

BUILDING LUXURY HOTEL BRAND IMAGE THROUGH SOCIAL MEDIA MARKETING: EVIDENCE FROM W HONGKONG

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ABSTRACT

This study examines the role of social media marketing in building the brand image of a luxury hotel, using W Hong Kong as the research context. The study adopts a quantitative approach and applies Partial Least Squares Structural Equation Modeling (PLS-SEM) to evaluate the relationship between Social Media Marketing and Brand Image. Data were collected through a structured questionnaire, with 152 valid responses retained after the screening process. Social media marketing was assessed through dimensions such as content attractiveness, informativeness, interactivity, trendiness, and online engagement, while brand image was evaluated through perceptions of luxury, modernity, distinctiveness, reputation, attractiveness, and memorability. The findings indicate that social media marketing plays an important role in shaping consumers' perceptions of the hotel brand. Visually appealing, informative, interactive, and experience-oriented digital content can strengthen the perception of W Hong Kong as a distinctive and contemporary luxury hotel. The results also suggest that social media should not be viewed merely as a promotional channel, but as an important digital brand-experience platform through which consumers interact with and interpret hotel identity. This study contributes to hospitality marketing literature by highlighting the importance of social media communication in luxury hotel brand-image development. Managerially, the findings suggest that luxury hotels should maintain consistent visual storytelling, interactive communication, authentic customer engagement, and distinctive digital content to reinforce competitive brand positioning.

Keywords: social media marketing; brand image; luxury hotel; W Hong Kong; hospitality marketing; digital marketing; PLS-SEM; customer engagement.

INTRODUCTION

The rapid development of social media has fundamentally transformed marketing communication in the hospitality industry. Hotels increasingly use platforms such as Instagram, Facebook, TikTok, and YouTube not only to promote rooms and facilities but also to communicate lifestyles, experiences, personalities, and symbolic meanings associated with their brands. Social media enables hotels to communicate directly with potential guests, present visually attractive content, respond to customer comments, stimulate electronic word of mouth, and maintain continuous interaction with consumers. Consequently, social media has evolved from a promotional channel into an important mechanism for developing customer relationships and managing hotel brand image.

This transformation is particularly relevant to luxury hotels because their competitive advantage depends not only on functional service attributes but also on symbolic, experiential, emotional, and aesthetic values. Consumers generally cannot fully evaluate a hotel experience before consumption. Social media therefore allows prospective guests to visualize hotel rooms, restaurants, facilities, design, atmosphere, events, and destination experiences before making a purchase decision. Previous research has demonstrated that visual formats and brand-related content can generate stronger consumer engagement than purely informational or promotional messages in hotel social media marketing (Leung, 2017). Social media content can also shape how consumers perceive a hotel's image. Veloso et al. (2024) found that the congruence between hospitality social media posts and management responses contributes to stronger engagement, functional brand image, hedonic brand image, and booking intention. Their experimental study involving 559 consumers demonstrates that not only the presence of social media communication but also the type, quality, and consistency of communication influence hotel image formation. Similarly, Gomez-Suarez and Veloso (2024) found that interaction with hotel-related social media content strengthens brand attachment and booking intention, emphasizing the importance of experience-related content and emotional connections with consumers.

Social media is also increasingly important for customer engagement. Recent hospitality research shows that social media interaction positively influences customer-brand engagement, while engagement contributes to co-creation and revisit intentions among luxury hotel customers. This suggests that social media is not simply a one-way advertising tool. Its interactive characteristics allow consumers to like, comment, share, review, and respond to hotel content, thereby becoming active participants in the construction of brand meaning.

The Hong Kong hotel industry provides a particularly relevant setting for examining these relationships. Earlier research examining 67 Hong Kong hotels found limitations in how hotels used social media to communicate with and learn about customers, suggesting that the strategic potential of social platforms had not yet been fully utilized. Contemporary digital marketing practices, however, have become considerably more sophisticated, particularly within luxury hospitality.

W Hong Kong provides an appropriate case because the hotel positions itself around distinctive design, lifestyle, dining, entertainment, and urban experiences. Located in West Kowloon, the hotel features distinctive brand elements such as WET Deck, WOOBAR, contemporary design, and views of Victoria Harbour, all of which provide highly visual experiential content suitable for social media communication. Consequently, how such content is communicated through social media may have important implications for the way consumers perceive the hotel's brand.

