Marketing on Consumer Buying Behaviors in Hospitality Industry

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Abstract

The hospitality industry relies heavily on marketing strategies to influence consumer buying behaviors. Understanding how marketing tactics, including digital marketing and social media influencers, affect consumer decisions is critical for businesses in this sector. This study

investigates the role of marketing in shaping consumer behavior in the hospitality industry, focusing on consumer engagement with hotels and restaurants. This research adopts a quantitative approach with a descriptive design. A sample of 132 consumers, aged 18 and above, was selected through convenience sampling from an online survey. The study found that 80.3% of respondents had stayed in a hotel, highlighting the relevance of marketing in their buying decisions. More than 51% agreed that marketing influences their buying behavior, particularly through social media and digital platforms. The majority of respondents found content on digital networking sites interesting and were satisfied with the social media marketing of brands they followed. When asked about the effectiveness of traditional vs. digital marketing, most respondents believed digital marketing was more impactful in the hospitality industry. Marketing plays a significant role in shaping consumer behavior in the hospitality industry. Digital marketing, especially via social media influencers, has a stronger influence compared to traditional marketing methods. This study highlights the importance of leveraging digital platforms and social media to attract and engage consumers in the hospitality sector. Further research can explore the long-term impacts of these marketing strategies on consumer loyalty and business performance.
Keywords: Behaviors, Buying, Consumer, Hospitality, Marketing

Introduction

The hospitality industry, encompassing hotels, restaurants, and travel services, is one of the most dynamic and competitive sectors globally. The increasing consumer demands and rapid technological advancements have driven businesses to adopt innovative marketing strategies to attract and retain customers. Marketing plays a pivotal role in influencing consumer buying behavior, as it bridges the gap between the offerings of hospitality businesses and the expectations of their customers (Singh, Arora, & Choudhry, 2022).

Understanding marketing's role in consumer buying behavior is crucial for businesses to tailor services, enhance customer satisfaction, and foster brand loyalty. Previous studies highlight that digital marketing, social media engagement, personalized promotions, and customer relationship management (CRM) significantly shape purchase decisions (Hoyer, Kroschke, Schmitt, Kraume, & Shankar, 2020). The growing influence of online reviews, influencer marketing, and mobile applications has reshaped how consumers interact with hospitality brands and make booking decisions. Additionally, previous research suggests that emotional branding and storytelling in marketing campaigns create deeper connections with consumers, enhancing brand loyalty and increasing purchase likelihood (Kim, Stepchenkova, & Babalou, 2018).

The hospitality sector is strongly shaped by evolving consumer preferences, attitudes, and decision-making processes. Businesses must continuously adapt to changing consumer behaviors to remain competitive. Recent studies indicate that personalization and data-driven marketing strategies have significantly improved customer engagement, as brands use consumer analytics to craft tailored experiences (Morosan & Bowen, 2018). However, despite

the growing importance of consumer behavior insights, many hospitality providers struggle to anticipate and respond to evolving customer expectations. This gap in understanding can result in missed opportunities for personalization, customer retention, and revenue growth.

The problem lies in identifying the key factors influencing consumer buying decisions in the hospitality industry, including price perception, service quality, brand image, and social/cultural influences (Karki et al., 2024). Research suggests that consumer trust in online reviews and peer recommendations plays a significant role in purchase decisions, with platforms such as TripAdvisor and Yelp shaping customer perceptions of service quality (Qiu & Zhang, 2024). Additionally, mobile marketing and app-based loyalty programs have been found to enhance customer retention and brand engagement (Khadka et al., 2025). The rise of digital platforms, online reviews, and peer recommendations has transformed how consumers research, evaluate, and choose hospitality services (Jamil et al., 2021; Mishra et al., 2021).

Thus, this research aims to explore how various marketing strategies shape consumer purchase patterns, preferences, and decision-making processes within the hospitality industry. The study will also examine how emerging technologies, such as AI-driven recommendations, social media, and personalized marketing, reshape consumer interactions and experiences. Furthermore, understanding the effectiveness of experiential marketing strategies in hospitality, where brands create memorable experiences rather than simply promoting services, will be a key focus of this study (Schmitt, 2019; Acharya et al., 2024).

