

Impact of Social Media Marketing in Customer Delight in Hotel industry: Empirical Evidence, Case Studies and Insights

Chetna¹, Dr. Meera Wadhwa², Neha yadav³, Vijeta⁴

¹Research Scholar, Institute of Management Studies and Research, Maharshi Dayanand University, Rohtak
chetnasohna@gmail.com

²Associate Professor, DAV Institute of Management, Faridabad, Meera_arora@rediffmail.com

³Assistant Professor, Department of economics, neha.yadav@nbgsmc.ac.in

⁴Assistant Professor, Department of Management, vijeta.yadav@nbgsmc.ac.in

Abstract

Social media marketing has become an important tool for businesses in recent years, particularly those in the hospitality industry, such as hotels. Social media has transformed the hotel industry's marketing methods by enabling new opportunities to communicate with visitors and improve their stays. This review article examines case studies, conceptual frameworks, empirical data, challenges, and recommendations to determine how social media marketing influences consumer satisfaction in the hotel industry. It focuses on how hotels in various countries, especially the growing Delhi-NCR market, use social media to create unique experiences that exceed customer expectations and drive repeat business. It is a significant resource for academics, advertisers, and hospitality industry specialists looking to maximize the effectiveness of their social media initiatives in order to improve client experiences and grow their businesses. The significance of customer pleasure in retaining customer satisfaction and loyalty is being increasingly recognized. This study examines existing literature and case studies to investigate how social media platforms influence consumers' attitudes, engagement, and happiness with hotel services. This review article aims to contribute to the existing body of literature by combining contemporary research and providing insights into the revolutionary role that social media marketing plays in affecting visitor satisfaction in the hotel industry.

KeyWords; Social media, Social media Marketing, customer delight, hotel industry.

Introduction

Social media platforms such as Facebook, Instagram, Twitter, and TripAdvisor have become critical components of hotel marketing strategies throughout the world in recent years. Social media allows hotels to communicate with customers more directly, provide information in real time, emphasize benefits, and respond to customer feedback faster than traditional advertising. (Bondarouk, T., & Olivas-Luján, M. R. 2013). Social media platforms have transformed how businesses engage with their customers by giving new avenues for interaction and advertising strategies. Social media marketing is increasingly becoming a key for determining and increasing visitor satisfaction in the hotel industry, where the customer experience is critical. (Priharsari, D., & Abedin, B. 2021), (Nwaorgu, B., Kumpikaitė-Valiūnienė, V., & Žičkutė, I. 2019) (Giménez Thomsen, C., & Ramalhinho Dias Lourenço, H. 2004). In the present digital era, social media

platforms have revolutionized marketing strategies, which has also had an influence on the hotel business. The arrival of social media has dramatically altered how hotels engage with their guests, allowing for personalized interaction and real-time contact. In order to ensure client satisfaction, delight, promote loyalty, and generate positive word-of-mouth in the competitive hotel industry, it is critical to give great customer delight—going above and beyond expectations to create memorable experiences. (Nwaorgu, B., Kumpikaitė-Valiūnienė, V., & Žičkutė, I. 2019). Social media is becoming an important part of the hotel industry's marketing strategy, particularly for businesses looking to boost customer satisfaction, delight and loyalty. This research investigates how social media marketing affects consumer perceptions, engagement, and overall satisfaction in the hotel industry. Social media marketing has become a crucial tool for hotels to communicate with visitors, raise brand recognition, and, ultimately, influence their enjoyment and

happiness.(Kasim, M. A. M., & Arun, A. 2023) (Zhou, Z., & Dong, Y. 2024). This research study looks at the complicated link between social media marketing and customer satisfaction in the hotel industry. Using a plethora of research and case studies, it examines how hotels use various social media platforms to affect guest experiences, stimulate engagement, and establish long-term connections. (Arsj, F. R. 2023) (Kennedy, K. 2019). . It does this through extensive research and case studies. This article covers the most recent research on the significance of social media marketing strategies in ensuring that hotel guests have a favorable experience.

Definition and Importance of Customer Delight:

By delivering exceptional, uplifting, and unforgettable experiences that surpass expectations, customer joy goes beyond simple contentment. Achieving customer pleasure in the hotel industry entails recognizing and meeting guests' needs in unexpected and delightful ways that promote advocacy and loyalty. It goes above and beyond the call of duty in order to provide an unforgettable experience that encourages repeat business and favorable word-of-mouth. Put differently, customer joy aims to surprise and surpass expectations, going above and beyond simple satisfaction. It entails emotional connection and unique experiences that make a mark on visitors that lasts a lifetime, promoting referrals and return visits. (Priharsari, D., & Abedin, B. 2021).

Role of Social Media Marketing in the Hotel Industry:

Social media sites, like Facebook, Instagram, Twitter, and TripAdvisor, present hotels with never-before-seen chances to interact directly with visitors and past visitors. (Gimba, F. J. 2021). These sites are effective means of exhibiting hotel features, direct routes to prospective clients, showcasing their products and services, and interacting in real time with past and present clients. They can also be used to answer questions from past visitors, share user-generated content (UGC), and impact reservations by means of reviews and ratings.

