STUDY ON RELATION BETWEEN BRAND AWARENESS AND REPEAT PURCHASES IN HOSPITALITY SECTOR

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ABSTRACT

Increasing their hospitality sector share and growth rates, hospitality businesses may benefit fromdevoted patrons of the brand as compared to traditional forms of advertising like discounting and special offers, this strategy yields much higher profits. Due to the sector's maturity, hospital now focus more on expanding their hospitality sector share than opening new locations.

The costs associated with hospitality sectoring, PR, and other cost drivers in the early stages of a business's pursuit of new consumers are substantial.

Not to mention, maintaining relationships with existing clients requires less resources. This article summarizes the hospitality sectoring literature on what makes consumers loyal to a particular brand, and then offers suggestions to hospitality managers on how to use those findings in order to boost brand loyalty among their clientele.

GENERAL INFORMATION

Due to increased global competition, slower growth rates, slower population growth, oversupplied and matures hospitality sectors, and slower growth rates overall, many hospitality businesses are struggling to increase their hospitality sector share. National hospitality sector occupancy in the previous two years has slightly decreased, reaching 64.5 percent in 2019. Further milestones are anticipated to be achieved in the next years after a record-breaking 1,480 new hospital debuted.

As a consequence, a growing number of hospitality sector companies are focusing on fewer new clients. Under these conditions, a significant portion of any sector's resources must be committed to current clients. By lowering their pricing, increasing their distribution networks, initiating promotional campaigns, and keeping their present clients, businesses may boost sales and hospitality sector shares. Customer loyalty would be a more lucrative strategy, however, given the hospitality sector is mature and must focus on hospitality sector share increases rather than hospitality sector expansion.

New clients must be drawn in to replace lost ones. Unfortunately, replacement is expensive. Due to advertising, hospitality sectoring, and sales charges as well as start-up operations costs, acquiring new clients is costly. In his book The Loyalty Effect, Reichheld contends that organizations like auto, life, and credit card companies sometimes spend five times as much on acquiring new clients as they do on retaining existing ones. Businesses would spend more in client retention if they were aware of the true cost of replacing consumers.

For instance, it costs credit card firms 51 on average to find a consumer and open a new account. Since they are acquainted with the sector's goods and services, devoted consumers need less assistance and information from the sector's staff, which results in lower operating expenses. Every sector's financial line may benefit greatly from a happy, repeat client. As a result, the goal of this essay is to underline the value of brand loyalty and identify the variables that influence it. The next section of this article offers techniques for hospitality managers to increase brand-loyal consumers.

INTRODUCTION OF THE STUDY

You are already aware of how to begin developing your brand recognition from scratch. It's time to set up a simple yet effective brand awareness plan to keep the flywheel going.

1. **Write guest blogs on specialized websites.**

One of the finest low-effort strategies to raise brand exposure is by guest blogging. Using the traffic that is already going to another website, you may increase awareness of your business while providing relevant and valuable information.

In other words, instead of just pushing your goods on individuals who aren't ready to purchase, write in your brand voice and come across as a real person, first and foremost. Sponsored content publication on specialist websites would be a fantastic alternative to guest blogging.

2. **Consider comarketing.**

Co-marketing is a great strategy to increase brand recognition since it can both emphasize who you are and what you have to offer in the marketplace while also allowing you to capitalize on the audience of another company.

For instance, you may collaborate with a dog walking app if your business provides dog leashes and toys. The campaign itself might

manifest in a variety of ways, including: You may design a joint promotion (such as "download the app and get one free leash") or do an Instagram live event with a friend. In the case, working together with another brand might help you increase your reach by two or even thrice.

3. Always use advertising.

Advertising is one of the finest instruments you can use to spread knowledge of your brand in a low-touch, discreet manner, even while it may not increase brand awareness as much as it does product awareness.