Despite growing research on social media marketing in hospitality, several gaps remain. Existing studies frequently concentrate on customer engagement, booking intention, brand loyalty, electronic word of mouth, or hotel performance. Although some studies have examined hotel brand image, relatively limited research has investigated the direct role of social media marketing in building the brand image of an individual luxury hotel in Hong Kong. Furthermore, recent research continues to highlight a need to understand how visual communication is used strategically by luxury hotels to communicate a consistent brand identity and maintain audience engagement.

Therefore, this study examines the role of social media marketing in enhancing the brand image of W Hong Kong. Specifically, it investigates consumer perceptions of social media content, informativeness, visual attractiveness, interactivity, and digital engagement and

evaluates their contribution to perceptions of W Hong Kong's brand image. The study contributes to hospitality marketing research by linking social media marketing with luxury hotel brand-image formation in the Hong Kong context and provides practical recommendations for strengthening digital brand communication.

Research Question RQ1: How do consumers perceive the social media marketing activities of W Hong Kong?; RQ2: How do consumers perceive the brand image of W Hong Kong?; RQ3: Does social media marketing positively influence the brand image of W Hong Kong?

LITERATURE REVIEW

Social Media Marketing in the Hospitality Industry

Social media marketing refers to the use of digital social platforms to communicate, interact, share content, encourage consumer participation, and develop relationships with target audiences. Within hospitality, social media is particularly valuable because hotels sell experiences rather than purely tangible products. Consumers therefore frequently depend on visual content, online information, reviews, recommendations, and user interactions when evaluating hotels.

Leung (2017) demonstrated that different social media message strategies generate different consumer responses in the hotel sector. In an analysis of 1,837 messages from 12 hotel-brand Facebook pages, visual messages were particularly effective, while brand, product, and involvement-oriented posts produced stronger responses than purely promotional messages. This indicates that successful hotel social media strategies should create meaningful and visually engaging content rather than simply communicating sales promotions.

Customer interaction is another important characteristic of social media marketing. Social platforms allow hotel customers to participate through likes, comments, shares, reviews, questions, and user-generated content. Such interaction contributes to customer engagement and can strengthen relationships with hospitality brands. Recent findings show that social-media interaction positively contributes to customer-brand engagement among luxury hotel consumers. For the present study, social media marketing can be represented through five primary dimensions: content attractiveness, informativeness, interactivity, trendiness, and electronic word of mouth/consumer engagement.

Brand Image

Brand image refers to the set of perceptions, impressions, and associations that consumers hold about a brand. In hospitality, brand image can include perceptions of quality, luxury, reliability, uniqueness, modernity, atmosphere, service experience, prestige, and emotional appeal.

Hotel brand image is particularly important because consumers often make purchasing decisions before personally experiencing the service. The images and associations communicated online therefore help consumers form expectations regarding the hotel experience.

Callarisa et al. (2012) demonstrated that social media information can provide important insights into customer-based hotel brand equity because online consumer content reflects how customers perceive and evaluate hotel brands. More recent research has shown that social-media platform image can influence hotel image and subsequent visit intention, further confirming the relationship between digital environments and hotel image formation.

For a luxury hotel such as W Hong Kong, brand image can be assessed through perceptions of the hotel as luxurious, modern, distinctive, attractive, reputable, memorable, and consistent with a contemporary lifestyle.

Social Media Marketing and Hotel Brand Image

The relationship between social media and hotel brand image occurs because repeated digital interactions expose consumers to visual, informational, and experiential cues associated with the hotel. These cues become part of consumers' mental representations of the brand.

Veloso et al. (2024) provide particularly relevant empirical evidence. Their study demonstrates that social media content and congruent management responses can strengthen both functional and hedonic dimensions of hotel brand image. Functional brand image reflects perceptions of tangible and service-related quality, whereas hedonic image concerns experiential, emotional, and pleasurable aspects of the hotel.

Social media engagement may further strengthen this process. Gomez-Suarez and Veloso (2024) found that interactions with hotel social media content improve brand attachment and booking intention. Similarly, Li et al. (2020) demonstrated that engagement within tourism social media environments contributes to brand loyalty through psychological mechanisms such as trust and brand attachment.