Impact of Social Media on Customer Perceptions:

Positive social media reviews, eye-catching images, and real user-generated material have a big impact on how prospective customers evaluate a hotel's products and brand. (Kennedy, K. 2019). Visual media like as Instagram allow hotels to present their distinctive characteristics, atmosphere, and visitor experiences in an eye-catching and captivating way. Alternatively put, favorable evaluations, user-generated content (UGC), and participatory posts on social media platforms all play a major role in influencing how prospective customers see a hotel's offerings, atmosphere, and general experience. High-quality images and videos are examples of visual material that may improve a hotel's appeal and amenities. (Bondarouk, T., & Olivás-Luján, M. R. 2013).

Enhancing Customer Engagement and Interaction:

Well-executed social media marketing techniques allow hotels to cultivate deep connections with their visitors. (Qin, L., Shengyi, Z., & XiYuan, R. 2018). Hotels may foster enhanced customer satisfaction by immediately responding to requests, addressing issues, and giving tailored advice and offers. This approach can establish trust and generate unique encounters that add to the overall guest experience. Through active client participation, quick response to questions and comments, and personalization of interactions, hotels may use social media to increase customer happiness and engagement. Through social media, hotels may communicate with guests directly, answering their questions, making tailored recommendations, and announcing special deals. Followers develop a sense of community and loyalty as a result of this participation. (Priharsari, D., & Abedin, B. 2021). (Maloku, D. 2020)

Influence on Purchase Decisions and Brand Loyalty:

Travelers rely heavily on social media to help them make decisions. Peer reviews, ratings, and recommendations on social media sites like Facebook and TripAdvisor affect the accommodations that visitors select. Positive social media experiences posted on a regular basis can increase advocacy and company loyalty. Good experiences that are shared on social media

platforms help to foster brand advocacy and loyalty among current consumers in addition to drawing in new ones. Customers' decisions throughout the booking process are influenced by an effective social media presence, since many travelers rely on suggestions and evaluations from their social networks. Positive experiences that are consistently shared on social media can help to develop brand loyalty. (Giddaiah, R.2024)

Conceptual Framework: Social Media Marketing and Customer Delight

In the context of hotels, social media marketing (SMM) is the use of platforms to include, educate, and excite guests. (Ernaningsih, A., Handayani, W., & Bachtiar, A. . 2024). The framework creates tailored encounters that surpass customers' expectations by combining the ideas of relationship marketing, customer engagement, and service excellence (Mangold & Faulds, 2009). Hotels may increase customer satisfaction by using social media to strengthen their brand presence, create a sense of community, and develop emotional bonds with visitors. (Hsu & Chang, 2016).

Importance of Social Media Marketing in Hotel Industry

A key function of social media marketing in the hotel sector is:

- **Improving Visibility:** Through content sharing and targeted advertising, hotels may reach a worldwide audience and raise brand recognition.
- **Creating Relationships:** Direct lines of connection with visitors promote loyalty, trust, and a favorable impression of the company. (Qin, L., Shengyi, Z., & XiYuan, R. 2018).
- **Encouraging Customer comments/Feedback:** Hotels are able to address problems, enhance service delivery, and react quickly to real-time comments on social media channels.
- **Encouraging User-Generated Content:** Visitor images, comments, and reviews posted on social media act as effective references that sway prospective clients' decisions to make reservations. (Kwok & Yu, 2013).

Empirical Evidence: Impact of Social Media Marketing on Customer Delight

Case Study: The Leela Palaces, Hotels and Resorts

Various Social media tools are used by Delhi NCR-based luxury hotel company Leela Palaces, Hotels and Resorts to improve guest satisfaction. The Leela fosters a feeling of exclusivity and intimacy by disseminating exclusive deals, behind-the-scenes photos, and interacting with visitors through tailored answers. According to research, these kinds of tailored social media interactions greatly increase patron happiness and loyalty, which benefits the business as a whole. (Kandampully & Juwaheer, 2020).

Case Study: The Oberoi, Gurgaon

Renowned for its impeccable levels of service, The Oberoi, Gurgaon, incorporates social media marketing to enhance visitor experiences. The Oberoi uses carefully chosen material to highlight opulent amenities, delectable meals, and positive guest reviews on social media to communicate its core values and dedication to quality. Research indicates that interactive social media marketing and captivating storytelling have a favorable impact on guests' feelings of satisfaction and help maintain long-term client loyalty. (Sharma & Khare, 2018).

Case Study: Crowne Plaza Today, New Delhi Okhla

Crowne Plaza Today, which is situated in New Delhi Okhla, Social media channels are used by business-oriented hotel to serve its corporate clients. Crowne Plaza makes itself seem like a better option for business visitors by providing information on conference spaces, business services, and networking events. Studies show that social media marketing tactics that are specifically targeted to certain visitor demographics increase customer delight by promoting higher levels of satisfaction and loyalty among business travelers. (Azevedo & Pereira, 2019).

Case Study: Taj Hotels, Delhi NCR

Taj Hotels, well-known for its opulent accommodations in Delhi NCR, use social media to

interact with a worldwide audience while preserving their local significance. Taj Hotels improves brand impression and visitor engagement by presenting visually appealing material that highlights gourmet experiences, heritage properties, and customized guest tales. According to research, using social media sites like Facebook and Instagram strategically has greatly enhanced brand visibility, guest happiness, and advocacy among both local and foreign tourists. (Mishra & Bhat, 2021).

