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To Study Effectiveness of Social Media Advertisement On Consumer Attitude Regards  
to Hotel Booking Intension

*Dr. Poonam Kakkad , Nikita Chaudhari*

Pay Package As An Organizational Factor, Influencing Fresh Talent Decision While  
Choosing The Organization To Work With

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The Role of Leaders in Implementing Cross-Functional Business Processes: From Silos to Synergy

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Embedded Finance: Scope, Challenges And Opportunities?

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Management Insights-Emerging vistas (Special article by invitation)

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## FROM THE EDITOR'S DESK

We are overjoyed to inform that our BJMR has received a prestigious grant to support the publication of our academic journal. With the help of this award, BJMR will improve editorial procedures, allowing us to reach a wider audience, draw in top-notch research, and increase its overall influence within the academic community.

BJMR would to acknowledge and thank Indian Council of Social Science Research, New Delhi for sanction of a Grant-in-Aid for the publication of journal. This accomplishment is a significant milestone in our BJMR Journey.

"Embedded finance" gives me great pleasure to present the most recent issue of the Bharati Vidyapeeth Journal of Management Research. A diverse range of research articles and reviews that reflect the dynamic and ever-evolving character of research are featured in this issue.

"To Study Effectiveness of Social Media Advertisement On Consumer Attitude Regards to Hotel Booking Intension" is the title of the first paper published in the journal and This study aims to examine how social media advertisements impact consumer attitudes toward hotel room booking intentions. Primary data was collected through an online questionnaire from 138 individuals who booked a hotel after seeing a social media advertisement related to the hotel. The study found that the uniqueness, creativity, and informativeness of the advertisement significantly influence consumer attitudes. Additionally, consumer attitudes positively affect the intention to book a hotel room.

The second paper is titled "Pay Package as an Organizational Factor, Influencing Fresh Talent Decision While Choosing the Organization to Work With" and discusses two main goals. The first was to determine whether the compensation package had an impact on MMS/MBA final year students' decisions on which potential employer to work for. The impact of employer branding on employer preference among MBA students is the second. A sample size of 231 MMS/MBA college students currently pursuing their final year across specialisation courses in Mumbai city where surveyed using structured questionnaire, using non-probability convenient sampling technique. The study reflected that Pay packages are one of the main factors influencing decision-making when selecting a future employer. The study found that employer branding is important when selecting the preferred employer on campus.

"The Role of Leaders in Implementing Cross-Functional Business Processes: From Silos to Synergy" is the title of third paper in the issue. The paper discusses about conventional organizations often underperform due to impediments in vital knowledge flows which include intense internal competition, inflexible functional silos and excessive compartmentalisation. Overly rigid departmental structures lead to a lack of communication and coordination among teams. This compartmentalisation restricts the sharing of knowledge, expertise and best practices, ultimately hindering organisational performance. Attempting to address this issue by fostering organisational ties between functional silos is known as cross-functional integration or teaming. Cross-functional Business Process (CFBP) is designed to bring together diverse perspectives, skills, and expertise to achieve a common goal or objective. Simply bringing together employees from previously isolated departments, also known as "throwing people together," is not enough to guarantee better performance. In fact, research has shown that this approach can often lead to - communication breakdowns, cultural clashes, lack of trust, inefficient knowledge sharing etc. Instead, a methodical approach that combines the ideas and improves

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knowledge flows is necessary to improve collaboration and innovation, to boost organizational performance, and to achieve their goals and objectives. This includes establishing clear goals and objectives, fostering a culture of collaboration, providing training and development opportunities, encouraging knowledge sharing and innovation, monitoring and evaluating progress etc.

In today's fast-paced business environment, CFBP have become essential for organizational success. Organizations are increasingly recognizing the need to break down functional silos and adopt cross-functional business processes. However, implementing such processes demands effective leadership more than just technical expertise. This paper has explored the concept of CFBP, their benefits, and the critical role that leaders play in implementing CFBP, and provides insights into the key challenges, strategies, and best practices for achieving success.