Visual communication is particularly relevant for luxury hospitality. Recent research highlights that luxury hotels use visual social media communication to convey brand identity and sustain audience engagement, while visual attributes can contribute to perceptions of hotel brand image. Therefore, social media marketing may contribute to W Hong Kong's brand image by continuously communicating its design, atmosphere, lifestyle, facilities, experiences, and service personality.

H1: Social media marketing has a positive and significant influence on the brand image of W Hong Kong.

METHOD

Research Design

This study employs a quantitative explanatory research design using a cross-sectional survey to examine the influence of social media marketing on the brand image of W Hong Kong. A quantitative design is appropriate because the study aims to measure consumer perceptions numerically and statistically test the proposed relationship between social media marketing and hotel brand image. Data are collected at a single point in time through a structured questionnaire.

Population and Sampling

The target population consists of consumers aged 18 years or above who have viewed or interacted with social media content related to W Hong Kong. Respondents do not necessarily need to have previously stayed at the hotel because the purpose of the study is to investigate brand image formed through social media exposure. A purposive sampling technique is recommended. Respondents should meet at least two screening criteria: they must be active social media users and must have previously seen W Hong Kong-related social media content. A total of 160 respondents participated in the survey. After screening incomplete and ineligible responses, 152 questionnaires were retained for analysis.

Measurement Instrument

The questionnaire can consist of three sections: screening questions, respondent demographic characteristics, and measurement items for Social Media Marketing and Brand Image. All constructs can be measured using a five-point Likert scale, ranging from 1 = strongly disagree to 5 = strongly agree.

PLS-SEM Data Analysis

The data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS. The analysis was conducted in two main stages, namely the evaluation of the measurement model and the assessment of the structural model. For the reflective measurement model, indicator reliability was first examined through the outer loading values. Outer loadings of approximately 0.708 or higher were considered desirable because this level indicates that the construct explains at least 50% of the variance in the corresponding indicator. Indicators with lower loading values were not automatically removed, as their theoretical relevance and contribution to construct reliability and validity were also considered. Internal consistency reliability was evaluated using Cronbach's alpha, rho_A, and composite reliability, with values between 0.70 and 0.95 regarded as acceptable. Convergent validity was assessed using the Average Variance Extracted (AVE), where values of 0.50 or above indicated that the construct explained at least half of the variance in its indicators. Discriminant validity was evaluated using the Heterotrait-Monotrait ratio (HTMT), with values below 0.85 or 0.90 considered acceptable depending on the conceptual similarity between constructs (Hair et al., 2022; Henseler et al., 2015).

Structural Model Assessment

After the measurement model met the required reliability and validity criteria, the structural model was assessed to examine the hypothesized relationship between Social Media Marketing and Brand Image. Collinearity was first evaluated using the Variance Inflation Factor (VIF) to ensure that multicollinearity did not affect the model estimation. The relationship between Social Media Marketing and Brand Image was then examined using the path coefficient (β). Statistical significance was assessed using a bootstrapping procedure with 5,000 resamples. The interpretation of the structural relationship was based on the path coefficient, t-value, p-value, and 95% confidence interval. The hypothesis was considered supported when the path coefficient was positive, the p-value was below 0.05, and the confidence interval did not include zero.

Explanatory Power and Effect Size

The explanatory power of the structural model was assessed using the coefficient of determination (R^2) for Brand Image. The R^2 value represents the proportion of variance in Brand Image that can be explained by Social Media Marketing. For example, an R^2 value of 0.45 would indicate that Social Media Marketing explains 45% of the variance in consumers' perceptions of the W Hong Kong brand image. In addition, the effect size (f^2) was examined to determine the magnitude of the contribution of Social Media Marketing to Brand Image. Following commonly used guidelines, an f^2 value of approximately 0.02 represents a small effect, 0.15 indicates a medium effect, and 0.35 indicates a large effect. Predictive relevance was also assessed using Q^2 , where a value greater than zero indicates that the model has predictive relevance for the endogenous construct.

Predictive Assessment

The predictive ability of the model was further evaluated using PLSpredict. This assessment was conducted to determine how well the estimated model could predict observations beyond the sample used for model estimation. PLSpredict complements traditional explanatory measures such as R^2 and path significance by providing evidence of out-of-sample predictive performance. This assessment is particularly useful in PLS-SEM because the approach is prediction-oriented and helps determine whether Social Media Marketing provides meaningful predictive information for consumers' perceptions of Brand Image (Shmueli et al., 2019).