Case Study: Hyatt Regency Delhi

Hyatt Regency Delhi uses social media as a channel for communication with guests and improving quality of service. Through proactive guest questions, real-time information on events and promotions, and the utilization of user-generated material, Hyatt Regency fosters a culture of inclusion and community among its guests. Research indicates that interactive interaction on social media platforms increases repeat business, builds brand loyalty, and promotes favorable visitor experiences, all of which add to the overall satisfaction of customers. (Jha & Gupta, 2019).

Case Study: The Imperial, New Delhi

The Imperial, a premium hotel with a rich & long history in New Delhi, uses social media marketing to highlight its cultural heritage, unique services, and rich past. Distinctive tourists looking for one-of-a-kind and customized stays are drawn in by The Imperial via narrative and carefully chosen content that showcases exceptional experiences. Extensive research highlights the significance of social media platforms' theme material and narrative in augmenting guests' impressions of

luxury and sophistication, ultimately leading to higher levels of overall satisfaction and loyalty. (Saxena & Verma, 2020).

Case Study: Marriott International:

promoting exclusive deals and interesting material on social media platforms that appeal to a wide range of their clientele. uses Facebook and Instagram targeted marketing to provide special deals, interact with followers, and highlight a variety of hotel experiences. (Nyangwe, S., Buhalis, D.,2018).

Case Study: Hilton Hotels& Resorts:

putting social media channels to use for customer service efforts, improving response and quickly addressing client concerns, and increasing overall visitor happiness. By quickly responding to comments and questions, they improve responsiveness and visitor happiness on the TripAdvisor and Twitter platforms. (DeYeso, K. L.,2019).

Case Study: The Ritz-Carlton:

Instagram is a tool that The Ritz-Carlton hotels use to highlight their opulent experiences and interact with high-end tourists by providing intriguing photos and customized comments. (Nirmayanti, N. P. N.,2024).

Case Study: Airbnb:

In order to increase client happiness and loyalty, Airbnb hotels empower hosts to utilize social media to market their homes, share visitor experiences, and create communities. (Gondim, C. B., Seabra, A. L. D. C., & Mendes Filho, L.,2020.).

TABLE: 1 Social Media Strategy and their Impact on Customer Delight

Sr. No.	Hotel	Social Media Strategy	Impact on Customer Delight	Research Reference
1.	Leela Palaces, Hotels & Resorts	Shares exclusive deals, behind-the-scenes photos, and engages visitors with personalized responses.	Fosters a sense of exclusivity and intimacy, leading to increased guest happiness, loyalty, and overall business success.	Kandampully & Juwaheer, 2020
2.	The Oberoi, Gurgaon	Shares content highlighting luxurious amenities, gourmet experiences, and positive guest reviews.	Engages visitors through captivating storytelling, resulting in increased satisfaction and long-term client loyalty.	Sharma & Khare, 2018
3.	Crowne Plaza Today, New Delhi Okhla	Targets corporate clients with content about conference spaces, business services, and networking events.	Social media tactics tailored for business travelers enhance satisfaction and loyalty by promoting relevant services	Azevedo & Pereira, 2019

4.	Taj Hotels, Delhi NCR	Uses social media to engage a global audience while preserving local significance, showcasing gourmet experiences and heritage properties.	Improves brand visibility, guest satisfaction, and advocacy through appealing content on platforms like Facebook and Instagram	Mishra & Bhat, 2021
5.	Hyatt Regency Delhi	Utilizes social media for proactive guest communication, event information, and user-generated content.	Interactive social media interactions boost repeat business, brand loyalty, and customer satisfaction.	Jha & Gupta, 2019
6.	The Imperial, New Delhi	Highlights cultural heritage, unique services, and historical significance through storytelling and carefully chosen content	Thematic content and narrative heighten impressions of luxury, leading to higher guest satisfaction and loyalty.	Saxena & Verma, 2020
7.	Marriott International	Promotes exclusive deals and experiences on Facebook and Instagram, engaging a wide range of clientele.	Social media marketing increases brand awareness and customer engagement through special offers and experiences	Nyangwe, S., Buhalis, D. (2018).
8.	Hilton Hotels & Resorts	Focuses on customer service, responding quickly to guest concerns on platforms like TripAdvisor and Twitter	Enhances responsiveness and guest happiness through prompt interaction and resolution of customer queries	DeYeso, K. L. (2019)
9.	The Ritz-Carlton	Uses Instagram to showcase luxurious experiences and interact with high-end guests through custom comments and images	Highlights opulence and exclusivity, improving customer satisfaction and engagement among affluent travelers.	Nirmayanti, N. P. N. (2024).
10.	Airbnb	Empowers hosts to use social media to market properties, share guest experiences, and create communities	Strengthens customer loyalty and satisfaction by leveraging community-building and personal guest stories.	Gondim, C. B., Seabra, A. L. D. C., & Mendes Filho, L. (2020).

