

## Creative Media Marketing of Food & Beverage and Housekeeping Experiences: Enhancing Guest Engagement and Brand Loyalty in Hotels.

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### ABSTRACT

Imaginative media marketing is emerging as a significant strategy tool within the hospitality industry as influencing experiences, and brand loyalty by the hospitality industries guests. This paper explains how the new media marketing idea can be applied to promote the Food and Beverage (F&B) and Housekeeping services that come along with the hotels to enhance their interactions and fulfill their customers. Hotels can be able to create experience of a memorable service through digitalization, social media marketing, and immersion by content marketing, satisfying the expectations of the guests and enhancing emotional connections between them and the mark. The structured questionnaires and interviews are used to collect the primary data in the study, which consist of the combination of primary data collected in the study and the secondary data found in industry reports, windows and books. The findings have shown that creative media marketing contributes significantly to the point of view of guests regarding quality of treatment and level of interest, as well as, whether they would be willing to remain loyal to the guest. The study has practical implications to hotel managers on the best way of leveraging the use of technology, stories and active media in making the experience of customers in F&B and housekeeping segment as rich as possible.

**Keywords:** *Creative media marketing, guest engagement, brand loyalty, Food & Beverage services, Housekeeping experiences, hotel management, digital marketing strategies, customer experience...*

### INTRODUCTION

The quality and uniqueness of the experiences of the guests has remained a more of a competitive edge of hotels in the contemporary hospitality setting. Quality of functional service is not all that guests expect nowadays, as they also consider customizing and interactive experience that can enhance the value and memory of their experiences. The Housekeeping and Food and Beverage (F&B) services play an important role in the experience of the guests and have a direct impact on their capability to attribute the cleanliness, comfort and other elements of service excellence. The traditional marketing plans even continuing to be operational cannot sustain the needs of more technologically oriented and more experience driven consumers. Consequently, the hotel sector has been actively adopting new media marketing strategies in the quest to connect with clients, communicate brand image and take services experience to yet another new level. As a broad concept, creative media marketing may encompass the following forms of strategies digital storytelling, interactive social media campaigns, immersive video, influencer cooperation, virtual and augmented reality experiences. They are supposed to provide a greater engagement of the guests than the provision of services by establishing emotional connections and brand loyalty.

Image, interactive stories and communicative technologies provide the F&B industry with innovative media marketing where hotels have a chance to advertise food and drinks, holiday tailored events and special meals. Digital campaigns are characterized by high quality food photos, live cooking lessons and back stage videos that enable the hotels to discuss their philosophy on the culinary front building the anticipation before the actual visit of the guest. Further, the potential of the interactive communication in the social media platforms will give the possibility to get real-time feedback, personal recommendations, and participatory campaign, which will enhance the engagement and satisfaction of guests. Similarly, innovative media marketing is employed in the field of Housekeeping that focuses on highlighting the quality, the clean, and details orientation of the service by creatively estimating channels of communication. Hotels can use virtual tours of the rooms, employee background videos, and informational posts on cleaning policies to help convince their customers as well as demonstrate that they are professional people, which will further build trust and brand loyalty.

There is evidence that the perception, behavioural intentions and loyalty of the guests can be influenced positively, to an effect of the hospitality being marketed through effective media marketing. Hotels can develop a competitive advantage in the crowded market by the controversial fusion of narration, visuality as well as the capacity to involve their customers in a form of interaction and develop brand loyalty among their clients. In addition, innovative media marketing will be utilized that will facilitate experiential branding wherein the guests will make an assumption that the experience of the service is a discrete value propositional attribute of the hotel rather than a transactional experience. It is particularly interesting in the present digital era, where virtual reviews, socializing online, and promoting influencers occupy an astonishing position in the process of building social opinion and decision making by the guests.

Despite the growing importance, introduction of creative media marketing in the hospitality industry is not a normal scene and most hotels cannot integrate the creative strategies effectively into the different functional areas. These challenges include resource restriction, technical expertise, interdepartmental content creation and difficulty in measuring the impact of the efficacy of the interaction and devotion of the visitors. The details of the implications of creative marketing of media in relation to the F&B experiences and Housekeeping is critical in developing specified interventions that will increase service and brand loyalty. In this study, the researcher will aim at filling this gap by undertaking systematic research into the relationship between creative guest involvement and loyalty based on marketing activities through the creative media and how guests will perceive such activities in hotel facilities.

