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Abstract- In this era of digitalisation, customers have all access to the information of hotel through various communication channels. Using these different communication or digital channels hotels are generating revenue from different sources. Social media has become a new way for communicating, supporting hotels and restaurants in recognizing customer's needs and wants.

According to the findings, social media has a significant influence on the restaurant industry. Restaurants that accept social media see an increase in sales and client flow. Restaurants make use of social media channels like Facebook and Instagram.

Thus, the present study focuses on how social media has helped hotel to generate revenue for various food outlets at Hotel Crowne Plaza, Greater Noida.

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A Study on Impact of Social Media as a Tool for Revenue Generation for Various F&B Outlets at Hotel in Greater Noida

Sanyam [α], Vikas Sharma [σ] & Prof. (Dr.) Rajiv Mishra [ρ]

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I. Introduction

Social media has developed dramatically in recent years, and it influence on society and industry has grown significantly. In 2014, Facebook had over a billion monthly active users, whereas Twitter and LinkedIn each have more than 150 million monthly active users. Furthermore, social media is used by more than 90% of marketers to promote their firms. For marketing purposes, the restaurant industry makes considerable use of social media. Due to the restaurant industry's low pricing structure, social media may be a minimal operational innovation that would have been a good transition for running any business.

In the restaurant sector, social media is widely recognised as one of the most prominent channels for advertising and marketing. According to a study, social media has a huge impression on community relationships and is among the most prominent advertising techniques for restaurateurs.

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In the study, around 80% of restaurants uses social media for marketing, events, and commercials. By establishing an image of connection among potential customers, social media has transformed the way firms construct their business strategy, resulting in the successful development and management of the company.

II. Objectives

The research will benefit in gathering the information about the role and importance of social media in promoting various food outlets sales and generating revenue for Hotels in Greater Noida.

The specific objectives are mentioned below

- To analyse the impact of social media as a tool for revenue generation for various food outlets at Hotel located in, Greater Noida.
- To analyse the role of social media in brand imaging among guest.
- To understand the target audience.



Fig. 1

III. Literature Review

- As per the Sushant Baliwada Patnaik research, it clearly shows that social media platforms like advertisements, social media marketing are very attractive and thus helps to generate more revenue. Dueto the dominance of act or movement, colourful graphics, and fantastic sound effects, it is very easy to be drawn to TV commercials, which are compelling in their ability to influence consumers.
- S. Kim, Yoon Kohb, J. Cha and Seooki Lee investigates the link between a restaurant's social media involvement and its value. Despite the fact

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that social communication has become increasingly important for food businesses, the use of social media as a main selling point by restaurants is still very much in initial stages, providing little statistical evidence of the benefits of social media on business value. The present investigation appears to have a positive and streamlined relationship between a restaurant's social media engagement and its value, indicating that capital markets value the company's social media holdings.

- According to A.L. Chua this study makes two types of strategic recommendations and contributions: scholastic aspects for future research and work, and potential consequences for restaurants leaders and investors wishing to improve their businesses through the use of social media resources. The study's findings show how efficiently controlling social media engagement indicators may be a powerful tool for improving informal restaurant performance.
- J. Li, Woo. G. Kim and H.Min. Choi has shown that laidback restaurant group salespeople should really be popular on Facebook and YouTube in a commercial capacity to develop virtual buzz and restaurant brand trust.
- The researchers (Abigail M. Needles and Gary M. Thompson) has well-defined strategy that contains realistic, prioritised, and feasible communications objectives and goals is the first step in ensuring a good influence of social media marketing on operations. Without a clear plan or aim, the social media manager may make decisions on the spur of the moment and hope for the best. As a result, a social media manager should have defined objectives and target audiences in mind while developing a social media strategy.
- The researchers (Pankaj Deshwal, Akshay Kothari, Akanksha Agarwal) looked at two types of restaurants: chain restaurants and independent restaurants, and discovered that chain businesses use social media more efficiently since they have dedicated marketing teams. Stand-alone restaurants underutilize the power of social media and rely on traditional media to communicate with clients. They believe that without sponsored advertising, social media has a limited reach. Stand-alone restaurants are oblivious to the fact that social media may be used to reach a larger audience by effectively leveraging its full potential. Except for Facebook and Zomato, both categories haven't used the other social media networks much.

IV. Research Methodology

The gathering of data is an important aspect of every research project. Incorrect data collection can have an impact on the results of an examination, ultimately leading to erroneous results. Data can be defined as a variable's quantitative or subjective advantages. Numbers, photos, words, figures, realities, and thoughts are all examples of information. Material cannot be seen, hence to obtain data from it, one must translate it into meaningful data. Information can be decoded using a variety of methods. Sources of data are divided into two categories: primary as well as secondary.

Primary Information: It refers to information obtained for a specific purpose from the domain of request, which is distinct and more solid, genuine a goal. The vital information for the project was acquired mostly through a study technique using the equipment poll. As a result, legitimacy takes precedence over supplementary data.

Secondary Information: Secondary data is information obtained from a source that has been dispersed efficiently in any form. It is the information concerning an event that was not as anticipated by the researchers. The purpose of a writing survey in any examination is to increase the preciseness of the inquiry by using supplementary material primarily from books, Google, research papers, diaries, and magazines.

V. Data Analysis and Interpretation

This is the result of the data collected from the survey conducted in Hotel Crowne Plaza, Greater Noida. I have surveyed among 50 people out of which 62% were male and 38% were female.