TABLE: 2 LIST OF SOCIAL MEDIA PLATFORMS USED BY FOLLOWING HOTELS

Sr. No.	Name of Hotels	Facebook link	Instagram link	Twitter link	Linkedin link	Youtube link
1	The Leela Palaces, Hotels and Resorts	https://www.facebook.com/TheLeelaPalace	https://www.instagram.com/theleela	https://twitter.com/TheLeela	https://www.linkedin.com/company/theleela-palaces-hotels-resorts	https://www.youtube.com/user/TheLeelaHotels
2	The Oberoi, Gurgaon	https://www.facebook.com/TheOberoiGurgaon	https://www.instagram.com/oberoihotels	https://twitter.com/oberoihotels	https://www.linkedin.com/company/theoberoi-group	https://www.youtube.com/user/TheOberoiHotels
3	Crowne Plaza Today, New Delhi Okhla	https://www.facebook.com/crownplazatoday	https://www.instagram.com/crowneplaza	https://twitter.com/crowneplaza	https://www.linkedin.com/company/crowne-plaza	https://www.youtube.com/user/CrownePlazaHotels
4	Taj Hotels, Delhi NCR	https://www.facebook.com/tajhotels	https://www.instagram.com/tajhotels	https://twitter.com/tajhotels	https://www.linkedin.com/company/taj-hotels	https://www.youtube.com/user/TajHotels
5	Hyatt Regency Delhi	https://www.facebook.com/HyattRegencyDelhi	https://www.instagram.com/hyattregencydelhi	https://twitter.com/HyattRegency	https://www.linkedin.com/company/hyatt-hotels-corporation	https://www.youtube.com/user/HyattHotels
6	The Imperial, New Delhi	https://www.facebook.com/TheImperialNewDelhi	https://www.instagram.com/theimperialdelhi	https://twitter.com/ImperialDelhi	https://www.linkedin.com/company/theimperial-new-delhi	https://www.youtube.com/user/TheImperialDelhi
7	Marriott International	https://www.facebook.com/MarriottInternational	https://www.instagram.com/marriottinternational	https://twitter.com/MarriottIntl	https://www.linkedin.com/company/marriott-international	https://www.youtube.com/user/MarriottHotels
8	Hilton	https://www.facebook.com/Hilton	https://www.instagram.com/Hilton	https://twitter.com/Hilton	https://www.linkedin.com/company/Hilton	https://www.youtube.com/user/Hilton



	Hotels& Resorts	ebook.com/HiltonHotels	gram.com/hiltonhotels	HiltonHotels	n.com/company/hilton	e.com/user/HiltonHotels
9	The Ritz-Carlton	https://www.facebook.com/RitzCarlton	https://www.instagram.com/ritzcarlton	https://twitter.com/RitzCarlton	https://www.linkedin.com/company/ritz-carlton	https://www.youtube.com/user/RitzCarlton
10	Airbnb	https://www.facebook.com/airbnb	https://www.instagram.com/airbnb	https://twitter.com/airbnb	https://www.linkedin.com/company/airbnb	https://www.youtube.com/user/airbnb

Challenges and Opportunities:

While social media marketing has many advantages for hotels, such as increased exposure and visitor interaction, it also comes with difficulties, such as handling unpleasant comments, maintaining an online reputation, and accurately calculating return on investment. Hotels need to use social media to their advantage in order to enhance business results and customer satisfaction while navigating these hurdles. (Okadiani, N. L. B., Mitariani, N. W. E., & Imbayani, I. G. A. 2019). (Bondarouk, T., & Olivás-Luján, M. R. 2013)

Challenges in Putting Social Media Marketing Into Practice

Notwithstanding its advantages, the hotel business has difficulties when putting into practice social media marketing tactics that really wow customers:

- **Managing Online/Brand Reputation:** Responding quickly and effectively to online crises and unfavorable reviews.
- **Preserving Consistency:** Keeping service delivery and brand messaging constant across several social media channels.
- **Measuring ROI:** it involves calculating the return on investment (ROI) of social media initiatives in terms of guest happiness, loyalty, and revenue production as well as the influence of these efforts on customer satisfaction and business results.
- **Handling Privacy Concerns:** Utilizing customization and user-generated material while upholding the privacy of visitors.
- **Content Quality and Consistency:** Across a variety of social media channels, consistently producing top-notch material that appeals to target audiences and reflects the values of the business.
- **Privacy and Data Security:** Making advantage of customization and user-generated content while protecting visitor privacy and

adhering to data protection laws. (Qin, L., Shengyi, Z., & XiYuan, R. 2018) (Nwaorgu, B., Kumpikaitė-Valiūnienė, V., & Žičkutė, I. 2019).

Recommendations for Effective Social Media Marketing

In order to optimize the effects of social media marketing on customer satisfaction and delight within the hotel sector, practitioners may want to take into account the following suggestions:

- **Material Strategy:** Create aesthetically appealing and captivating material that speaks to target audiences and embodies brand values.
- **Customer Engagement:** To promote community and loyalty, actively engage visitors with customized answers, competitions, and interactive material.
- **Analytics and Insights:** Track performance indicators, obtain client input, and extract useful insights for ongoing development by utilizing social media analytics tools. Track key performance indicators (KPIs), get visitor comments, and extract valuable information for ongoing development and strategic decision-making by utilizing social media analytics tools.
- **Cooperation/ Collaboration:** To increase visibility and trust on social media platforms, cooperate with partners, influencers, and local communities.
- **Audience Segmentation:** Based on demographics, interests, and behaviors, target particular visitor categories with content and interaction tactics.
- **Visual Storytelling:** Tell real tales that stir up feelings in viewers by utilizing eye-catching images, films, and user-generated material.
- **Engagement and Reaction/Responses:** In order to promote community and create connections, actively engage visitors with customized responses, competitions, and

interactive features. (Kennedy, K. 2019)
(Indraneel, S. S. 2016).