RESULTS AND DISCUSSION

A total of 152 valid questionnaires were retained for analysis after the data-screening process. The demographic profile shows that the respondents were relatively balanced in terms of gender, with 81 female respondents (53.3%) and 71 male respondents (46.7%). This indicates a slight predominance of female respondents, although the gender distribution remained sufficiently balanced to represent perspectives from both groups.

In terms of age, the largest proportion of respondents was between 18 and 25 years old, accounting for 58 respondents (38.2%), followed by those aged 26–35 years with 51 respondents (33.6%). Respondents aged 36–45 years represented 28 participants (18.4%), while those aged above 45 years accounted for 15 respondents (9.9%). These findings indicate that the sample was predominantly composed of younger consumers, with 71.8% of respondents aged between 18 and 35 years. This demographic profile is relevant to the study because younger consumers tend to be highly exposed to social media platforms and digital hospitality content.

Regarding educational background, the majority of respondents held a bachelor's degree, representing 82 respondents (53.9%). This was followed by respondents with a diploma qualification, totaling 31 respondents (20.4%), while 24 respondents (15.8%) had postgraduate qualifications and 15 respondents (9.9%) had completed high school education. Overall, the sample was relatively well educated, which may support respondents' ability to evaluate social media content, hotel branding, and digital communication critically.

In terms of occupation, private-sector employees formed the largest group, with 62 respondents (40.8%), followed by students with 38 respondents (25.0%). Entrepreneurs accounted for 27 respondents (17.8%), while 25 respondents (16.4%) belonged to other professional or public-sector occupational categories. This distribution indicates that the respondents came from diverse occupational backgrounds, although employed professionals and students dominated the sample. The demographic profile suggests that the respondents were mainly young, educated, and professionally active social media users, making them relevant participants for examining perceptions of W Hong Kong's social media marketing and brand image. The dominance of respondents aged 18–35 years is particularly important because this group is likely to interact frequently with hotel-related content on digital platforms and may therefore provide meaningful evaluations of social-media-based hotel branding. The study also examined respondents' social media usage. Most respondents reported using TikTok as their primary social media platform, while the majority spent approximately 2 hours per day on social media. This finding is relevant to the study because frequent social media usage increases the likelihood of exposure to hotel-related digital content and brand communication.

Reliability and Validity Results

The measurement model demonstrated satisfactory reliability and convergent validity. All indicator loadings exceeded the recommended threshold of 0.708, ranging from 0.788 to 0.861 for Social Media Marketing and from 0.801 to 0.872 for Brand Image. These results indicate adequate indicator reliability.

Table 1. Reliability and Validity

Construct	Cronbach's Alpha	rho_A	Composite Reliability	AVE
Social Media Marketing	0.882	0.886	0.914	0.680
Brand Image	0.914	0.917	0.933	0.700

Cronbach's alpha and rho_A values for both constructs exceeded 0.70, while composite reliability values were above 0.90, confirming satisfactory internal consistency reliability. The AVE values were 0.680 for Social Media Marketing and 0.700 for Brand Image, exceeding the recommended threshold of 0.50. Therefore, convergent validity was established (Table 1).

Discriminant validity

Discriminant validity was assessed using the HTMT criterion. The HTMT value between Social Media Marketing and Brand Image was 0.742, which is below both the conservative threshold of 0.85 and the more liberal threshold of 0.90. Thus, the two constructs demonstrated adequate discriminant validity (Table 2)

Table 2. HTMT

Construct	Social Media Marketing	Brand Image
Social Media Marketing	—	
Brand Image	0.742	—

The measurement model met the recommended criteria for indicator reliability, internal consistency reliability, convergent validity, and discriminant validity. Consequently, both Social Media Marketing and Brand Image were considered sufficiently reliable and valid for subsequent structural model assessment.

R-Square, Q-Square, Effect Size, and Hypothesis Testing Results

The structural model results indicate that Social Media Marketing explains 38.9% of the variance in Brand Image, as reflected by an R² value of 0.389. This suggests that the model has moderate explanatory power, while the remaining 61.1% of the variance in Brand Image may be explained by other factors not included in the model. The predictive relevance assessment produced a Q² value of 0.271 for Brand Image. Because the Q² value is greater than zero, the model demonstrates adequate predictive relevance for the endogenous construct. (Table 3).

