



A Study of Social Media Strategy for Promoting Food Sectors

Dr. Anu Shrivastava
Ms. Jayati Gupta

* Head of the Department, School of Journalism and Mass Communication, LNCT University, Bhopal, anushri2811@gmail.com, +91 7987514958

** Research Scholar, School of Journalism and Mass Communication, LNCT University, Bhopal, jayati4@gmail.com, +91 7506373036

ABSTRACT

This study examines the success of using social media forums for promoting food sectors and the customer's reaction towards social media. Social media consists of a variety of online devices where internet users are constructing bonds with other users and firms contributing their ideas, thoughts, and beliefs through blogs, conferences, media relations forums, and social connections. Social media is currently booming and connecting with billions of people across the globe through famous social media connections like Facebook, Instagram, Twitter, etc. Firms across the globe are using these platforms of social media as a technique for promoting food sectors. The online communications used by the firms will lead to promotions in the form of advertising as well as personal selling so that awareness is formed among the consumers, the brand image is constructed, and it can enhance the buying behaviour of the consumers. This will lead to growth in the business. In the past, communication was done by the firms with the help of traditional media like newspapers, magazines, television, and radio. Today, the rise of social media has given firms a platform to communicate more easily than with traditional media. The aim of the current research was to promote the food sector. Food sectors refer to Zomato, Swiggy, Food Panda, etc. using social media for promotional strategies.