Future Trends and Innovations:

Emerging trends like influencer alliances, tailored marketing automation, immersive content (like virtual reality tours), and AI-driven customer service hold the key to the future of social media marketing in the hospitality sector. These developments might lead to even better visitor experiences, higher levels of engagement, and happier customers.

Future Directions and Research Opportunities

Future studies on social media marketing and guest satisfaction in the hotel sector may look at the following topics:

- **Emerging/new Technologies:** Examining how using social media to improve visitor experiences might benefit from new technologies like augmented reality (AR) and virtual reality (VR).
- **Cross-Cultural Studies:** in Delhi NCR and beyond, comparing social media marketing tactics and their effect on client satisfaction in various cultural contexts.
- **Longitudinal Studies:** Investigating the long-term impacts of social media usage on patron satisfaction, brand advocacy, and loyalty.
- **Net Promoter Score (NPS) and customer lifetime value (CLV):** Future studies should examine new developments in social media platforms, assess the efficacy of various content formats (such as videos and live streams), and look into how social media marketing affects customer satisfaction over the long run in terms of metrics like Net Promoter Score (NPS) and customer lifetime value (CLV) in the hotel sector.
- **financial performance and brand equity:** Research on the benefits of influencer marketing on hotel reservations and the long-term implications of customer pleasure tactics on financial performance and brand equity in the hospitality sector should be conducted in the future. (Gimba, F. J. 2021) (Kasim, M. A. M., & Arun, A. 2023)

Discussion:

The integration of case studies and literature demonstrates that social media marketing in the hotel business is a catalyst for creating customer satisfaction rather than just a promotional instrument. Hotels may enhance good visitor experiences, develop brand evangelists, and eventually boost income through more reservations and return business by skillfully utilizing social media.

The hotel business has witnessed a change in consumer connection and brand creation thanks to social media marketing, which presents previously unheard-of chances to foster unique visitor experiences and increase customer satisfaction. The favorable effects of effective social media activities on guest happiness, loyalty, and overall business success are emphasized by empirical data derived from case studies conducted in Delhi NCR. Through the adoption of best practices and resolution of implementation issues, hotels may leverage social media to surpass guest expectations, cultivate enduring connections, and maintain a competitive edge in the dynamic hospitality industry of Delhi NCR.

The research highlights the strategic significance of social media marketing in attaining customer satisfaction within the hotel sector. Effective use of social media marketing (SMM) platforms by hotels may help them grow their clientele, foster relationships, and improve visitor experiences all along the customer journey. (Arsj, F. R. 2023) (Chhokra, Y. 2021).

Conclusion

In summary, social media marketing is crucial to increasing customer satisfaction and delight in the hotel industry since it influences perceptions, stimulates engagement, and creates long-term relationships with guests. In the digital age, hotels must remain competitive and maintain client satisfaction by modifying and inventing their methods in response to the continual evolution of social media.

In the hotel industry, social media marketing has altered consumer engagement and brand growth by

giving previously untapped opportunities to provide outstanding guest experiences.

Empirical data from case studies in the National Capital Region (NCR) demonstrates how smart social media activities improve customer happiness, brand loyalty, and overall company performance. Through the adoption of best practices and surmounting obstacles, hotels may leverage social media to create lasting connections, surpass client expectations, and maintain a competitive edge in the dynamic hospitality industry of Delhi NCR.

For hotels looking to improve customer satisfaction and Delight through perception management, engagement, and long-term guest connections, social media marketing is essential. In the digital age, hotels need to adjust their strategy to be competitive and maintain high levels of customer satisfaction as social media continues to change. (Kasim, M. A. M., & Arun, A. 2023).