Research Objective

To assess the Marketing on Consumer Buying Behaviors in Hospitality Industry

Research Methods

This study adopts quantitative research methods with a descriptive research design (Neupane et al., 2025). The study population includes consumers who have recently engaged with the hospitality industry, such as hotel guests and restaurant visitors. It encompasses diverse demographic groups, including various age ranges, genders, income levels, and geographical locations. The sample, collected through an online survey, consists of more than 119 respondents aged 18 and above. Every effort was made to ensure inclusivity across gender, age, caste, and education without any bias.

To achieve a representative sample, convenience sampling techniques were employed. The ideal participants are consumers aged 18 and above. Data collection was conducted voluntarily, with online survey questionnaires distributed via various social media platforms. No form of coercion was applied, ensuring that participation was entirely voluntary. The study maintains transparency in its objectives and procedures while minimizing any potential risks. Additionally, all collected data is safeguarded in compliance with privacy regulations, ensuring ethical integrity and preventing any form of dishonesty.

Results

Demographic analysis

This information was gathered via a floating questionnaire distribution to the male and female consumer of the Hotels. This section describes the demographic profile of the respondents and how the primary data acquired via survey was used to analyze and interpret it. As a result, it will be simpler to comprehend the respondents' demographic characteristics. The profile of the respondents comprises the respondent's gender, age, education level and Nationality.

Table 1 Age

		Frequency	Percent	Valid Percent	Cumulative Percent
	Below 20 years	38	28.79	28.79	28.79
	21-30 years	69	52.27	52.27	81.06
Valid	31-40 years	15	11.36	11.36	92.45
	above 40 years	10	7.58	7.58	100.0
	Total	132	100.0	100.0	

The above table shows the distribution of respondents based on age group. Among the 132 individuals, 28.79% are below 20 years (i.e., 38 individuals), 52.27% are between 21-30 years (i.e., 69 individuals), 11.36% are between 31-40 years (i.e., 15 individuals) and 7.58% are above 40 years (i.e., 10 individuals). This data indicates that there are maximum numbers of individual between age 21-30 years.
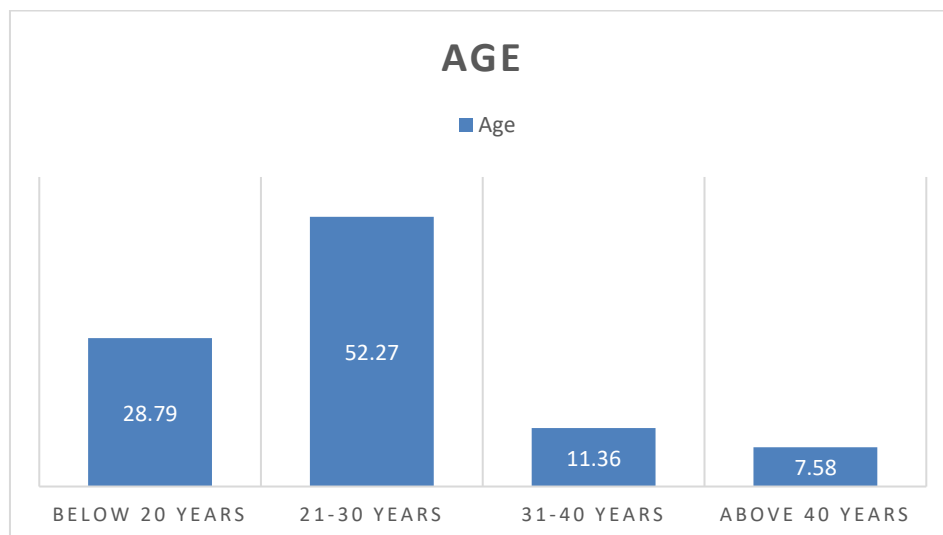

Figure 1 Age

The above column shows the responses of respondents based on age group in percentage. This clearly describe the table 1 "Age Respondents".