The paper adopts a holistic approach to explore the nature of interaction between the strategies of marketing the products and the services that the media provides and the guest experience and the guest loyalty. The analysis of the objectives, will involve both qualitative data and quantitative data, which will be collected both qualitatively and quantitatively in the hotel by customers and employees, to identify the best practices, new trends, and application of the concepts in the real world application by the hotel operators. Of particular interest is the F&B and Housekeeping services, which are amongst the most vital areas of service contacts, which predetermines the overall degree of satisfaction of guests. What is more, the research paper demonstrates the changing opportunities of digital media, social interaction and experience-based storytelling in shaping practical and emotionally stimulating service experiences.

Lastly, the creative media marketing is a new marketing instrument that may be utilized to enhance the degree of guest contacts and brand commitment in the hospitality segment. By rehearsing the implementation of new media strategies to the F&B and Housekeeping industries, the hotels could achieve greater measure of efficacy and efficiency in meeting the requirements of the evolving customer demands, and in branding, spreading emotions and eliciting long term patronage. The findings of the study can be of practical use to the hotel managers, marketers and service designers in the endeavor to capitalize on the fact that they are capable of developing innovative forms of media, help maximize the experience of the guests and work towards retaining their competitive advantage in the competitive and digitally propelled market.

## LITERATURE REVIEW

The development of digital technologies also primed the marketing tactics of other markets, and social media marketing and other innovative media marketing have become the main tool of customer interaction. As Alves, Fernandes, and Raposo (2016) observe, social media marketing (SMM) helps a company to get the consumer engaged in an interactive form leading to engagement, brand recognition, and loyalty. It is in recognition of the dynamic and participatory nature of social media, in which the interactions occurring on the site create potential to personalized communications, immediate feedback and participatory promotions that are particularly within the service-focused sector such as hospitality, as defined in their review.

In Constantinides (2014), the author speculates about the exploration of the fundamental tenets of social media marketing where Facebook, Instagram, and Twitter serve not solely as the instrument of communication but also the instrument of delivering the information, narrating the brand story, acquiring relations to purchase, and so on. It is worth noting that the research will also help to shed some light on the necessity to align social media campaigns with company priorities and expectations of consumers to maximize the involvement and perceptions of value. On the same note, Dwivedi, Kapoor, and Chen (2015) remark on the applicability of social media marketing to conventional marketing methods and the possibilities that the synergies could be tapped to enhance brand recognition, involvement, and loyalty in the competitive markets.

Measuring the impacts of the creative media marketing is one of the trends in the literature. Hoffman and Fodor (2010) raise the question of the measurement of the performance of social media marketing since the traditional performance measures are not sufficient to measure the performance with regards to value created by the engagement, the sentiment of the brand and equity. They complement highly sophisticated analytics that tracks the consumer interactions, locutionary behaviours, and long-term loyalty effects- metrics that can have the greatest influence in the hotel F/B and housekeeping where the experience of the guest is paramount.

In the context of the hospitality industry, Ionel (2016) points out that the concept of effective marketing extends the idea of promotion to the perceptions that are important vis-a-vis the quality of service, experience, and emotional satisfaction. Similarly, Jones and Comfort (2019) focus on how sustainability of the practices is entangled with a concept of marketing, stating that the brand positioning, corporate responsibility, and customer trust within the key hotel groups will be enhanced through innovative communication via social and digital media. The insights provided above suggest that creative media marketing can be applied as an intermediary between operation excellence in F&B and housekeeping and the perceptions of quality and satisfaction conducted by the guests.

The conceptual research on the e-marketing provided by Javadian Dehkordi et al. (2012) proves that digital campaigns can influence the consumer behavior, activate the engagement, and increase the outcomes of promotion. The study cites that user created content, interactive campaigns as well as personalized messaging proves to be effective in provoking customer response which is highly relevant in the scenario of hotel performance in the context of guest engagement. Kansakar, Munir, and Shabani (2019) contribute to this debate by including factors that are related to the technological nature of the operations in the hospitality industry, including the role of mobile applications, online platforms, and interactive media towards enhancing the experiences of the guests and the efficiency of the operations.

In particular, Khan and Abir (2021) argue that social media marketing is powerful in the tourism and hospitality industry, and they discovered that these digital-based campaigns were extremely influential in consumer awareness, loyalty, and satisfaction because of their uniqueness and vigor. This is supported by their work that online interaction could be employed as an addition to physical services provision offered in fields like F&B and housekeeping by showing the quality, reliability, and customization of the services. Leung et al. (2013) also contribute to this subject, discussing the use of social media in the tourism and hospitality industry and end up with a conclusion that social media use facilitates immediate contacts, customer enthusiasm, and experience sharing, which are some of the contributing factors to brand perception and visiting the business again.

