to express their emotions via electronic messaging, serving as a trustworthy resource for various users. The primary function of this new type of web connection is to enable data sharing over the internet between service providers and customers. online reviews left by patrons in the restaurant.

## II. LITERATURE REVIEW

Goyal, Mredu (2016). Oversaw an investigation titled "A Study of Social Media's Impact on Consumer Behaviour in the Hospitality Industry of Jaipur City." This study provided unmistakable evidence that social networking is becoming a powerful motivator for restaurant preference among Jaipur consumers. Virtual vision through social media advertising is steadily turning into a restaurant owner's top-secret weapon for building a loyal customer base. Dealers must adjust their tactics in response to the rapidly evolving purchasing habits of their customers. As a result, the restaurant sellers must now concentrate on their public relations strategies. They must adjust it in accordance with the priorities and behavioral patterns of their newly engaged online clientele.



Anita Goyal and N.P. Singh (2007). oversaw a research project titled "Customer observation about fast food in India." The study focused on characteristics that influence young Indian consumers' selection of fast-food restaurants. The purpose of this study was to assess the significance of several factors influencing Indian consumers' choice of fast-food restaurants.

University of Western Kentucky (2003). oversaw a study that examined the type of product purchased and the cost of the item using the consumptions of 249 customers as an example. According to the study's findings, consumers are purchasing either expensive or luxury goods, and they base their decisions on recommendations from friends or acquaintances on social media.

Purdy, Rebecca J. (Forbes & Vespoli, 2013). He has explained in his study paper the value of social media for restaurants and how it helps them increase revenue.

### **Social media usage in the hotel sector**

It seems sense that restaurants use social media platforms to build stronger relationships with their patrons. Similar to other businesses, building a strong relationship with the public is crucial, and social media marketing is currently in style. Naturally, the issue extends beyond simply creating a few social media profiles and going online; it also involves coordinating several online phases and utilizing those platforms while abusing e-CRM. In conclusion, social media platforms have developed into incredibly powerful tools that help businesses launch new online ventures and outperform their rivals.

Offering goods and services via online channels is becoming a more affordable strategy for drawing in new clients. In a similar vein, new techniques that level the playing field maintain the prior ones. Social media creates a platform that often encourages some alluring online offers for prospective clients and establishes a relationship with the specific clients. Customers can use social media to research different products and services, express their disapproval of them equally, and much more.

### **III. RESEARCH OBJECTIVE**

1. To investigate the function and effectiveness of social media websites in giving consumers in the hotel, tourism, and hospitality industries internet travel information.
2. To research how customers' attitudes in the hostel and hospitality industries are affected by online reviews.
3. To gauge how much confidence consumers in the hotel sector have in social media compared to more established sources of holiday-related information.
4. To examine how social media affects travellers' travel and hospitality industry plans in India.

### **IV. CONCLUSION**

The study presented compelling evidence that social media has evolved into a new search and selection tool for patrons looking for eateries. It's safe to say that restaurants' social media presence is turning into a restaurant owner's hidden weapon for building a loyal clientele. Young people and tourists are essentially searching for everything they want to learn about, and restaurants are one of them. The ratings, customer service, and customer experience are also displayed on social media, which influences the customer's decision. Therefore, tactics and adjustments should be implemented with the preferences and likes of the consumer base in mind. This makes the change in customer behaviour easily detectable.

### **Recommendations**

- Social media customer engagement: According to this report, more and more customers are relying on social media reviews when making decisions about their travel plans and accommodations, including stays in hostels. In addition to increasing customer happiness, interacting with customers on social media will encourage them to leave more positive reviews, which will in turn affect other customers' purchasing decisions.
- Make sure you post all pertinent and helpful information on social media, as this is how most consumers find information about activities relating to the hospitality business. Thus, businesses that offer hospitality services ought to use social media to present pertinent and helpful information in an engaging way.



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