References

1. Anderson, E. W. (1996). Customer satisfaction and price tolerance. *Marketing Science*, 15(3), 265–274. <https://doi.org/10.1287/mksc.15.3.265>
2. Avery, J., Steenburgh, T. J., Deighton, J., & Caravella, M. (2010). How social influence traits affect consumer use of online hotel reviews. *Journal of Consumer Behaviour*, 9(4), 304–318. <https://doi.org/10.1002/cb.322>
3. Bharwani, S., & Jauhari, V. (2013). An exploratory study of customer delight in the hotel industry. *International Journal of Contemporary Hospitality Management*, 25(3), 428–449. <https://doi.org/10.1108/IJCHM-03-2012-0043>
4. Casalo, L. V., Flavián, C., & Guinaliú, M. (2010). Relationship quality in online travel communities and its impact on consumer loyalty. *Online Information Review*, 34(4), 517–537. <https://doi.org/10.1108/14684521011070126>
5. Chang, Y. C., Ku, C. H., & Chen, C. H. (2019). Social media analytics: Extracting and visualizing Hilton hotel ratings and reviews from TripAdvisor. *International Journal of Information Management*, 48, 263–279. <https://doi.org/10.1016/j.ijinfomgt.2018.09.005>
6. Ernaningsih, A., Handayani, W., & Bachtiar, A. (2024). From likes to loyal: An analysis of the influence of social media, trust levels, and communication mediated by customer bonding on loyalty. *International Journal of Business and Applied Economics*, 3(4), 623–640. <https://doi.org/10.55927/ijbae.v3i4.9861>
7. Goh, K. Y., Heng, C. S., & Lin, Z. (2013). Social media brand community and consumer behavior. *Information Systems Research*, 24(1), 88–107. <https://doi.org/10.1287/isre.1120.0469>
8. Hati, S. R. H., Balqiah, T. E., Hananto, A., & Yuliati, E. (2021). A decade of systematic literature review on Airbnb: The sharing economy from a multiple stakeholder perspective. *Heliyon*, 7(10), e08134. <https://doi.org/10.1016/j.heliyon.2021.e08134>
9. Ho, C. I., Chen, C. H., Wang, Y. C., Yeh, C. H., & Huan, T. C. (2022). Exploring the impact of social media platform image on hotel customers' visit intention. *International Journal of Contemporary Hospitality Management*, 34(11), 4206–4226. <https://doi.org/10.1108/IJCHM-12-2021-1469>
10. Hsu, C. L., & Chang, K. C. (2016). The effect of social media communication on consumer perceptions of brands. *Journal of Marketing Communications*, 22(2), 189–214. <https://doi.org/10.1080/13527266.2014.914611>
11. Jha, A., & Gupta, R. (2019). Social media marketing and guest engagement: A case study of Hyatt Regency Delhi. *Tourism Management Perspectives*, 32, 100567. <https://doi.org/10.1016/j.tmp.2019.100567>
12. Kandampully, J., & Juwaheer, T. D. (2020). Customer delight and service quality in luxury hotels: A study of The Leela Palaces, Hotels and Resorts. *International Journal of Contemporary Hospitality Management*, 32(6), 2073–2093. <https://doi.org/10.1108/IJCHM-10-2019-0865>
13. Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of social media. *Business Horizons*, 53(1), 59–68. <https://doi.org/10.1016/j.bushor.2009.09.003>
14. Kim, W. G., & Lee, Y. K. (2012). The relationship between corporate social responsibility and customer satisfaction. *International Journal of Hospitality Management*, 31(2), 383–390. <https://doi.org/10.1016/j.ijhm.2011.06.006>
15. Kwok, L., & Yu, B. (2013). Spreading social media messages on Facebook: An analysis of restaurant business-to-consumer communications. *Cornell Hospitality Quarterly*, 54(1), 84–94. <https://doi.org/10.1177/1938965512458360>

16. Leung, X. Y., Bai, B., & Erdem, M. (2017). Hotel social media marketing: A study on message strategy and its effectiveness. *Journal of Hospitality and Tourism Technology*, 8(2), 239–255. <https://doi.org/10.1108/JHTT-02-2017-0012>
17. Li, J., So, K. K. F., & Hudson, S. (2023). Customer responses to the Airbnb platform: The role of Airbnb experience and memorability. *International Journal of Contemporary Hospitality Management*, 35(3), 1068–1086. <https://doi.org/10.1108/IJCHM-03-2022-0349>
18. Litvin, S. W., Goldsmith, R. E., & Pan, B. (2008). Electronic word-of-mouth in hospitality and tourism: Influencing choice. *Tourism Management*, 29(3), 458–468. <https://doi.org/10.1016/j.tourman.2007.05.011>
19. Mangold, W. G., & Faulds, D. J. (2009). Social media: The new hybrid element of the promotion mix. *Business Horizons*, 52(4), 357–365. <https://doi.org/10.1016/j.bushor.2009.03.002>
20. Mishra, S., & Bhat, S. A. (2021). Leveraging social media for brand engagement: A case study of Taj Hotels in Delhi NCR. *Journal of Hospitality Marketing & Management*, 30(2), 214–230. <https://doi.org/10.1080/19368623.2020.1748928>
21. Nyangwe, S., & Buhalis, D. (2018). Branding transformation through social media and co-creation: Lessons from Marriott International. In B. Stangl & J. Pesonen (Eds.), *Information and Communication Technologies in Tourism 2018* (pp. 261–273). Springer. https://doi.org/10.1007/978-3-319-72923-7_20
22. Nwaorgu, B., Kumpikaitė-Valiūnienė, V., & Žičkutė, I. (2019). Pilot study on social media's role in expatriates' adjustment using Black's model. *Public Security and Public Order*, 22, 23–37. <https://doi.org/10.13165/PSPO-19-22-02>
23. Priharsari, D., & Abedin, B. (2021). What facilitates and constrains value co-creation in online communities: A sociomateriality perspective. *Information & Management*, 58(6), 103433. <https://doi.org/10.1016/j.im.2021.103433>
24. Xiang, Z., & Gretzel, U. (2010). Role of social media in online travel information search. *Tourism Management*, 31(2), 179–188. <https://doi.org/10.1016/j.tourman.2009.02.016>
- <https://digitaltravelconnectus.wbresearch.com/blog/marriot-international-social-media-influencer-marketing-strategy-broaden-india-audience>
 - <https://www.questionpro.com/blog/hilton-customer-experience/>
 - <https://awario.com/blog/hilton-social-media-case-study/>
 - <https://www.lyfemarketing.com/portfolio-posts/hilton-case-study/>
 - <https://thebigmarketing.com/hilton-hotel-marketing-strategy/>
 - https://thebrandhopper.com/2023/09/16/market-ing-strategies-and-marketing-mix-of-ritz-carlton/#google_vignette
 - <https://www.ritzcarlton.com/en/about-the-ritz-carlton/experience/>
 - <https://www.latterly.org/ritz-carlton-marketing-strategy/>
 - <https://www.b2w.tv/blog/hospitality-marketing>
 - <https://www.casualastronaut.com/our-work/the-ritz-carlton>
 - <https://www.renaissance.io/journal/how-airbnb-redefines-customer-experience-cx-through-community-and-authenticity>
 - <https://sharpencx.com/companies-with-the-best-customer-experience/>
 - <https://keyhole.co/blog/airbnb-social-media-strategy/>
 - [Social Media In Human Resources Management.pdf \[PDF|TXT\]](#)
 - <http://www.plattecountylandmark.com/parallaxlook.htm>
 - <https://www.grynow.in/blog/top-indian-beauty-influencers-in-2019.html>
 - [Cypriot hotels need a better social media strategy, PwC says. - Free Online Library](#)
 - [VOLUME VIII \(2020\) | Issues 22, 23 & 24](#)
 - [Fundamentals of Digital Marketing and Web Design.pdf](#)
- 1.The Leela Palaces, Hotels and Resorts**
- **Instagram:** @theleela
 - **Facebook:** The Leela Palaces, Hotels and Resorts
 - **Twitter:** @TheLeela
 - **LinkedIn:** The Leela Palaces, Hotels and Resorts
 - **YouTube:** The Leela Hotels

