

ASSESSING THE IMPACT OF SOCIAL MEDIA INFLUENCER ON COSTUMER LIFETIME VALUE IN SELECTED HOTELS IN METRO MANILA, BRAND AWARENESS AND VISIBILITY

ABSTRACT

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This study examines the impact of social media influencers on customer lifetime value, brand awareness, and visibility in selected hotels in Metro Manila. By partnering with influencers whose audiences align with hotel target markets, hotels enhance their appeal, reinforce brand image, and attract additional guests. Influencer-generated content and user-generated posts increase hotel visibility and reputation. The evolving role of social media influencers in hospitality supports brand strengthening, customer acquisition, and occupancy growth through direct audience engagement and shared experiences. A quantitative descriptive design is employed to assess influencer impact on hotel metrics. Purposive sampling selects participants—hotel marketing managers and guests—with relevant experience. A structured questionnaire, validated by the research adviser, a content expert, a grammarian, and a statistician, measures perceptions of influencer credibility, content quality, follower reach, and their effects on visibility, trust, bookings, and customer lifetime value. Findings indicated that influencer credibility, sustained industry experience, and sizable followings significantly boosted hotel visibility, customer trust, and bookings. Influencer campaigns outperformed traditional advertising in driving revenue and enhancing consumer perception. Challenges included identifying suitable influencers, ensuring consistent engagement, managing promotional budgets, measuring return on investment, and addressing authenticity concerns. Influencers with established careers produced more compelling content, while those with larger followings extended campaign reach. The study confirmed that social media influencers had a substantive effect on customer lifetime value, brand awareness, and visibility for Metro Manila hotels. Influencer partnerships increased engagement and bookings but required careful selection and performance monitoring. It was recommended that hotels develop clear criteria for influencer alignment, implement performance tracking systems, allocate dedicated budgets, and establish authenticity guidelines to maximize campaign effectiveness and mitigate reputational risks.

RECOMMENDED CITATION

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