Table 2 Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	68	51.5	51.5	51.5
	Female	61	46.2	46.2	97.7
	Prefer not to say	3	2.3	2.3	100
	Total	132	100.0	100.0	

The above table shows the distribution of respondents based on gender. Among the 132 individuals, 51.5% are Male (i.e., 68 individuals), are 46.2% Female (i.e., 61 individuals) and 2.3% didn't prefer to specify the gender (i.e., 3 individuals). This data indicates that there are maximum number males who gave the data.
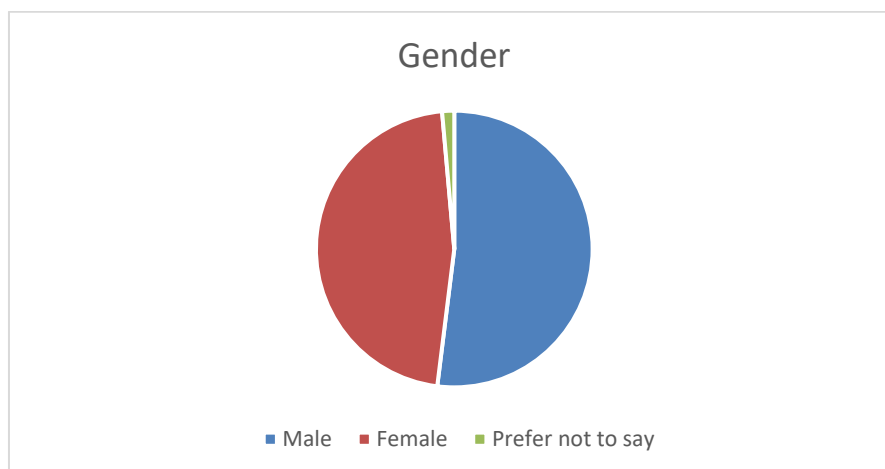
Figure 2 Gender

The above pie chart shows the responses of respondents based on gender in percentage. This clearly describe the table 2 "Gender".

Table 3 Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SEE/SLC	7	5.3	5.3	5.3
	+2	32	24.2	24.2	29.5
	Bachelor	90	68.2	68.2	97.7
	Illiterate	3	2.3	2.3	100
	Total	132	100	100	

The above table shows the distribution of respondents based on education. Among 132 individuals, 5.3% are SEE/SLC (i.e., 7 individuals), 24.2% are +2 (i.e., 32 individuals), 68.2% are Bachelor (i.e., 90 individuals) and 2.3% are Illiterate (i.e., 3 individuals). This data indicates

higher percentage of bachelor individuals and there are no missing or invalid respondents from other educations.
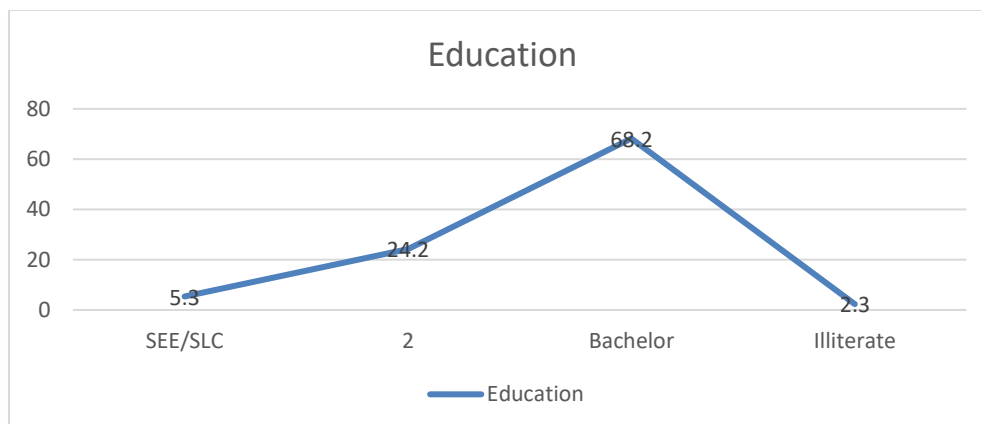
Figure 3 Education

The above line graph shows the responses of respondents based on education in percentage. This clearly describe table 3 "Education".