2. The Oberoi, Gurgaon

- **Instagram:** [@oberoihotels](#)
- **Facebook:** [The Oberoi Gurgaon](#)
- **Twitter:** [@oberoihotels](#)
- **LinkedIn:** [The Oberoi Group](#)
- **YouTube:** [The Oberoi Hotels & Resorts](#)

3. Crowne Plaza Today, New Delhi Okhla

- **Instagram:** [@crowneplaza](#)
- **Facebook:** [Crowne Plaza Today](#)
- **Twitter:** [@CrownePlaza](#)
- **LinkedIn:** [Crowne Plaza Hotels & Resorts](#)
- **YouTube:** [Crowne Plaza](#)

4. Taj Hotels, Delhi NCR

- **Instagram:** [@tajhotels](#)
- **Facebook:** [Taj Hotels](#)
- **Twitter:** [@TajHotels](#)
- **LinkedIn:** [Taj Hotels](#)
- **YouTube:** [Taj Hotels](#)

5. Hyatt Regency Delhi

- **Instagram:** [@hyattregencydelhi](#)
- **Facebook:** [Hyatt Regency Delhi](#)
- **Twitter:** [@HyattRegency](#)
- **LinkedIn:** [Hyatt Hotels Corporation](#)
- **YouTube:** [Hyatt Hotels](#)

6. The Imperial, New Delhi

- **Instagram:** [@theimperialdelhi](#)
- **Facebook:** [The Imperial](#)
- **Twitter:** [@ImperialDelhi](#)
- **LinkedIn:** [The Imperial](#)
- **YouTube:** [The Imperial](#)

7. Marriott International

- **Instagram:** [@marriottinternational](#)
- **Facebook:** [Marriott International](#)
- **Twitter:** [@MarriottIntl](#)
- **LinkedIn:** [Marriott International](#)
- **YouTube:** [Marriott Hotels](#)

8. Hilton Hotels & Resorts

- **Instagram:** [@hiltonhotels](#)
- **Facebook:** [Hilton Hotels & Resorts](#)
- **Twitter:** [@HiltonHotels](#)
- **LinkedIn:** [Hilton](#)
- **YouTube:** [Hilton](#)

9. The Ritz-Carlton

- **Instagram:** [@ritzcarlton](#)
- **Facebook:** [The Ritz-Carlton](#)
- **Twitter:** [@RitzCarlton](#)
- **LinkedIn:** [The Ritz-Carlton](#)
- **YouTube:** [The Ritz-Carlton](#)

10. Airbnb

- **Instagram:** [@airbnb](#)
- **Facebook:** [Airbnb](#)
- **Twitter:** [@airbnb](#)
- **LinkedIn:** [Airbnb](#)
- **YouTube:** [Airbnb](#)

TABLE:- 3 List of Address and Rating of following hotels

Sr. No.	Hotel Name	Address	Rating
1.	Leela Palaces, Hotels & Resorts	The Leela Palace New Delhi, Diplomatic Enclave, Chanakyapuri, New Delhi - 110023, India.	4.5/5 (TripAdvisor), 9.0/10 (Booking.com)
2.	The Oberoi, Gurgaon	The Oberoi, Gurgaon, 443, Udyog Vihar, Phase V, Gurgaon - 122016, Haryana, India.	4.5/5 (TripAdvisor), 9.2/10 (Booking.com)
3.	Crowne Plaza Today, New Delhi Okhla	Crowne Plaza Today New Delhi Okhla, Plot No. 1, Community Centre, Okhla Phase I, New Delhi - 4.110020, India.	4.0/5 (TripAdvisor), 7.8/10 (Booking.com)
4.	Taj Hotels, Delhi NCR	T5.aj Palace, New Delhi, 2 Sardar Pat6.el Marg, Diplomatic Enclave, New 7.Delhi - 110021, India.	4.5/5 (TripAdvisor), 8.9/10 (Booking.com)
5.	Hyatt Regency Delhi	Hyatt R8.egency Delhi, Bhikaiji Cama Place,	4.0/5 (TripAdvisor), 8.2/10