“embedded finance: scope, challenges and opportunities” is the title of the fourth paper article. Embedded finance represents a transformative shift in the delivery of financial services by integrating them seamlessly into non-financial platforms, products, or ecosystems. This innovation allows consumers and businesses to access banking, payment, lending, and insurance services directly within their daily interactions, whether through e-commerce websites, software applications, or other digital tools. By enabling financial functions to be incorporated into platforms where users are already engaged, embedded finance enhances convenience, improves accessibility, and creates a more personalized experience tailored to individual needs.

Despite its potential, the rapid adoption of embedded finance introduces significant challenges. Regulatory compliance becomes increasingly complex as financial services are offered across various platforms and jurisdictions. Data privacy and security concerns must be addressed to build and maintain user trust, especially as sensitive financial data is processed and shared among multiple stakeholders. Additionally, the technical intricacies of integrating financial services into existing systems require robust technology frameworks and collaborative development processes.

The last paper of the issue is titled, “Discovering Learner Insights of the Effectiveness of online learning,” examines how - the after 2015 global educational development agenda, outlined in United Nations Sustainable Development Goal (SDG) , is to “ensure inclusive and quality education for all and promote lifelong learning” (United Nations General Assembly, 2015, para. 4). After COVID-19 pandemic, the world is more aware of the need to accept Online Learning as a new normal. Moreover, Global Lockdowns and the distribution of education have made the need to encompass Online Learning in a more formal way; more prudent, online learning is no more a choice, but a forced reality. So in this scenario researcher felt the need to study the responses of the students who are learning online so that their effectiveness can be measured based on their opinion and perception. This study analyzes the Learner Insights of the Effectiveness of online learning students through a systematic literature review and published articles along with the analysis of quantitative data was also examined to reach to the conclusion. The researchers have concluded that to strengthen the online education system, the paramount determinants are perceived improvement and perceived difficulty level .So these parameters needs to be taken care at the time of designing and dissemination of knowledge.

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## CO-EDITORS MESSAGE

Dear Researchers and professors,

It gives me immense pleasure to express my heartfelt thanks to all the contributors of this double-blind-peer-reviewed journal. The BVIMSR Journal is uninterruptedly getting research paper from fervent authors and researchers. The editorial team makes an incessant effort to elevate the quality of the journal with a twin-pronged approach of having stringent review of research paper and value addition by way of providing additional input to readers of the journal.

The new feature that has been added from this issue pertains to ‘discussion on need for concentrated focus and research on global level geo-political, strategic and organizational challenges in the ever dynamic cultural landscapes.’ Thus, this separate section will be dedicated for article(s) on concurrent geo-political, economic or academic realms. The endeavour will be to upscale the topical research base as well as infusion of newness and incorporation of inclusiveness & pervasiveness in research articles.

Many of the concurrent researches that are published and subsequently getting reflected in research paper databases indicates that strategic aspects of businesses are integrated with functional domains of marketing, finance, HRM and others in concurrent publications. This amalgamation is broadly synthesis of cross-functional aspects of management with impetus on fusion of algorithmic and human dimensions. The outcome of these contemporary researches magnifies the perspective and shift towards inclusive approach whereby synchronized unification of human behaviour and digital enigmatic world are becoming units of potential researchable topics.

In-line with the above statement, authors are requested to align the future researches in these emerging domains thereby augmenting the existing body of knowledge.

We wish everyone happy reading.

*Best Wishes Always*

**Dr Sanjay Sinha**  
**Professor – Finance,**  
**BVIMSR**



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This is to certify that  
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## To Study Effectiveness of Social Media Advertisement On Consumer Attitude Regards to Hotel Booking Intension

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**ABSTRACT:** *Purpose:* This study aims to examine how social media advertisements impact consumer attitudes toward hotel room booking intentions. *Methodology:* -Primary data was collected through an online questionnaire from 138 individuals who booked a hotel after seeing a social media advertisement related to the hotel. *Findings:* -The study found that the uniqueness, creativity, and informativeness of the advertisement significantly influence consumer attitudes. Additionally, consumer attitudes positively affect the intention to book a hotel room.

