International Journal of Research Publication and Reviews

Influencer Marketing in the Café and Restaurant Industry: A Strategic Tool for Brand Engagement and Consumer Behaviour

Dr. V. Sridevi[1], Ms. Dakshina K[2], Mr. Arun P S[3]

[1]Assistant Professor, Department of commerce (Corporate Secretaryship), Sri Krishna Adithya College of Arts and Science, Coimbatore.
[2]B. Com (Corporate Secretaryship), Sri Krishna Adithya College of Arts and Science, Coimbatore.
[3]B. Com (Corporate Secretaryship), Sri Krishna Adithya College of Arts and Science, Coimbatore.

ABSTRACT

Influencer marketing has revolutionized the way brands engage with consumers, particularly in the hospitality industry. This study explores the effectiveness of influencer marketing in the café and restaurant sector, analyzing how social media influencers impact consumer behavior, brand awareness, and customer engagement. Drawing on both primary and secondary data, the research highlights the strategies that lead to successful influencer collaborations and the challenges faced by businesses in this dynamic digital landscape.

Introduction

The café and restaurant industry is one of the most competitive sectors in the service economy. Traditional advertising has gradually taken a back seat with the rise of digital marketing channels, particularly influencer marketing. Influencers, especially those with expertise in food, travel, or lifestyle, significantly shape consumer perceptions and decisions. This paper investigates how influencer marketing functions within the café and restaurant sector and evaluates its impact on customer engagement and brand visibility.

Objective of the study

1. Examine the impact of influencer marketing on brand awareness among target consumers.

2. Assess the influence of influencer marketing on social media engagement for restaurants and cafes

Literature Review

Daiya and Maheshwari, (2023) examined that To provide insights into the effectiveness and dynamics of influencer marketing in India, focusing on trust-building, influencer attributes, and the impact on various stages of the customer journey and purchase decision process. Result show that Successful implementation of influencer marketing as brand engagement strategy can be done by marketers by choosing right influencer and the tools used are Chi-square and correlation.

Joel Mero et., al, (2023) examined that to identify and conceptualize the key elements of influencer marketing in B2B markets. Results shows that the key elements of influencer marketinginB2Bmarkets, and reveal four different strategies that B2B organizations use and the tools used is Qualitative comparitive analyses.

Joshi et., al, (2023) examined that seeks to provide a comprehensive overview of the existing literature on social media influencer marketing, offering insights that can inform both academic research and practical strategies in the field. Result shows that the review are organized based on the research questions (RQs) of the study: articles, journals, methods, theories, themes, and constructs and the tools used is Bibliometric analysis.

Research Design

The study will employ a mixed-methods research design to investigate the effectiveness of influencer marketing in the restaurant and cafe business. Quantitative data will be collected through surveys distributed to a sample of restaurant and cafe customers, assessing their exposure to influencer marketing content, perceptions of authenticity and credibility, behavioral intentions, and actual patronage behavior. Additionally, qualitative data will be gathered through in-depth interviews with restaurant owners, managers, and marketing professionals, exploring their experiences, strategies, and

perceived effectiveness of influencer collaborations. Social media analysis will complement primary data collection, examining the reach, engagement, and sentiment of influencer-generated content related to restaurants and cafes.

Analysis & Interpretation
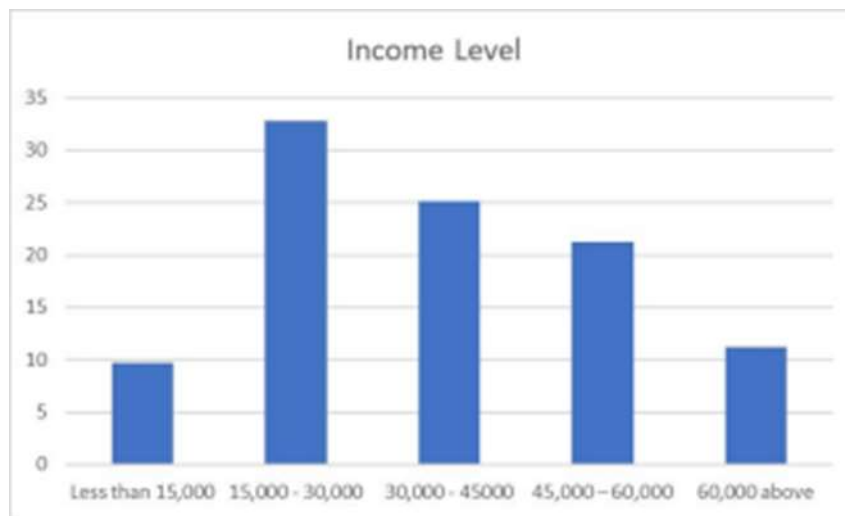
Interpretation :

The table shows the distribution of income levels in the sample. The largest proportion (32.8%)falls in the 15,000 - 30,000 income range, followed by 30,000 - 45,000 (25.1%), and 45,000-60,000 (21.2%). The lowest and highest income groups constitute smaller percentages of 9.7%and 11.2% respectively.

Results and Discussion

Restaurants and cafes should actively collaborate with relevant influencers to enhance brand visibility and awareness among their target audience.

Carefully select influencers who align with the brand's values and resonate with the desired consumer segment to maximize the impact on brand awareness.

Conclusion and Recommendations

The study aimed to examine the effectiveness of influencer marketing in the restaurant and cafe business. Through an extensive literature review, various aspects of influencer marketing were explored, including its impact on brand awareness, website traffic, social media engagement, customer acquisition, and sales growth. The research methodology involved mixed-method approach, utilizing both quantitative and qualitative techniques. A comprehensive questionnaire was designed to gather data from respondents, covering demographics, dining preferences, social media usage, and perceptions of influencer marketing. Statistical analyses, including regression analysis, percentage analysis, and chi- square tests, were employed to evaluate the collected data.Overall, the study provided valuable insights into the effectiveness of influencer marketing in the restaurant and cafe industry. By leveraging the power of influential individual son social media platforms, businesses can effectively reach their target consumers, enhance brand visibility, and ultimately drive business growth. Nonetheless, a strategic approach to influencer selection and campaign execution is essential to maximize the potential benefits of this marketing technique.

References

1. Freberg, K., Graham, K., McGaughey, K., & Freberg, L. A. (2011). Who are the social media influencers? A study of public perceptions of personality. *Public Relations Review, 37*(1), 90–92.

2. Lou, C., & Yuan, S. (2019). Influencer marketing: How message value and credibility affect consumer trust and purchase intention. *Journal of Interactive Advertising, 19*(1), 58–73.

3. Marques, S. H., Santos, M. J., & Santos, P. (2020). Social media influence in the hospitality sector: The case of Instagram and restaurants. *Tourism & Management Studies, 16*(1), 23– 30.

4. De Veirman, M., Cauberghe, V., & Hudders, L. (2017). Marketing through Instagram influencers: Impact of number of followers and product divergence on brand attitude.*International Journal of Advertising, 36*(5), 798–828.

5. Ki, C. W. C., Cuevas, L. M., Chong, S. M., & Lim, H. (2020). Influencer marketing: Social media influencers as human brands attaching to followers and yielding positive marketing results by fulfilling needs. *Journal of Retailing and Consumer Services, 55*, 102133.