Think about Grammarly. It seems like nobody was aware of Grammarly until a few years ago. Today, when you think of online proofreading software, you immediately think of this brand. That's as a result of their aggressively distributed display, video, and social advertising strategies.

LITERATURE REVIEW

Brand awareness

Brand recognition may be defined as the consumer's capacity to discern or remember a brand name from a logo in various contexts. **Hoyer and Brown's** preliminary study from 2019 found that when brand awareness was present, customers were more inclined to pick the brand they are aware of. Two dimensions, depth and breadth, were used to describe brand awareness. These factors describe customer behaviour and show that when a consumer sees a brand name, they will remember the particular items associated with that brand. By brand awareness, customers may quickly identify a brand while looking for a product and

decide whether to purchase it or not.

Building and sustaining brand loyalty based on relationship marketing has become a crucial business approach, according to **Sui and Balogun** (2021), particularly in the hotel sector. Brand loyalty is a complex phenomenon with several dimensions, including behavioural, attitudinal, and composite aspects.

Bowen Chen, 2020). Brand loyalty has been operationally defined by researchers who use a behavioural perspective as recurrent purchase intentions, buying behaviours (such as frequency, intensity, and proportion), and word-of-mouth recommendations (Balogun, 2002). riticism of behavioural metrics as the only indication of loyalty stems from their inability to discriminate between genuine and fake loyalty (**Odin et al.,** 2021). Researchers also examine brand loyalty from an attitudinal standpoint, which is a brand's devotion via markers like commitment, emotional connection, and trust.

2019 (Morgan and Hunt). Although taking into account the attitudinal features of loyalty enable the researcher to differentiate between brand loyalty and recurrent purchases, it relies on customer pronouncements rather than actual purchases and may not be a true reflection of reality (Mellens et al., 1996; Odin et al., 2001). Due to the fact that the composite view offers a comprehensive understanding of the loyalty concept, it has been examined and supported in numerous brand loyalty studies. These other loyalty proponents are known as the composite or contingency approach to brand loyalty, which includes both behavioural and attitudinal measures.

BACKGROUND OF THE STUDY

You no longer need advertisements to generate buzz about your brand since it has already taken off. Here are a few marketing suggestions to increase brand recognition in addition to your original plan.

Provide freemium, first.

A free basic product or product line is provided under the freemium business model; only premium or enterprise-level items are subject to a fee. A lot of software firms, like HubSpot and Trello, use this pricing approach.

Customers may sample your brand and goods before making a purchase by providing a freemium alternative. It's a chance to "test before you buy" that, in theory, might last a lifetime (as opposed to a free trial period that some companies choose).

Offering a freemium option with the caveat that the brand's watermark would appear on any publicly accessible portions of the product or service is a typical practice. When the user receives the product for free and the company receives free promotion when customers utilize it, freemium is a win-win scenario.

Another excellent example of this is Type form. Customers that use the freemium version of Type form's survey software are required to add a thank-you page with the Type form name and message.

Freemium may be the greatest strategy for increasing brand recognition among your audience, depending on the nature of your company and the products you sell.

Produce cost-free content.

Making content nowadays is simpler than ever... It is advantageous since modern customers go online for any queries, worries, and DIY tasks.

Since it's the simplest method to express personality, ideas, and issue positions — two key elements that personify and humanize your business - content is a fun approach to increase brand recognition.

PROBLEM STATEMENT

You can't expect customers to seek you out if they have no idea who you are or what you provide, which will hurt sales and slow expansion. A company's ability to earn client trust is hampered if its brand isn't well-known. Recognition of the brand as trustworthy is the first step. So, clients may buy with confidence, increasing the likelihood of repeat business. As a result, consumers' emotional investment in a brand grows in tandem with their familiarity with that brand. Also, when consumers become more conversant with a brand, their loyalty to that brand grows.