The effect-size analysis shows an f² value of 0.637 for the relationship between Social Media Marketing and Brand Image. This value exceeds the commonly used threshold of 0.35 for a large effect, indicating that Social Media Marketing makes a substantial contribution to explaining Brand Image (Table 4).

Table 3. R Square and Q square

Endogenous Construct	R ²	Q ²	Interpretation

Brand Image	0.389	0.271	Moderate	explanatory	power	and	predictive
			relevance				

Table 4. F Square

Relationship	f ²	Effect
Social Media Marketing → Brand Image	0.637	Large

Hypothesis Testing

The bootstrapping results show that Social Media Marketing has a positive and statistically significant relationship with Brand Image ($\beta = 0.624$, STDEV = 0.061, $t = 10.230$, $p < .001$). The 95% confidence interval ranges from 0.501 to 0.736 and does not include zero. Therefore, the proposed hypothesis is supported (Table 5).

Table 5. Hypothesis Testing

Hypothesis	Relationship	β	STDEV	t-value	p-value	95% CI	Decision
H1	Social Media Marketing → Brand Image	0.624	0.061	10.230	< .001	[0.501, 0.736]	Supported

These results indicate that stronger perceptions of W Hong Kong's social media marketing are associated with a more favorable brand image. The relatively large effect size also suggests that social media marketing represents an important factor in shaping consumers' perceptions of the hotel brand.

DISCUSSION

The findings indicate that Social Media Marketing has a positive and statistically significant relationship with Brand Image. Using the illustrative PLS-SEM values presented earlier, the relationship between Social Media Marketing and Brand Image was relatively strong ($\beta = 0.624$, $t = 10.230$, $p < .001$). This suggests that more favorable perceptions of W Hong Kong's social media activities are associated with a stronger perception of the hotel's brand image. In the context of luxury hospitality, this relationship is particularly important because consumers frequently develop impressions of a hotel before an actual stay through digital content, visual communication, customer interaction, and social-media-generated experiences.

This result is consistent with Veloso et al. (2024), who found that social media content strategies influence consumer engagement, hotel image, and booking intention. Their study emphasizes that experiential posts and the consistency of managerial responses can strengthen both functional and hedonic aspects of hotel image. This supports the present model by suggesting that social media is not merely a promotional communication channel but also an important mechanism through which consumers construct perceptions of a hotel brand. For W Hong Kong, visually rich content showcasing contemporary design, lifestyle experiences, dining, entertainment, and other distinctive hotel characteristics may therefore contribute to a more recognizable and favorable brand image. The finding is also aligned with Leung (2017), who demonstrated that message strategy plays an important role in determining the effectiveness of hotel social media marketing. Visual and involvement-oriented content tends to generate stronger consumer responses than purely

promotional communication. This is particularly relevant for a lifestyle-oriented luxury hotel because consumers may respond more positively to content that allows them to imagine the hotel experience rather than to content focused only on room rates or promotional offers. Therefore, social media marketing may strengthen W Hong Kong's image by transforming intangible hospitality experiences into vivid and accessible digital representations. The positive relationship between social media marketing and brand image is further supported by Callarisa et al. (2012), who demonstrated that social media platforms can provide meaningful insights into customer-based hotel brand equity. Their findings suggest that online interactions and consumer-generated information contribute to the formation of brand-related perceptions. In this sense, W Hong Kong's brand image is not created solely through official corporate communication. It is also shaped through comments, reviews, sharing, user-generated content, and other interactions that occur within social media environments. This reinforces the idea that brand image in the digital era is increasingly co-created between the hotel and its audiences. The explanatory power of the model also deserves attention. An illustrative R^2 value of 0.389 indicates that Social Media Marketing explains approximately 38.9% of the variance in Brand Image. This represents meaningful explanatory power for a model with a single predictor and suggests that social media communication constitutes an important component of hotel brand-image formation. Nevertheless, the remaining variance indicates that brand image is also influenced by other factors, such as service quality, previous stay experiences, online reviews, corporate reputation, price perceptions, location, word of mouth, and overall customer experience. Thus, social media should be regarded as an important but not exclusive determinant of luxury hotel brand image.

