



# A Study On The Impact Of Social Media On The Consumer Behaviour Towards Cafes In Trivandrum District

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## Abstract

Now a days people depend on social media for indulging their day-to-day activities. They search information in medias before taking a purchase decision. In this busy world people depend on restaurants and cafes to make their life comfortable and safe. This paper throws light on the impact of social media on the consumer behavior towards cafes in Trivandrum district. Social media is one of the promotional strategies used by modern business to attract customers Excessive use of internets and technologies have increased social media marketing a lot

**Key words:** social media, Purchase decision, consumer behavior, Internets Promotional, strategies

## Introduction

Social media platforms such as Facebook, Instagram, you tube, google reviews helps cafes to promote brands, showcase their unique products and try to establish strong relationship with customers. People visit cafes based on online reviews ratings and their posts. Social media helps to differentiate brands and provide customized products. They can improve their customer base by increased traffic due to word-of-mouth promotion. This is a low-cost way of marketing which earns high return. Social media enhances customer interaction by engaging guest conversation in cafes

## Statement of the problem

Cafes use social media to promote their brands, food items, share offers and feedback from customers. Some firms use social media but some others do not. They face many problems such as wrong reviews and information and rigid competition. The study focuses on the role of social media on the choice of customers and how social media affects the cafes to attract customers.

## Significance of the study

The study is important as it will be useful for cafe owners to understand how social media affect the cafe customers. Now the modern generation is too much depending on social media for taking a decision. They opt and search social media platforms to reach the customers. They spend their time in social media platforms. for important information and reviews about cafes. So, the marketers to gain popularity has to see whether social media's role in promoting brand loyalty and sales

## Research Methodology

Data are collected from Primary and secondary sources. Data collected from 100 respondents through questionnaire Convenient sampling method used for data collection. Percentage method used for data analysis

## Objectives

- 1.To understand the role of social media in the choice of cafes
- 2.To examine how social media helps cafes to attract customers

## Review of literature

1.Dr. Priya Grover and Rama Krishna Mandan [9] (2017) investigates the buyer behavior matrix of auto products and social media. Looking into the strategic role of social media in promotion of passenger cars in India, the paper tries to understand the changing consumer perception towards social media and its role in consumer decision making. At the same time, it also empirically derives a consumer–centric methodology for social media marketing by car manufacturers in India. The paper concludes with reference to the consumer decision making model, consumers are influenced by social media only till evaluation of alternatives and there also the mass media still dominates, though the post purchase behavior of consumers is seen online when they share their feedback and experiences.

2.Chintan H Rajani and Dr. Ashvin Solanki [6] (2016) in their research paper identifies key motivating factors behind use of social media among Indian users. The study reveals that feedback and personal utility, entertainment and socializing, content sharing and networking as key motives for using social media. This study followed uses and gratification approach to identify above mentioned key motives for using social media. The study concludes that preliminary people use social media platform for personal benefit to review and share feedbacks followed by satisfying their entertainment and socializing needs. Content sharing is key feature which helped in driving masses towards social media. Networking and finding new people are an add-on benefit which people seek while using different social media platforms.

3. Sadia Afzal et al., [12] (2015) discussed in his paper the impact of online and conventional advertisement on consumer buying behavior of branded garments. The results revealed that quality, design, content of advertisement, loyalty of consumer towards brand and previous buying experience of consumer are significant factors which influence consumer buying behavior.

## Analysis and interpretations

**Table 1.1 Gender**

Gender	No. of respondents	Percentage
Male	52	52
Female	48	48

Source: Primary data

Among the respondents 52% are males and 48% are females.

**Table 1.2 Frequency of visit**

Frequency of visit	No. respondents	Percentage
Daily	24	24
Weekly	28	28
Monthly	26	26
Rarely	22	22

Source: Primary Data

24% of respondents visit cafes daily.28 % weekly visit cafes, 26% monthly once visit cafes and 22% rarely visit cafes

**Table 1.3 Type of social media platform usage**

Social media platform	No. of respondents	Percentage
Instagram	43	43
YouTube	30	30
Facebook	19	19
LinkedIn	8	8

Source: Primary Data

Out of 100 respondents 43% use Instagram,30% use YouTube 19% use Facebook and 8% use LinkedIn

**Table 1.4 Followers of cafes in social media**

Followers	Respondents	Percentage
Yes	90	90
No	10	10

Source: Primary Data

90% of respondents follow social media and 10% do not follow social media for cafes too much

**Table 1.5 Content watched by customers**

Types of content	Respondents	Percentage
Educational	32	32
Entertainment	34	34
Motivation	21	21
Creative	13	13

Source: Primary Data

32% watch educational content.34% watch entertainment content 21% motivational content and 13% creative content

**Table 1.6 Chance of changing your decision on selecting cafes after searching social media**

Chance of changing decision	Respondents	Percentage
Yes	74	74
No	26	26

Source: Primary Data

74 % of respondents make changes in decisions in selecting cafes after searching social media platforms and 26% do not

### Findings

1. Majority of respondents are followers of social media for cafes.
2. 74% of the respondents make changes in decisions on selecting cafes after searching social media.
3. Most of the respondents depends on different platforms for their day-to-day activity.

### Suggestions

Cafes can depend on social media to update their recent dishes and communicate new arrivals to the customers. Update catalogues and price list frequently

### Conclusions

Social media platform is a world-wide public contact platform. Careful usage will contribute to achieve the desired business objective. Exposer to social media platform enables the firm to provide updated information's and feedback collection will lead to improved customer service. Therefore, reliance of social media platform is inevitable for modern cafes.

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