OBJECTIVES OF THE STUDY

- ➢ The purpose of this study is to examine the connection between consumer brand recognition, satisfaction, commitment, and loyalty to hospitality brand names.
- ➢ Improve customer retention and loyalty to hospitality sector with recommended advertising strategies.
- ➢ An increase in brand awareness and loyalty among current consumers is a major sales driver in the hospitality sector.

HYPOTHESIS

H0: There is a significant different between Study on relation between brand awareness and repeat purchases in hospitality sector.

H1: There is no significant different between Study on relation between brand awareness and repeat purchases in hospitality sector.

$\chi^2 = (60-35)2 + (40-65)2 = 27.473$

65 35

P-value = $1 - p (\chi^2 (1) \le 27.473)$.

K	2	Number of categories
N	100	Sample size
χ^2	27.472527	Chi square test statistic
DF	1	df = k-m-1 =2-0-1 = 1
Phi effect (Φ)	0.524142	$\Phi = \sqrt{(\chi^2/n)}$

Goodness of fit, using χ^2 distribution

1. H0 hypothesis

Since p-value < α, H0 is rejected.

The statistical model does not fit the observations

2. P-value

The p-value equals 1.593e-7, ($p(x \le \chi^2)$ = 1). It means that the chance of type I error (rejecting a correct H0) is small: 1.593e-7 (0.000016%).

The smaller the p-value the more it supports H1.

3. The statistics

The test statistic χ^2 equals 27.4725, which is not in the 95% region of acceptance: $[-\infty: 3.8415]$.

4. Effect size

The observed effect size phi is large, 0.52. This indicates that the magnitude of the difference between the observed data and the expected data is large.

Regression line equation

$\hat{Y} = 2.4286 + 0.4857X$

Reporting linear regression in APA style

$R2 = .24, F (1,2) = 0.62, p = .514.$

$\beta = .49, p = .514.$

RESEARCH METHODOLOGY

METHODS FOR DATA COLLECTION & VARIABLES OF THE STUDY

Methods for data collection

Primary Information

Secondary Information

Primary Information

A questionnaire was used to collect primary data.

Secondary Information

Secondary data was gathered from Books Journals Magazines Web's logistics es

Sampling

The sampling approach used for data collection is convenient sampling. The convenience sampling technique is a non-probability approach.

Sample size

The number of individuals to be polled is indicated by logistics. Although big samples provide more trustworthy findings than small samples, owing to time and financial constraints,

Analytical strategy

- Graphs and charts are used to depict diagrams.
- Following the use of the relevant statistical methods, logistical conclusions will be formed.
- Findings and recommendations will be provided to make the research more helpful.

LIMITATIONS OF THE STUDY

- ➢ Heavy investment required to build.
- ➢ One major drawback of branding is the substantial financial investment required to establish a name for a product or service.
- ➢ Successful brands do not spring up overnight, and therefore, businesses must devote substantial resources to promotion and marketing.

- ➢ Flexibility in quality is severely constrained.

- ➢ The brand's image might be difficult to alter.

CONCLUSION/SUGGESTIONS

In this article, we looked at how familiarity with a brand affects prospective buyers' decisions. We found evidence of mediating factors, including brand trust, brand belief, and brand advocacy. The data analysis supported the proposed hypotheses, as was indicated in the discussion. Hence, we reject the null hypothesis because we find that consumers' brand knowledge has a significant and positive effect on their propensity to make a purchase.

Ordinal regression analysis, part of a larger data analysis strategy, allowed for a detailed and condensed examination of how brand awareness affects consumer decisions and the possible consequences for markets and the economy. There's no doubt that customer and market sentiments may be influenced by brand awareness when it's considered in the context of the whole brand.

As was discussed in the preceding section, the economy may not react to minor fluctuations in the market, but significant shifts in the market's direction will almost certainly have an effect on the economy, either positively or negatively. Nevertheless, it is clear that the markets and the marketing environment are complicated entities that include brands, customers, and consumer behaviour.

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