A Review on Use of Social Media Marketing in Restaurant Industry

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Abstract: This study analyses that how social media marketing is affecting the restaurants business. So, result shows that which social media channels and which social media marketing strategies are being used. Social media are web 2.0 applications which are based on internet. Today many social media platforms are available and the trend of using those platforms in today’s generation is very high. So, restaurants are using social media platform to increase their customer base. Social media platforms are widely used by restaurants are YouTube, Instagram, Snapchat, and Facebook. Also, many food bloggers are there to promote those restaurants by using social media in which those food bloggers get paid for that. So, online reviews help the restaurant owners to understand the demands of the customer.

Keywords: Food Blogging, Instagram, Online Reviews, Social Media, Web 2.0, YouTube

1. Introduction –

The internet facility is widely available in the world which is used to connect through social media sites between the people. This helps to expand the reach between two or more persons. The creation or sharing of ideas, information, data, innovations and other forms of expression is being very easier and simple due to computer based social media by using internet. So, in today’s world social media is playing important role in life of people so restaurants are using it as marketing tool or channel.

The food industry is divided in two groups the first one is restaurants which serve food to people outside their home. And second group is which produces and distributes the food, equipment suppliers, beverage suppliers and services related to food. So, to market their business the both groups use many marketing strategies like hoardings, pamphlets, social media sites. According to industry estimates the contribution of food industry in total GDP has been more than 8 % in FY17. This shows the expansion in the GDP share up to $482 billion by 2020.

The main objective of this study is to present a brief information of the online social media and its importance in restaurant’s product marketing. The research will highlight basic points considering characteristics and significance of social media as a communication tool in the recent technological world. In addition, it will show how marketers of food restaurants use social media as an interactive communication tool with customers.

1.1 History –

History of Social Media –

Social media channels have been growing at exponential rate since 2000s and everyday people spend approximately 135 minutes on Facebook, Twitter, Instagram, WhatsApp, and YouTube. Today it is difficult to imagine a world without it and we tend to think that before Facebook social media wasn’t really a thing.

Now a days use of social media is not only limited to entertainment but also for important work. Many people started using social media sites to promote their own information regarding their business. And this is helping people to grow their business as this is new method of marketing. There are 2.89 billion social media active accounts that use social media daily by people.

So, as per new marketing strategy many restaurants are using social media as tool to promote. Also, these restaurants take help of food blogger who are actively available on social media. Generally, those social media food bloggers promote food cuisines of which those restaurants offer as their speciality.
THE HISTORY OF SOCIAL MEDIA –

YEAR 1997
Start of social sites: – From 1997 - 2001 Six Degrees had a peak of about one million members.

YEAR 2004
Facebook begins: – In February 2004 Facebook was launched by mark Zuckerberg and his Harvard roommates.

YEAR 2005
Birth of YouTube – YouTube a platform on which users can upload and share videos.

YEAR 2006
Twitter launched – Twitter is an American social networking site where user post and interact with messages.

YEAR 2009
WhatsApp released – it allows user to send text and voice messages, make voice and video calls and share images, documents and other media.

YEAR 2010
Instagram launched – Instagram is an American photo and video sharing social networking service.

History of Restaurants –

India has always been a food loving country with different regions having its own cuisine, Indian have never been very big on eating out. But everything is changing and now days the restaurant industry in India has been growing at a rapid pace over the last decade.

As India does food love and people in the country love restaurant food because of its availability at any time, the reasonable price and the taste.

2. Literature Review –

According to Boyd and Ellison ‘Social media is basically Web-based services that allow individuals to construct a public or semi-public profile within a bounded system and a list of other users with whom they share a connection’. The uniqueness of these social media is derived from the allowance of individual users to share their interest with others.

Nowadays, the feature in the mobile phones allows customers to communicate with others and spread their opinions easily.

The main factor of variety of social media sites is that they can store and present products in different attractive ways either by photos or videos. The fast growth of activities on social media has strengthened the communication between the companies and their clients.

According to John Duvall and Bradley Van Alstyne the use of social media in organic food industry is also a good form of marketing strategy to be used as a tool. Social media is like a relationship which connects people and organisation. Hanna and Crittenden said that technology has been transformed the traditional model of marketing communication. Social media marketing is an integrated type of marketing which is helping organic food industry to promote.

2.1. Social Media marketing strategies for Restaurants –

1. Think like a customer – Always think like a customer that why they will visit your place.
2. Facebook marketing – Facebook always provides different opportunities with their different features to promote food and connect with customers. For example, creation of your own restaurant page with different tabs.

3. Use your food and cuisines photos – by sharing the photos of food gives the clarity to customer and they can attract to your restaurant. By using social media sites like Facebook, Instagram, YouTube, Snapchat you can post photo by creating your business accounts or page.

4. Exclusive offers – you can give daily offers to customers by sharing through social media accounts and page.

5. Use of digital media advertising – By giving digital advertisement with the use of digital media will be helpful.

2.2. Examples of restaurants using social media –

1. McDonald – McDonald uses YouTube as their promoting strategy. They give their advertisement in between the video any watching on YouTube. McDonald also uses Instagram and Facebook for their daily offers communication to customers.

2. KFC – KFC launched a campaign “Radio KFC RJ Hunt” through Facebook app and asked its customers to join it. This type of strategies KFC uses to promote and advertise their food.

3. Subway – Subway started one marketing campaign to promote their brand by using twitter as platform. Subway responded to their fans who tweeted on Twitter the hashtag #januANY.

These are some international brands that use social media sites for promotion purpose as tool of marketing. There are some local restaurants also that use social media sites for promotion and advertisement purpose.

Many cafeteria owners also use those social media sites for promotion.

2.3. Implication –

How this social media marketing works?

Firstly, the restaurant has to create the account on those social sites and after enrolling the account has to be creating brand awareness in the people. Brand awareness can be created by increasing the followers on the social media sites like Facebook, Instagram, Snapchat etc.

After this account must be actively participating in market by posting some photos of food items. This will help to increase brand image of restaurant among people. And this will keep people updated that this restaurant gives offers and the taste of food is really tasty.

There are other ways also to promote the restaurant image by using Artificial Intelligence (AI). By using artificial intelligence, we can pop up restaurant tab when anyone searches about any restaurant.

3. Research Methodology –

This research paper studies that how social media helps restaurants to promote their food and cuisines. So, the data collected to study the topic is of exploratory type and based on secondary source. Many research papers are being studied on this topic to understand the importance of social media marketing for restaurant industry.

4. Conclusion –

The purpose of this research paper was to provide the information about how restaurants are using social media websites to market their restaurants. Restaurants are using social media as a successful tool of marketing to promote their business. Firstly, the research provided information about social media and restaurant industry. Secondly research pointed out a range of strategies used by restaurants for social media marketing. In addition, the research highlighted some examples of restaurants using social media as a marketing tool.

References:

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