Table 4 Nationality

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Nepali	132	100.0	100.0	100.0
	Total	132	100.0	100.0	

The above table shows the distribution of respondents based on Nationality. Among 132 individuals, 100% are Nepali (i.e., 132 individuals).
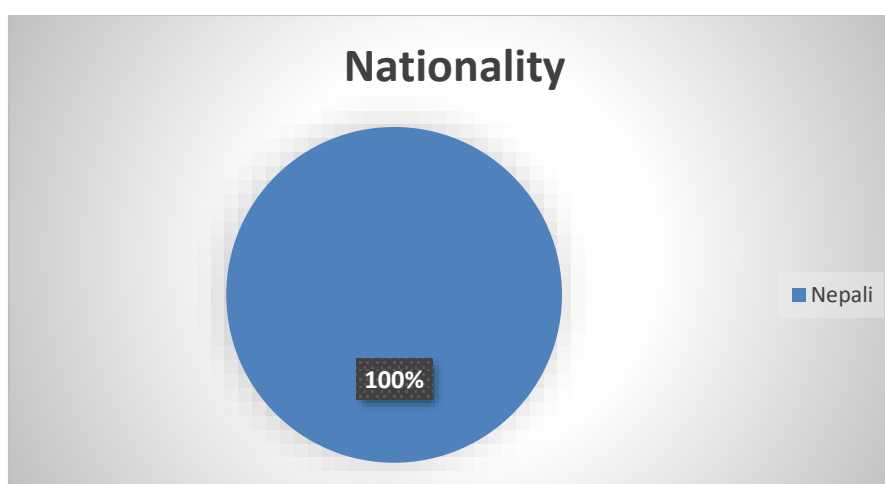
Figure 4 Nationality

The above pie chart shows the responses of respondents based on Nationality in percentage. This clearly describe table 4 "Nationality".

Analysis

Table 5 Have you stayed in hotel in the past?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	106	80.3	80.3	80.3
	No	23	17.4	17.4	97.7
	Maybe	3	2.3	2.3	100
	Total	132	100.0	100.0	

The above table shows if respondent have stayed in a hotel before. Among 132 individuals, 80.3% said Yes (i.e., 106 individuals), 2.3% said maybe (i.e., 3 individuals) and 17.4% said No (i.e., 23 individuals). This data indicates higher percentage of "Yes" individuals and there are no missing or invalid respondents.

Table 6 Marketing of product influence buying behaviors.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	5	3.79	3.79	3.79
	Disagree	6	4.55	4.55	8.28
	Neutral	38	28.79	28.79	37.07
	Agree	68	51.52	51.52	88.59
	Strongly Agree	15	11.41	11.41	100.0
	Total	132	100.0	100.0	

The above table shows that whether marketing of the product influence consumer buying behaviors. Among 132 individuals, 3.79% strongly disagree with the statement (i.e., 5 individuals). 4.55% disagree with the statement (i.e., 6 individuals). 28.79% feels the statement is neutral (i.e., 38 individuals). 51.52% agree with the statement (i.e., 68 individuals). 11.41% strongly agree with the statement (i.e., 15 individuals). Here most of the respondents agree with the above statement.

Table 7 I am satisfied with the social media marketing of brands and influencers I follow.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	6	4.55	4.55	4.55
	Disagree	11	8.33	8.33	12.88
	Neutral	49	37.12	37.12	50
	Agree	58	43.94	43.94	93.94
	Strongly Agree	8	6.06	6.06	100.0
	Total	132	100.0	100.0	

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The above table shows that whether consumers are satisfied with marketing of brands and influencers they follow. Among 132 individuals, 4.55% strongly disagree with the statement (i.e., 6 individuals). 8.33% disagree with the statement (i.e., 11 individuals). 37.12% feels the statement is neutral (i.e., 49 individuals). 43.94% agree with the statement (i.e., 58 individuals). 6.06% strongly agree with the statement (i.e., 8 individuals). Above data shows that must of the respondents agree with the statement.