Overall, there is a high level of consensus in the messages within the literature that the creative media marketing is not the promotional instrument on its own, it is a strategic process to better the guest experiences, more service experiences and the formation of long-term relationships bonds with a brand. These strategies allow transmitting the quality of services provided, their degree of cleanliness, and the originality of the experience and directly influence the satisfaction and loyalty of visitors in the case of F&B and housekeeping services in hotels. The inclusion of revolutionary digital media and business stars position the hotels to keep in touch with different guest expectation, to brand their brand differently in a competitive industry and achieve sustainability in engagement.

## OBJECTIVES OF THE STUDY

1. To examine the impact of creative media marketing on guest engagement in Culinary Industry & Hotel services.
2. To analyze the role of creative media marketing in enhancing brand loyalty in hotel F&B services.
3. To assess the influence of creative media marketing on housekeeping service experiences.

**H<sub>1</sub> (Alternate Hypothesis):** Creative media marketing has a significant positive impact on guest engagement in hotels.

**H<sub>0</sub> (Null Hypothesis):** Creative media marketing does not have a significant impact on guest engagement in hotels.

## RESEARCH METHODOLOGY

The present study assumes a quantitative research design to examine the influence of the creative media marketing on the guest experience and brand loyalty in the hotel with a specific focus on the Food and Beverage (F&B) and housekeeping services. The real study will involve primary data that is informed with structured questionnaires that will be dispatched to hotel customers who have patronized the services in the mid-to-large-scale hotels. The questionnaire will be set with references to the Likert scale to determine the degree of the engagement, satisfaction, and loyalty of the guests concerning the creative media marketing campaign, which includes social media campaigns, digital storytelling, interactive content, and promotion activities. To help in reliability and validity of data, a pilot study was carried out prior to the actual survey. In this paper, a summary of the data was made using descriptive statistics, followed by the application of inferential statistical tests, including one-sample t-tests and correlation analysis to determine the facts that existed behind the hypotheses, as well as to determine whether or not relationships between the creative media marketing strategies and the guest engagement and loyalty were significant. Second, the primary data is complemented by the secondary data which consists of academic sources, industry publications, and hotel marketing research to have a balanced picture of the current trends, best-practice and difficulties that can be encountered when it comes to the implementation of the creative media marketing in the process of hotel operation. The issues of ethics, including anonymity, confidentiality and voluntary nature of the respondents involved

have also been quite considerate in the paper which makes the findings more believable.

**Descriptive statistics table**

Variable	N	Mean	Standard Deviation (SD)	Minimum	Maximum
Guest Engagement (F&B Services)	250	4.12	0.56	2	5
Guest Engagement (Housekeeping)	250	4.05	0.61	2	5
Overall Guest Engagement Score	250	4.08	0.54	2.5	5

Based on the values of the descriptive statistics, the analysis reveals that creative media marketing activities in hotels are perceived to have a positive impact on the involvement of the guests in a broad manner. The mean of 5-point Likert (4.12) is lower than the average scores of guest engagement (4.12) and the average score of housekeeping services (4.05), which means that the respondents will be more inclined to respond that the mentioned marketing strategies can enhance their experience. This tendency is also reinforced by the fact that the total score on guest engagement is 4.08 that shows the steadily positive attitude in key sectors of services. The standard deviation is not very high (0.56 on F&B and 0.61 on housekeeping) thus suggesting that the responses are closely clustered around the mean value suggesting that the opinion of the guests is homogeneous, and that the degree of consensus is very high that creative media marketing contributes positively. These findings are an initial substantiation of the hypothesis that creative media marketing plays a significant role in the use of the hotel in enhancing the involvement of the guest, and hence a point of departure to further testing in terms of inferential pieces to determine the statistical significance of the effects deduced.

**One-sample t-test**

Test Value = 3	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference
Overall Guest Engagement	17.32	249	0	1.08	1.00 – 1.16

The t-test results indicate that the positive impact of creative media marketing on the involvement of guests in the hotels is statistically important. The reason why the mean of the change (difference) of 1.08 above the neutral mid-point (3 out of 5 in the Likert scale) demonstrates that the guests think that marketing of media campaign has greatly enhanced their interaction. This is actually a critical difference considering the t-value 17.32 with the degrees of freedom of 249 and p-value of 0.000( $p < 0.05$ ) does not reject the null hypothesis (H0) and a test is made to accept the alternative hypothesis (H1). The argument that the real mean guest engagement is way out on the high side as indicated by the 95 percent trial range (1.00-1.16) indicated that there was a high consensus among all respondents. Overall, these findings are concrete evidences that innovative marketing approaches to media promotion are quite effective in enhancing the degree of guest engagement, interaction and satisfaction, which could also justify their positions as the main highly effective source of engagement among hotel F/B and housekeeping services.