**Keywords :** Social media advertisement, consumer attitude, room booking intention

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### INTRODUCTION

The rapid growth of social media platforms has changed the way businesses communicate with their customers, including those in the hospitality industry. Platforms like Facebook, Instagram, and Twitter have evolved into powerful marketing channels, enabling hotels to reach a vast audience with highly targeted advertisements. These platforms offer unparalleled opportunities for hotels to engage with potential customers, build brand awareness, and influence purchasing decisions, making social media advertising an important part of modern marketing techniques.

This research is focused on exploring the relationship between social media advertisements and consumers' intention to book hotel rooms. Specifically, the study will investigate how different aspects of social media ads—such as visual appeal, messaging, interactivity, and user-generated content—affect the decision-making process of consumers. By examining these factors, the research seeks to identify which elements are most effective in capturing attention, fostering trust, and ultimately leading to a booking decision.

Moreover, the study will delve into the psychological mechanisms that underlie consumer responses to social media advertising. This includes understanding how the frequency and timing of advertisements, the use of influencers, and the integration of social proof (like reviews and ratings) can impact consumer perceptions and intentions. The research will also consider demographic factors, such as age, gender, and travel habits, to determine if and how different segments of the population respond differently to social media ads.

Understanding these dynamics is crucial for hotel marketers who aim to optimize their social media strategies. The insights gained from this research could guide the development of more personalized and persuasive advertising campaigns, improving both the reach and effectiveness of social media marketing efforts. This, in turn, could help in higher conversion rates, increased customer loyalty, and a stronger competitive position in the crowded hospitality market.

In conclusion, this research will significantly aid to the existing literature on digital marketing in the hospitality sector by providing empirical evidence on the effectiveness of social media advertisements in

influencing hotel room booking intentions. The findings are expected to offer practical recommendations for both academics and industry practitioners, helping them to harness the full potential of social media in driving hotel bookings and achieving business growth.

## **2. Review of Literature**

Lina, L.F. (2021) investigated the effect of personalized advertising on consumer buying desire and the moderating role of privacy concerns in their paper titled "Privacy Concerns in Personalized Advertising Effectiveness on Social Media." Data was collected from 131 Instagram users in Indonesia using purposive sampling. The study found that advertisements tailored to users' interests and purchase history increased perceived benefits and purchase intention.

Dodoo, N.A. and Wu, L. (2019) examined the consequences of personalized social media advertising on online impulse purchasing in their paper, "Exploring the Antecedent Impact of Personalized Social Media Advertising on Online Impulse Buying Tendency." They collected data from 249 students at a Southeastern university in the USA and used structural equation modeling (SEM) for analysis. The study concluded that personalized ads positively influenced perceived relevance and impulse buying tendencies, highlighting the significance of personalization in social media advertising.

Yang, Biwei (2013) explored the consequence of online customer reviews on perceived risks related with online leisure hotel bookings in their thesis, "The Effect of Online Customer Reviews on Customer's Perceived Risk Associated With Online Leisure Hotel Booking." Data was gathered via web-based questionnaires from 200 respondents, with 18 responses deemed invalid. The study identified six dimensions of perceived risk financial, physical, psychological, performance, time-loss, and social and discussed how core and peripheral attributes of online reviews influence risk perceptions.

Et.al, H. E. (2021) studied the influence of digital marketing and social media on the buying intentions for SMEs' food products in their paper, "Effect of Digital Marketing and Social Media on Purchase Intention of

SMEs Food Products." Data was collected from 210 respondents in the Banten region using simple random sampling and analyzed with simple regression analysis. The study found a significant positive impact of social media marketing on buying decisions for SMEs' products.