Table 8 Content shown on digital networking sites of brands are interesting.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	4	3.03	3.03	3.03
	Disagree	8	6.06	6.06	9.09
	Neutral	42	31.82	31.82	40.91
	Agree	63	47.73	47.73	88.64
	Strongly Agree	15	11.36	11.36	100.0
	Total	132	100.0	100.0	

The above table shows that whether content shown on digital networking sites are interesting. Among 132 individuals, 3.03% strongly disagree with the statement (i.e., 4 individuals). 6.06% disagree with the statement (i.e., 8 individuals). 31.82% feels the statement is neutral (i.e., 42 individuals). 47.73% agree with the statement (i.e., 63 individuals). 11.36% strongly agree with the statement (i.e., 15 individuals). Above data shows that must of the respondents find content shown on digital networking sites are interesting.

Table 9 Traditional marketing is more impactful than digital marketing in hotel industry.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	5	3.79	3.79	3.79
	Disagree	37	28.03	28.03	31.82
	Neutral	42	31.82	31.82	63.64
	Agree	32	24.24	24.24	87.88
	Strongly Agree	16	12.12	12.12	100.0
	Total	132	100.0	100.0	

The above table shows that whether traditional marketing is more impactful than digital marketing in hotel industry. Among 132 individuals, 3.79% strongly disagree with the statement (i.e., 5 individuals). 28.03% disagree with the statement (i.e., 37 individuals). 31.82% feels the statement is neutral (i.e., 42 individuals). 24.24% agree with the statement (i.e., 32 individuals). 12.12% strongly agree with the statement (i.e., 16 individuals). Above data shows that must of the respondents doesn't find traditional marketing or digital marketing more impactful.

Table 10 I pay more attention to marketing advertisement of different hotels before choosing best one.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	5	3.79	3.79	3.79
	Disagree	16	12.12	12.12	15.91
	Neutral	31	23.48	23.48	39.39
	Agree	66	50	50	89.39
	Strongly Agree	14	10.61	10.61	100.0
	Total	132	100.0	100.0	

The above table shows that whether customer pay more attention to marketing advertisement of different hotel before choosing best one. Among 132 individuals, 3.79% strongly disagree with the statement (i.e., 5 individuals). 12.12% disagree with the statement (i.e., 16 individuals). 23.48% feels the statement is neutral (i.e., 31 individuals). 50% agree with the statement (i.e., 66 individuals). 10.61% strongly agree with the statement (i.e., 14 individuals). With this data we found must of the respondents agree with the statement.

Table 11 Social media influencer influence my choice of food.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	6	4.55	4.55	4.55
	Disagree	17	12.88	12.88	17.43
	Neutral	43	32.58	32.58	50.01
	Agree	59	44.7	44.7	94.71
	Strongly Agree	7	5.29	5.29	100.0
	Total	132	100.0	100.0	

The above table shows that whether social media influencer influence consumer choice of food Among 132 individuals, 4.55% strongly disagree with the statement (i.e., 6 individuals). 12.88% disagree with the statement (i.e., 17 individuals). 32.58% feels the statement is neutral (i.e., 43 individuals). 44.7% agree with the statement (i.e., 59 individuals). 5.3% strongly agree with the statement (i.e., 7 individuals). With this data we found must of the respondents agree with the statement.

Table 12 Social media influencer influence my choice of restaurant.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	4	3.03	3.03	3.03
	Disagree	15	11.36	11.36	14.39
	Neutral	44	33.33	33.33	47.72
	Agree	54	40.91	40.91	88.63

		Frequency	Percent	Valid Percent	Cumulative Percent
	Strongly Agree	15	11.37	11.37	100.0
	Total	132	100.0	100.0	

The above table shows that whether social media influencer influences consumer choice of restaurant. Among 132 individuals, 3.03% strongly disagree with the statement (i.e., 4 individuals). 11.36% disagree with the statement (i.e., 15 individuals). 33.33% feels the statement is neutral (i.e., 44 individuals). 40.91% agree with the statement (i.e., 45 individuals). 11.37% strongly agree with the statement (i.e., 15 individuals). This data shows most of the respondents agree with the statement above.