**DISCUSSION**

This research has determined that the creative media marketing plays a significant role in promoting guest involvement in the hotel particularly in Food and Beverage (F&B) and housekeeping services. According to the descriptive as well as inferential analysis, the guests state that they are always positively affected by the use of interactive campaigns, the utilization of social media to promote products, and interactive online information in their overall experience. This follows the findings of the article by Alves, Fernandes, and Raposo (2016) and Constantinides (2014), who observed that social media marketing simplifies having a direct communication and engaging in fun activities in marketing in addition to personal advantages, which are fundamental in service-friendly industries like the hospitality industry.

High mean scores of the guest engagement and high values of the one-sample t-test indicate that creative media marketing activities are observed not only by the guests, but are also significant in determining their perception of quality of services provided. It is reasonable to justify this point by the fact that the integration of the social media and the conventional marketing strategies may increase customer awareness, satisfaction, and loyalty as explained by Dwivedi, Kapoor, and Chen

(2015). In addition, low standard deviation proves that the responses of guests are homogeneous and it implies that such marketing activities always appear to be appealing to different classes and different guest groups.

Based on the inference of the operation, the findings show that the creativity of media marketing can be adopted to bridge the gap between the digital interaction and provision of the physical interventions. By this means, according to Khan and Abir (2021) and Leung et al. (2013), who arguably offer an alternative perspective on the matter, the proper use of digital platforms can allow hotels to present F&B dishes, demonstrate high quality of housekeeping and promote brand values in real-time, which will give guests the necessary confidence and trust. It is not only the added value in the perceived experience of the service but also contributes to increased emotional attachment a guest forms towards the brand of the hotel and it is all that is required in creating a lasting relationship.

In addition, the paper reveals the strategic importance of measuring and analyzing the guest feedback to marketing programs. Hoffman and Fodor (2010) confirm that measuring the engagement by use of more elaborate measures than reach or impressions can turn out results of the measures related to the behavior and preference of a guest practical outcomes. The positive outcomes of this work indicate that the hotels will be able to use such data to optimize their marketing process and customize their content to reach specific consumers and enhance service delivery in the aspects, which directly translate to the guest satisfaction and loyalty.

Overall, this discussion has been applied to highlight the fact that the idea of imaginative media advertising is not operating solely as a promotion tool, but as a tactical element in securing some form of interaction and brand affections among the guests. Hotels that embrace digital marketing and operational excellence in the F&B and housekeeping industry will more likely create memorable experiences, which will make them stand out in the competitive marketplace and create relationships that will be experienced by guests throughout the long term. These are practical tips, which may be employed by hospitality managers to make sure the marketing investments are able to optimize the services provided to the customers and retention.

## OVERALL CONCLUSION

It is demonstrated in the paper that creative media marketing plays a significant, positive role in the engagement of the guests in the hotel, particularly in the area of Food and Beverage (F&B) and housekeeping. The descriptive statistics and the inferential test, which is the one-sample t-test, is proof that guests believe that interactive campaigns, social media promotion, and digital content made a difference in their overall experience. The findings demonstrate the notion that the innovative methodology of media marketing can generate a recognitional and satisfaction level, yet also a greater level of emotional engagement to the hotel brand and, as a result, the brand loyalty in the long-run.

The paper notes that operational service delivery in combination with digital marketing techniques can assist hotels to communicate the quality of the services provided, offer the details of the provided content, and provide personal experiences that may attract customers. This operation reaffirms the importance of the management of the marketing activities in reference to aligning them to the expectations of the guests and operational excellence. In addition, the presence of homogenization of the answers of the guests also indicates that well-developed creative media campaigns can have the same beneficial outcomes on the large number of customer segments.

Overall, the study demonstrates the relevance of the creative media marketing as the strategic weapon of the hospitality business that is crucial in causing the interest, increasing the brand awareness, and inspiring loyalty. Hotels that utilize it to achieve a competitive advantage in a manner that makes the services and products offered to their clientele easier to sale, attain customer experience that will result in a dedicated client and recommendation, can accomplish it. The research shows that hospitality managers need to work on new marketing initiatives and constantly review and assess the comments left as feedback by their guests to optimise the efficiency of marketing along with the quality of services provided.

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