

**MARKETING PERFORMANCE ON SOCIAL PLATFORMS: A STUDY  
OF INDIAN FOOD AND BEVERAGE SECTORS****<sup>1</sup>S. Pagampriyal and <sup>2</sup>Dr.SP.Mathiraj**<sup>1</sup>Research Scholar, Department of Corporate Secretaryship, Alagappa University, Karaikudi.<sup>2</sup>Professor, Department of Corporate Secretaryship, Alagappa University, Karaikudi.

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Email Id: [drmathiraj@gmail.com](mailto:drmathiraj@gmail.com).**ABSTRACT**

The country has a wide variety of cuisines within its borders because of India's great diversity of languages, cultures, and eating habits, among other things. Chennai has long been the hub of education in India, attracting professionals and students from all over the country who also have similar food preferences. New hotel industry business owners have been constantly moving into the city to meet the needs and desires of a diverse clientele, and young and aspiring entrepreneurs have benefited greatly from social media marketing, which allows them to advertise their establishment on a number of platforms. This includes making films that highlight their unique items in addition to sponsored advertising, which instantly attracts viewers and followers to their websites and channels. The Social media marketing has helped the business owner present their products more thoroughly by promoting them both domestically and abroad. Both primary and secondary sources were used to collect data for this investigation. One hundred respondents were selected for the sample. Stratified sampling was used in this investigation. Regarding the findings, the researcher has a decent assignment.

**KEYWORDS:** Hotel Industry, Social Media, Marketing, Customers, Hospitality, Food & Beverage.

## INTRODUCTION

India has a sizable and diverse user base of around 491 million social media users as of 2025, giving businesses unparalleled visibility. Food and beverage companies' enormous reach allows them to target various communities across the country. Of those surveyed, 49% said they are likely to purchase from brands they see advertised on social media. Seventy-two percent of business-to-business marketers that utilize online paid marketing channels use social networking. Instagram reach for advertising is 5.7%. By advertising your food products company on social media, you can reach leads. To attract consumers within your target demographic, you can spend money on the advertising program offered by each site. This is an excellent substitute if you want to grow your following and conversions for your food products company. Social media food marketing is essential for any food company looking to expand and build a strong brand presence since it allows them to reach a wider audience. Because there are so many platforms accessible, firms may find it challenging to select the best practices.

Consumers choose products and services from eateries and food establishments via social media. The results of this study will help us better understand how customers perceive nature, the elements that determine the quality of services, and the impact of social media on consumers in the contemporary environment. The case study will focus on how customers buy food and drinks from restaurants and food outlets, as well as how they feel about the quality of those services.

## FOODS AND BEVERAGE MARKETING

Food and beverage marketing uses a range of strategies and techniques to effectively promote food items and brands to the target audience. F&B marketing uses everything from captivating advertising to lively social media campaigns with the goal of creating messages that connect with consumers. To do this, start by creating visually appealing content that highlights your merchandise. Post stunning images and videos on social media platforms like Facebook and Instagram to highlight originality, taste, and quality.

## CONSUMER BUYING BEHAVIOUR

The study will explore the Chennai City customers' purchasing decisions are influenced by social, personal, psychological, and economic factors. The determinants of the service quality model will be exposed to marketing and other stimuli in line with their model of purchasing

behaviour. Social media will serve as a "black box," helping us analyze how customers view the quality of the food and dining establishments in Chennai City.

The following methods of evaluating the factors influencing purchase behaviour will be made possible by the case study questionnaire, response data, and pertinent research sources:

- Age and stage of life
- Employment
- State of the Economy
- Way of life
- Self-concept and personality

Comparably, the study will consider the elements of perceived accessibility, responsiveness, dependability, civility, and tangibles that affect patrons' opinions of the calibre of services they receive at Chennai restaurants and food outlets. The choices and actions people take both before and after making purchases of products and services for their own consumption is the main focus of the study of consumer purchasing behaviour. Marketers need to have a deep grasp of consumer purchasing behaviour in order to predict how customers will respond to their marketing campaigns.

## LITERATURE REVIEW

**Yogeshwari, R., and Sureshkumar, V. (2018)** her study aimed to determine consumer brand awareness of dairy products, specifically with regard to Pollachi. Since there were numerous brands in the study area, the researcher determined the degree of consumer awareness regarding the brands. A convenient sampling technique was used to select 200 respondents, whose age, gender, and educational background were determined using a simple percentage tool. The ranking method was used to determine the respondents' awareness level.

This study attempted to explore

The marketing effectiveness of two different social media sites (Facebook and Twitter) in the hotel industry. Integrating the attitude-toward-the-ad (Aad) model with the concepts of attitude-toward-social-media-page, the study proposed a theoretical model of hotel social media marketing effectiveness. Based on the data collected from an online survey, the goodness of fit of the model implied that the Aad model provides an appropriate theoretical framework to explain the marketing effectiveness of social media in the hotel industry. The results revealed that hotel customers' social media experiences influence their attitudes-toward-social-media-site, which in

turn influences their attitudes-toward-hotel-brand, and that hotel customers' attitudes-toward-hotel-brand affects their hotel booking intentions and, in turn, intentions to spread electronic word of mouth.

