



A STUDY ON THE DIGITAL PUBLIC RELATIONS OF QUICK SERVICE RESTAURANTS

(With Special reference to uses of Instagram By Domino India and
McDonalds India during COVID-19)

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ABSTRACT:

The Public Relations Society of America (2012) defined public relations as "a strategic communication process that builds mutually beneficial relationships between organizations and their publics". And the emergence of digital and social media provides the advantage to public relations professionals to reach maximum of people in minimum of time.

The research aims to study the tools of digital public relations, to analyze the type and frequency of posts in the Instagram handles of Dominos India and McDonalds India, and to find which brand is having higher engagement and popularity. To fulfill the research objectives the study is based on the descriptive design with qualitative and quantitative approach. The research has used content analysis method with purposive sampling technique to select the food brands (Dominos and McDonalds).

KEY WORDS:

Digital Public Relations, Food Brands, Social Media and Covid 19

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