



Influencer Marketing an Emerging Tool for the Success of Local Businesses with Special Reference to the Hotel and Restaurant Industry

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ABSTRACT

With technological advancements, the traditional form of advertising has gradually upgraded as per the demand of present social media. Advertising through word of mouth has always been one of the most effective and impactful ways and in the past decade, influencer marketing or advertising through social media influencers is gaining a lot of popularity. Consumers trust and follow their favourite social media influencers as they feel more connected and can relate with the influencers more. Thus, with the growing popularity of influencer marketing, brands and companies are collaborating with social media influencers to promote their product and services.

This study is designed to explore the role of influencer marketing in the success of local businesses especially the hotel and restaurant industry through primary and secondary data. The study will also try to explore the key features that attract brands and businesses to approach social media influencers. The secondary data will be collected through reports on social media and related available literature. The primary data will be collected through informal discussions and semi-structured in-depth interviews and will be presented in form of findings.

Keywords – Social Media Influencers, Influencer marketing, Advertising, Local businesses, Hotel and Restaurant Industry.

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