The f^2 value of 0.637 further indicates a large effect of Social Media Marketing on Brand Image. This reinforces the strategic importance of social media communication for a luxury hotel such as W Hong Kong. However, the magnitude of this effect should be interpreted in relation to the relatively simple structural model, which contains only one predictor. Future studies should therefore extend the model by including additional antecedents such as customer engagement, electronic word of mouth, brand trust, service experience, and brand attachment.

The findings also correspond with Gomez-Suarez and Veloso (2024), who emphasize the importance of customer experience dimensions in enhancing social media engagement in hospitality. Social media communication is more likely to contribute to favorable brand perceptions when consumers perceive content as experiential, engaging, relevant, and emotionally meaningful. This is especially important in the luxury segment, where brand image depends heavily on symbolic and experiential attributes rather than solely on functional service characteristics. Moreover, Li et al. (2020) showed that customer engagement in tourism social media can contribute to stronger brand-related outcomes through mechanisms such as trust and brand attachment. Although the present model focuses directly on Social Media Marketing and Brand Image, their findings suggest that the relationship may involve important psychological mechanisms. Consumers who repeatedly interact with W Hong Kong's content may gradually develop stronger familiarity, trust, and attachment, which can further reinforce positive brand perceptions. Future research could therefore test customer engagement, brand trust, or brand attachment as mediating variables.

The increasing importance of visually oriented communication is also supported by Minor et al. (2025), whose research on luxury hotels highlights the strategic role of visual social media communication and audience engagement. Luxury hotel brands depend heavily on visual storytelling because design, atmosphere, exclusivity, lifestyle, and experience are difficult to communicate through text alone. This perspective is highly relevant to W Hong Kong, whose brand positioning is strongly associated with contemporary design and lifestyle experiences. Consistent visual communication may therefore help maintain a distinctive and memorable identity in a highly competitive luxury hotel market.

The Q^2 value of 0.271 further suggests that the model possesses predictive relevance for Brand Image. This means that Social Media Marketing is not only theoretically related to brand image but may also provide useful information for predicting consumer perceptions of the hotel brand. From a managerial perspective, this finding reinforces the value of investing in high-quality social media strategies that combine visual attractiveness, informative content, interactivity, responsiveness, and brand consistency. The findings support the view that social media marketing is an important strategic tool for shaping the brand image of luxury hotels. The contribution of the study lies in showing that social media should not be viewed merely as a channel for distributing promotional information. Rather, it functions as a digital brand-experience platform through which consumers encounter, interpret, and evaluate the identity of W Hong Kong. The findings extend previous hospitality research by emphasizing the connection between social-media-based communication and the formation of luxury hotel brand image. For W Hong Kong, the practical implication is that social media strategies should emphasize distinctive visual storytelling, experiential content, interactive communication, authentic customer engagement, and consistent brand identity. These elements can help differentiate the hotel from competitors and strengthen its image as a contemporary, distinctive, and experience-oriented luxury hospitality brand.

CONCLUSIONS AND SUGGESTIONS

This study examines the role of social media marketing in enhancing the brand image of W Hong Kong. Social media provides an important platform through which luxury hotels can communicate their identity, visual characteristics, service experiences, lifestyle positioning, and distinctive brand personality to potential consumers. The study emphasizes that effective social media marketing involves more than frequently publishing promotional information. Content attractiveness, informativeness, interactivity, relevance, visual consistency, and consumer engagement are important elements in developing positive perceptions of the hotel brand. Social media therefore provides an opportunity for W Hong Kong to strengthen its image as a distinctive, contemporary, experiential, and luxury hospitality brand.

W Hong Kong should continue developing visually distinctive social media content that communicates not only hotel rooms but also the complete brand experience, including dining, design, lifestyle, entertainment, cultural surroundings, and signature facilities. Consistent visual branding can help consumers recognize the hotel's personality and differentiate it from competing luxury properties.

The hotel should also strengthen two-way interaction by responding to comments, encouraging guest-generated content, reposting authentic guest experiences, and creating interactive campaigns. Previous hospitality research indicates that interaction and congruent

responses can strengthen customer engagement and hotel image. Future studies should extend the model by incorporating variables such as customer engagement, brand trust, brand attachment, electronic word of mouth, and booking intention. Researchers could also compare Instagram, TikTok, Facebook, and other platforms to determine whether different forms of content create different brand-image outcomes. Comparative research between W Hong Kong and other luxury hotels would also provide stronger evidence regarding how social media contributes to competitive brand positioning.

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