Table 13 Digital marketing is more impactful than traditional marketing for hospitality industry.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	3	2.27	2.27	2.27
	Disagree	12	9.09	9.09	11.36
	Neutral	42	31.82	31.82	43.18
	Agree	58	43.94	43.94	87.12
	Strongly Agree	17	12.88	12.88	100.0
	Total	132	100.0	100.0	

The above table shows that Digital marketing is more impactful than traditional marketing for hospitality industry. Among 132 individuals, 2.27% strongly disagree with the statement (i.e., 3 individuals). 9.09% disagree with the statement (i.e., 12 individuals). 31.82% feels the statement is neutral (i.e., 42 individuals). 43.94% agree with the statement (i.e., 58 individuals). 12.88% strongly agree with the statement (i.e., 17 individuals). With this data we found must of the respondents agree with the statement.

Table 14 I would choose hotel or restaurant over other outlets option on their marketing efforts

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	3	2.27	2.27	2.27
	Disagree	16	12.12	12.12	14.39
	Neutral	47	35.61	35.61	50
	Agree	59	44.7	44.7	94.7
	Strongly Agree	7	5.3	5.3	100.0
	Total	132	100.0	100.0	

The above table shows customer would choose hotel or restaurant over other outlets option on their marketing efforts. Among 132 individuals, 2.27% strongly disagree with the statement (i.e., 3 individuals). 12.12% disagree with the statement (i.e., 16 individuals). 35.61% feels the statement is neutral (i.e., 47 individuals). 44.7% agree with the statement (i.e., 59 individuals).

5.3% strongly agree with the statement (i.e., 7 individuals). With this data we found must of the respondents agree with the statement.

Table 15 I visit restaurant or outlets as on the efforts they made on marketing.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	2	1.52	1.52	1.52
	Disagree	16	12.12	12.12	13.64
	Neutral	51	38.64	38.64	52.28
	Agree	56	42.42	42.42	94.7
	Strongly Agree	7	5.3	5.3	100.0
	Total	132	100.0	100.0	

The above table shows whether consumer visit restaurant or outlets as on the efforts they made on marketing. Among 132 individuals, 1.52% strongly disagree with the statement (i.e., 2 individuals). 12.12% disagree with the statement (i.e., 16 individuals). 38.64% feels the statement is neutral (i.e., 51 individuals). 42.42% agree with the statement (i.e., 56 individuals). 5.3% strongly agree with the statement (i.e., 7 individuals). With this data we found must of the respondents agree with the statement.

Table 16 Marketing efforts influence consumer loyalty towards hotel or restaurant.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	3	2.27	2.27	2.27
	Disagree	5	3.79	3.79	6.06
	Neutral	34	25.76	25.76	31.82
	Agree	81	61.36	61.36	93.18
	Strongly Agree	9	6.82	6.82	100.0
	Total	132	100.0	100.0	

The above table shows whether Marketing efforts influence consumer loyalty towards hotel or restaurant. Among 132 individuals, 2.27% strongly disagree with the statement (i.e., 3 individuals). 3.79% disagree with the statement (i.e., 5 individuals). 25.76% feels the statement is neutral (i.e., 34 individuals). 61.36% agree with the statement (i.e., 81 individuals). 6.82% strongly agree with the statement (i.e., 9 individuals). With this data we found must of the respondents agree with the statement.

Table 17 Word of mouth advertisement is the best marketing tool for hospitality industry.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	0.76	0.76	0.76

	Disagree	17	12.88	12.88	13.64
	Neutral	44	33.33	33.33	46.97
	Agree	49	37.12	37.12	84.09
	Strongly Agree	21	15.91	15.91	100.0
	Total	132	100.0	100.0	

The above table shows whether Word of mouth advertisement is the best marketing tool for hospitality industry. Among 132 individuals, 0.76% strongly disagree with the statement (i.e., 1 individual). 12.88% disagree with the statement (i.e., 17 individuals). 33.33% feels the statement is neutral (i.e., 44 individuals). 37.12% agree with the statement (i.e., 49 individuals). 15.91% strongly agree with the statement (i.e., 21 individuals). With this data we found must of the respondents agree with the statement.

