

Study on Social Media Marketing for Small Restaurants in Coimbatore District, Tamil Nadu, India

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Social media marketing is an emerging business trend. In today's world we can see that millions of people are using social media platforms for various reasons. In early stages of development of social media websites, the concept was that social media is used just for communication between family and friends. This concept has totally changed to a new dimension. In today's business environment we can see that many companies use social media and reap the benefits of social media in business. In this paper we carefully analyze the benefits of social media, its drawbacks, integration of social media into small restaurants in Coimbatore district. The judgmental sampling method was used to collect the data. The results showed that modern marketing concepts are slowly being implemented in small restaurants. Facebook and Instagram were found to be the most effective social media channels for the small restaurants as per the findings. 120 questionnaires were distributed during the period of study, out of which only 50 genuine responses were gathered. Other responses were either partially filled or were found of errors. Social media although is only a small portion of digital marketing. It is also one of the most effective ways to communicate to the general society.

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