Pandey, A., Sahu, R., & Dash, M. K. (2018) analyzed the impact of social media marketing on the buying intentions of millennials in their paper, "Social Media Marketing Impact on the Purchase Intention of Millennials." Data was collected from 562 students at ABV-Indian Institute of Information Technology and Management in Gwalior, with 354 responses considered valid. The study found that electronic word-of-mouth (eWOM), attitudes toward social media advertising, and peer communication significantly influence millennials' purchase decisions.

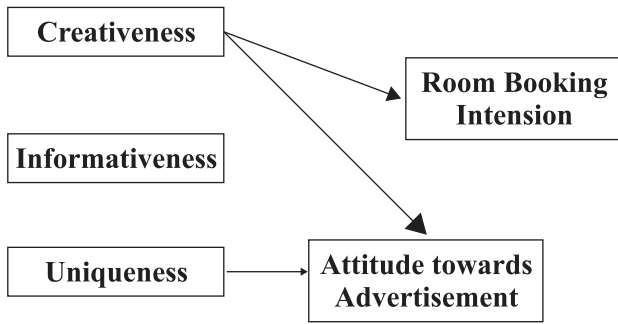
Martins, J., Costa, C., Oliveira, T., Gonçalves, R., & Branco, F. (2019) investigated how mobile advertising affects consumer buying desire in their paper, "How Smartphone Advertising Influences Consumers' Purchase Intention." Data from 303 respondents in Portugal was analyzed using partial least squares (PLS) techniques. The study identified that advertising value, flow experience, web design quality, and brand knowledge significantly influence buying decision.

Ardiansyah, F., & Sarwoko, E. (2020) examined the influence of social media marketing on buying decisions and the significant role of brand awareness in their paper, "How Social Media Marketing Influences Consumers' Purchase Decision? A Mediation Analysis of Brand Awareness." Data was collected through purposive sampling and analyzed using ordinary least squares regression. The study found a positive and crucial relationship between social media marketing and buying decisions but could not establish direct and indirect effects of brand knowledge on buying decisions.

### **Objectives: -**

1. To study effectiveness of social media advertisement on consumer attitude.
2. To evaluate relationship between consumer attitude and room booking intension.

**3. Conceptual Model**



**4. Research Methodology: -**

This study is designed to understand the factors that influence consumers to book hotel rooms after viewing social media advertisements.

**4.1. Hypothesis: -**

**H1-** Uniqueness positively influence attitude towards social media advertisements.

**H2-** Creativeness positively influence attitude towards social media advertisements.

**H3-** Informativeness positively influence attitudes towards social media advertisements.

**H4-** Consumer Attitude towards social media advertisements positively influence Room booking intension

**4.2. Data Collection: -**

Data was collected online using a questionnaire from individuals who use social media and booked a hotel room in the Mumbai region after seeing an advertisement while using a social media app.

**4.3. Questionnaire Development: -**

Data was collected using a 5-point Likert scale, with responses ranging from 1 (strongly disagree) to 5 (strongly agree).

**4.4. Sampling Size and Method: -**

Data was gathered from consumers who booked hotel rooms in the Mumbai region. A total of 138 samples were collected using a convenience sampling method.

**4.5. Data Analysis tool: -**

For analysis of data, SmartPLS version 4 is used.

**5. Data Analysis and Results: -**

**5.1. Descriptive Analysis: -**

Descriptive Analysis	Item	Subject	
		Frequency	Percentage
Gender	Male	75	56.52
	Female	63	45.65

**5.2. Measurement Model Analysis: -**

In the analysis of the outer model also we called as measurement model, We assess the quality of the construct in our study through several steps. First, we examine the factor loadings. Then, we establish both construct reliability and construct validity.