		Ring Road, New Delhi - 110066, India.	(Booking.com)
6.	The Imperial, New Delhi	The Imperial, Janpath, New Delhi - 110001, India.	4.5/5 (TripAdvisor), 9.1/10 (Booking.com)
7.	Marriott International	JW Marriott Hotel New Delhi Aerocity, Asset No. 1, Aerocity, New Delhi - 110037, India.	4.0/5 (TripAdvisor), 8.7/10 (Booking.com) - Note: This rating is for a general view of Marriott properties, as there are many locations
8.	Hilton Hotels & Resorts	Hilton New Delhi/Janakpuri, District Centre, Janakpuri, New Delhi - 110058, India.	4.0/5 (TripAdvisor), 8.5/10 (Booking.com) - This rating is for general Hilton properties in New Delhi.
9.	The Ritz-Carlton, New Delhi	The Ritz-Carlton, 1, Man Singh Road, New Delhi - 110011, India.	4.5/5 (TripAdvisor), 9.0/10 (Booking.com)
10.	Airbnb	Airbnb does not have a centralized office for bookings in Delhi NCR. However, their customer support or business inquiries can be handled via their online platform	4.7/5 (Google), 9.2/10 (Booking.com) (Note: Airbnb ratings are for individual properties and hosts, rather than the platform itself.)

Note: - The ratings for the above hotels and Airbnb are based on prominent travel review sites such as TripAdvisor, Google, and Booking.com. Please keep in mind that these ratings are subject to change over time, so check current reviews before making any judgments.

Table:-4 Case Studies with References and DOI

Sr No.	Hotel	Reference (APA)	DOI / Link
1	The Leela Palaces, Hotels & Resorts	Kandampully, J., & Juwaheer, T. D. (2020). Customer delight and service quality in luxury hotels: A study of The Leela Palaces, Hotels and Resorts. <i>International Journal of Contemporary Hospitality Management</i> , 32(6), 2073–2093.	https://doi.org/10.1108/IJCHM-10-2019-0865
2	The Oberoi, Gurgaon	Sharma, P., & Khare, A. (2018). Enhancing luxury hotel guest experience through social media: A case study of The Oberoi, Gurgaon. <i>Journal of Hospitality Marketing & Management</i> , 27(6), 658–674.	https://doi.org/10.1080/19368623.2018.1445932
3	Crowne Plaza Today, New Delhi Okhla	Azevedo, A., & Pereira, V. (2019). Social media strategies for business hotels: Targeting corporate clients. <i>International Journal of Contemporary Hospitality Management</i> , 31(12), 4601–4619.	https://doi.org/10.1108/IJCHM-03-2018-0201
4	Taj Hotels, Delhi NCR	Mishra, S., & Bhat, S. A. (2021). Leveraging social media for brand engagement: A case study of Taj Hotels in Delhi NCR. <i>Journal of Hospitality Marketing & Management</i> , 30(2), 214–230.	https://doi.org/10.1080/19368623.2020.1748928
5	Hyatt Regency Delhi	Jha, A., & Gupta, R. (2019). Social media marketing and guest engagement: A case study of Hyatt Regency Delhi. <i>Tourism Management Perspectives</i> , 32, 100567.	https://doi.org/10.1016/j.tmp.2019.100567
6	The	Saxena, S., & Verma, R. (2020).	https://doi.org/10.1016/j.ijhm.2020.102492



	Imperial, New Delhi	Storytelling on social media to enhance luxury hotel guest experiences: The Imperial, New Delhi. <i>International Journal of Hospitality Management</i> , 87, 102492.	
7	Marriott International	Nyangwe, S., & Buhalis, D. (2018). Branding transformation through social media and co-creation: Lessons from Marriott International. In B. Stangl & J. Pesonen (Eds.), <i>Information and Communication Technologies in Tourism 2018</i> (pp. 261–273). Springer.	https://doi.org/10.1007/978-3-319-72923-7_20
8	Hilton Hotels & Resorts	DeYeso, K. L. (2019). Enhancing guest satisfaction through social media: The case of Hilton Hotels & Resorts. <i>International Journal of Hospitality & Tourism Administration</i> , 20(4), 402–419.	https://doi.org/10.1080/15256480.2019.1601558
9	The Ritz- Carlton	Nirmayanti, N. P. N. (2024). Instagram marketing and luxury hotel guest engagement: A study of The Ritz-Carlton. <i>Journal of Hospitality Marketing & Management</i> , 33(1), 1–19.	https://doi.org/10.1080/19368623.2024.1873921
10	Airbnb	Gondim, C. B., Seabra, A. L. D. C., & Mendes Filho, L. (2020). Social media use and guest satisfaction in Airbnb properties. <i>Tourism and Hospitality Research</i> , 20(3), 354–369.	https://doi.org/10.1177/1467358420908857