Table 18 Marketing efforts influence the guest perception on price of menu.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	2	1.52	1.52	1.52
	Disagree	4	3.03	3.03	4.55
	Neutral	35	26.52	26.52	31.07
	Agree	75	56.82	56.82	87.89
	Strongly Agree	16	12.11	12.11	100.0
	Total	132	100.0	100.0	

The above table shows whether Marketing efforts influence the guest perception on price of menu Among 132 individuals, 1.52% strongly disagree with the statement (i.e., 2 individual). 3.03% disagree with the statement (i.e., 4 individuals). 26.52% feels the statement is neutral (i.e., 35 individuals). 56.82% agree with the statement (i.e., 75 individuals). 12.11% strongly agree with the statement (i.e., 16 individuals). With this data we found must of the respondents agree with the statement.

Table 19 The reality always matches the marketing of hospitality product.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	4	3.03	3.03	3.03
	Disagree	29	21.97	21.97	25
	Neutral	44	33.33	33.33	58.33
	Agree	42	31.82	31.82	90.15
	Strongly Agree	13	9.85	9.85	100.0
	Total	132	100.0	100.0	

The above table shows whether the reality always matches the marketing of hospitality product Among 132 individuals, 3.03% strongly disagree with the statement (i.e., 4 individual). 21.97% disagree with the statement (i.e., 29 individuals). 33.33% feels the statement is neutral (i.e., 44

individuals). 31.82% agree with the statement (i.e., 42 individuals). 9.85% strongly agree with the statement (i.e., 13 individuals). With this data we found must of the respondents are neutral with the statement.

Table 20 I would choose hotel or outlet over its competitors based on their marketing.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	3	2.27	2.27	2.27
	Disagree	15	11.36	11.36	13.63
	Neutral	44	33.33	33.33	46.96
	Agree	59	44.7	44.7	91.66
	Strongly Agree	11	8.33	8.33	100.0
	Total	132	100.0	100.0	

The above table shows whether consumer would choose hotel or outlet over its competitors based on their marketing. Among 132 individuals, 2.27% strongly disagree with the statement (i.e., 3 individual). 11.36% disagree with the statement (i.e., 15 individuals). 33.33% feels the statement is neutral (i.e., 44 individuals). 44.7% agree with the statement (i.e., 59 individuals). 8.33% strongly agree with the statement (i.e., 11 individuals). With this data we found must of the respondents are agree with the statement.

Table 21 Marketing efforts influence my overall satisfaction with their services.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	0.76	0.76	0.76
	Disagree	6	4.55	4.55	5.31
	Neutral	48	36.36	36.36	41.67
	Agree	59	44.7	44.7	86.37
	Strongly Agree	18	13.63	13.63	100.0
	Total	132	100.0	100.0	

The above table shows whether Marketing efforts influence consumer overall satisfaction with their services Among 132 individuals, 0.76% strongly disagree with the statement (i.e., 1 individual). 4.55% disagree with the statement (i.e., 6 individuals). 36.36% feels the statement is neutral (i.e., 48 individuals). 44.7% agree with the statement (i.e., 59 individuals). 13.63% strongly agree with the statement (i.e., 18 individuals). With this data we found must of the respondents are agree with the statement.

Conclusion

The analysis of consumer behavior in the hospitality industry reveals insightful patterns regarding the influence of marketing efforts on customer decisions. The data indicates that most individuals believe marketing strategies, especially those involving social media influencers and digital content, play a vital role in shaping their choices. There is a strong agreement that social media marketing, especially by brands and influencers, influences their preferences when it comes to food and restaurant choices. This reflects the growing importance of digital platforms in reaching consumers and influencing their purchasing decisions. Moreover, a

majority of respondents recognize the value of digital marketing over traditional methods in the hospitality sector, showing a shift towards modern, online-driven marketing approaches. The research also highlights that consumers pay close attention to marketing advertisements when selecting hotels or restaurants, suggesting that effective marketing campaigns can significantly influence their decisions. Additionally, a considerable number of respondents expressed satisfaction with social media marketing efforts by brands they follow, indicating the positive impact of engaging and relevant content.

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