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**Lamkadem, A.S., & Ouiddad, S. (2021)** the research paper aimed to social media platforms altered the behaviour of both consumers and businesses. Even at any cost, marketers today are eager to engage consumers. During the social media era online brand engagement has been shown to increase purchase intention and brand loyalty. A conceptual framework for the examination of social media marketing elements and customer brand engagement, as well as the results of this relationship, is proposed in this theoretical review article. It is only based on recent secondary sources of data.

## OBJECTIVES OF THE STUDY

1. To choose eateries and food places with an understanding of the customers.
2. Social Media Purchase Trends and Perceived Service Quality for Food Outlets and Restaurants.

## RESEARCH METHODOLOGY

Employing the aid of the stratified sampling procedure with 100 respondents, the study is being carried out. Google Forms and developed and shared interviews with one hundred respondents from the Chennai City would be used for data collecting. A statistical examination of the collected data will aid in comprehending customer purchasing behaviour and the perceived quality of services via social media marketing. The data will be analysed using pie charts and histograms.

**Table 1: Age Group of the Customer.**

| Age Group     | Respondents | Percentage  |
|---------------|-------------|-------------|
| 10 – 24 Years | 72          | 72%         |
| 25 - 40 Years | 10          | 10%         |
| 41 – 56 Years | 18          | 18%         |
| <b>Total</b>  | <b>100</b>  | <b>100%</b> |

Source: Primary data

Table – 1 show that the age group of the customer using restaurants and food outlets are 72% respondents belongs to the age group of 10 – 24 years. 10% of respondents were belongs to the age group of 25 – 40 years. 18% of respondents belong to 41 – 56 years.

**Table 2: Psychological money spent by customer at a restaurant or food outlet.**

| Income           | Respondents | Percentage  |
|------------------|-------------|-------------|
| Less than 10,000 | 69          | 69%         |
| 10,000-30,000    | 28          | 28%         |
| 30,000-50,000    | 02          | 2%          |
| More than 50,000 | 01          | 1%          |
| <b>Total</b>     | <b>100</b>  | <b>100%</b> |

Source: Primary Data

Table – 2 shows that the Factor Psychological (Economic) When it comes to the average amount that customers spend at restaurants and food outlets, 69% of them spend less than Rs. 10,000, 28% between Rs. 10,000 and Rs. 30,000, 2% between Rs. 30,000 and Rs. 50,000, and 1% more than Rs. 100,000 for Psychological money spent by customer at a restaurant or food outlet.

**Table – 3: Customer's rate and review on restaurants and food outlets based on their perceived service quality.**

| Rate and Review   | Respondents | Percentage  |
|-------------------|-------------|-------------|
| Strongly Disagree | 08          | 08%         |
| Disagree          | 11          | 11%         |
| Neutral           | 17          | 17%         |
| Agree             | 28          | 28%         |
| Strongly Agree    | 36          | 36%         |
| <b>Total</b>      | <b>100</b>  | <b>100%</b> |

Source: Primary Data

Table – 3 shows that Customer's rate and review on restaurants and food outlets based on their perceived service quality, 36% of the respondents as strongly agree, 28% of the

respondents as agree, 17% of the respondents as neutral and 11% of the respondents as disagree and 08% of the respondents as strongly disagree to the rate and review.

**Table – 4: Consumer perceived service quality on Online food delivery Apps.**

| <b>Food Delivery Companies</b>    | <b>Respondents</b> | <b>Percentage</b> |
|-----------------------------------|--------------------|-------------------|
| Zomato                            | 35                 | 35%               |
| Swiggy                            | 21                 | 21%               |
| Uber Eats                         | 19                 | 19%               |
| Cookr                             | 18                 | 18%               |
| Dunzo                             | 2                  | 2%                |
| Blinkit                           | 3                  | 3%                |
| I don't order food in online apps | 2                  | 2%                |
| <b>Total</b>                      | <b>100</b>         | <b>100%</b>       |

Source :Primary Data

Table - 4 shows that 35% of respondents prefer perceived service quality on food in Zomato, 21% of respondents in Swiggy, 19% of respondents in Uber Eats, 18% of respondents in Cookr, 2% of respondents in Dunzo, 3% of respondents in Blinkit, 2% of respondents as not order in the online food delivery app.

## SUGGESTIONS AND CONCLUSION

In conclusion, social media has altered the way people buy by enticing them to watch videos and subscribe to channels for a range of food and drink items that are available for viewing on websites such as Facebook, Instagram, and YouTube and are offered all over the world. Furthermore, home delivery is being led by food and beverage apps like Zomato and Swiggy. On these social media sites, consumers' reviews, comments, and reactions provide insight into their post-purchase behaviour, specific catering business. It also draws attention to the products that encourage other buyers to purchase. Digital payments are becoming more and more common in society, with UPI and GPay being the most widely used payment methods. Social media marketing assists consumers in finding and selecting the top restaurant for food and beverages.

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