**5.3. Factor Loadings: -**

	Cre ativeness	Informa tiveness	Uniq ness	Attitude towards Adverti sement	Boo king inte nasion
CR E1	0.890				
CR E2	0.925				
CR E3	0.842				
IN F1		0.912			
IN F2		0.867			
IN F3		0.910			
UN Q1			0.855		

UN Q2			0.896		
UN Q3			0.957		
AT A1				0.952	
AT A2				0.852	
AT A3				0.941	
BI 1					0.851
BI 2					0.962
BI 3					0.945

(UNQ - Uniqueness, CRE - Creativeness, INF - Informativeness, ATA–Attitude Towards Advertisiement, BI-Booking Intension)

**5.4. Construct Reliability And Convergent Validity: -**

According to Mark (1996), “Reliability is defined as the extent to which a measuring instrument is stable and consistent. A key aspect of reliability is repeatability. If an instrument is administered multiple times, will it yield the same result?”

Common methods for assessing reliability include Cronbach's Alpha. In our study, Cronbach's Alpha values ranged from 0.728 to 0.899. All these values exceeded the recommended threshold of 0.70, as suggested by Hair et al. (2011), indicating good reliability.

To ensure convergent validity, we found that the standardized factor loadings for each construct were significant and above 0.7. The Composite Reliability (CR) values were also higher than 0.7, and the Average Variance Extracted (AVE) for all constructs exceeded the minimum recommended value of 0.5. These results

confirm that our measurement tool reliably measures the intended concepts, as supported by guidelines from Fornell & Larcker (1981) and Gefen et al. (2000).

**5.5 Discriminant Validity: -**

**5.5.1. Fornell & Larcker Criterion: -**

We assessed discriminant validity using Fornell and Larcker’s (1981) method by comparing the square root of the AVE for each construct with the correlations between constructs. Table 4 shows the square roots of AVE (in bold on the diagonal) along with the correlation values. In every case, the square root of AVE was higher than the related correlation values in the same row and column, confirming sufficient discriminant validity.

	ATA	CRE	INF	UNQ	BI
ATA	<b>0.897</b>				
CRE	0.870	<b>0.890</b>			
INF	0.742	0.822	<b>0.844</b>		
UNQ	0.739	0.854	0.769	<b>0.865</b>	
BI	0.722	0.788	0.752	0.780	<b>0.856</b>

(UNQ - Uniqueness, CRE - Creativeness, INF - Informativeness, ATA–Attitude Towards Advertisiement, BI-Booking Intension)

- H1-** Uniqueness positively influence attitude towards social media advertisements.
- H2-** Creativeness positively influence attitude towards social media advertisements.
- H3-** Informativeness positively influence attitudes towards social media advertisements.
- H4-** Consumer Attitude towards social media advertisements positively influence Room booking intention

**5.6. Hypothesis test: -**

		Bet a	SD	t values	p values	Result
<b>H 1</b>	<b>UNQ -&gt; ATA</b>	0.3 57	0.1 87	0.19	0.03 9	H1 Accep ted

<b>H 2</b>	<b>CRE → ATA</b>	0.2 61	0.1 54	2.09 5	0.00 9	H2 Accepted
<b>H 3</b>	<b>INF → ATA</b>	0.4 09	0.1 77	1.53 9	0.01 2	H3 Accepted
<b>H 4</b>	<b>ATA → BI</b>	0.3 29	0.1 62	2.03 5	0.01 7	H4 Accepted

(Note. UNQ - Uniqueness, CRE - Creativeness, INF - Informativeness, ATA –Attitude Towards Advertisement, BI- Booking Intension, SD – Standard Deviation)

The results for H1, H2, H3, and H4 indicate that uniqueness, creativity, and informativeness of advertisements positively influence consumer attitudes toward the advertisement. Additionally, consumer attitudes toward the advertisement positively influence hotel room booking intentions ( $p < 0.005$ ). As a result, hypotheses H1, H2, H3, and H4 are confirmed.

**Conclusion and Suggestions: -**

The study found that social media advertisements, in terms of uniqueness, creativity, and informativeness, have a positive and significant impact on consumer attitudes toward these advertisements. Furthermore, consumer attitudes toward the advertisements significantly influence their intention to book hotel rooms.

This study suggests that social media advertisements are effective and play a crucial role in shaping consumers' intentions to book hotel rooms when visiting Mumbai.

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