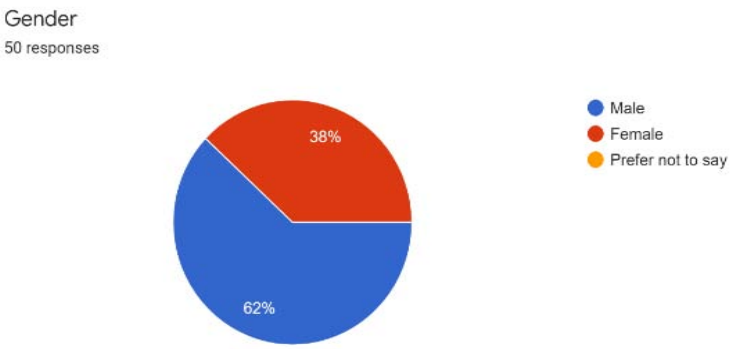


Fig. 2

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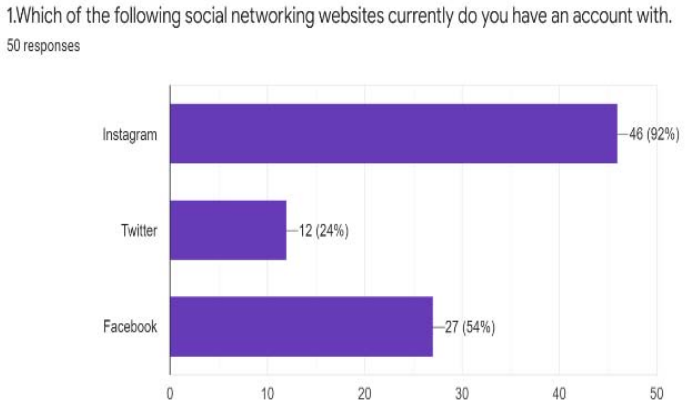


Fig. 3

In this pictorial representation, people were asked about the social networking websites the particularly have an account without which 46 people i.e; 92% people have an account on Instagram, whereas 24% of people have an account on Twitter and rest 54% of people have an account on Facebook. This shows people have more interest on Instagram which can help the hotel to promote more on that particular platform.

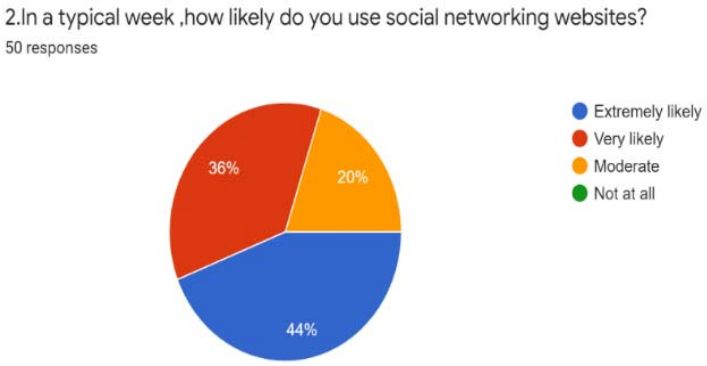


Fig. 4

According to the data, 44% of people uses social networking websites extremely, comparing to that there were less percentage of people who uses social networking websites that is only 36% and rest 20% of people uses moderately. Thus, social media should be highly used to engage customers and

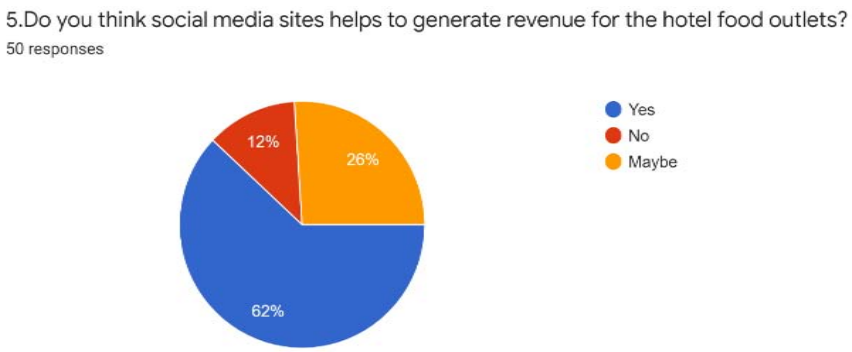


Fig. 5

As per the data collected, majority of 62% of people has voted that social media do helps to generate revenue for the different food outlets of the hotel.26% of people were not sure about the situation and 12% of people doesn't think that social media can help to generate revenue for the hotel's food outlets. As a result, Hotel can now promote more on social platforms about their different food outlets.

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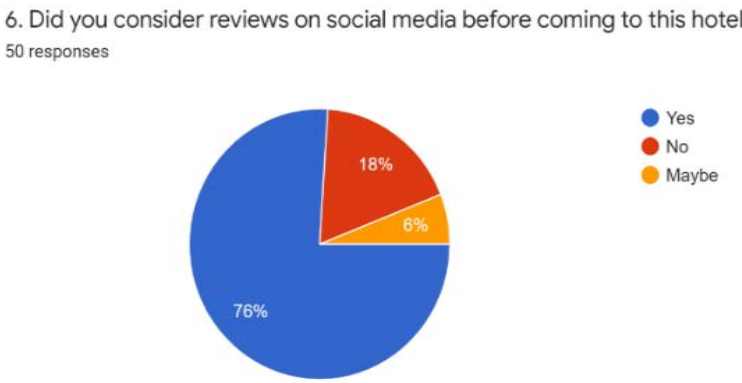


Fig. 6

Here, majorly 76% of people do consider the reviews on social media before coming to the hotel food outlet whereas 18% of people does not and rest 6% are not sure about it.

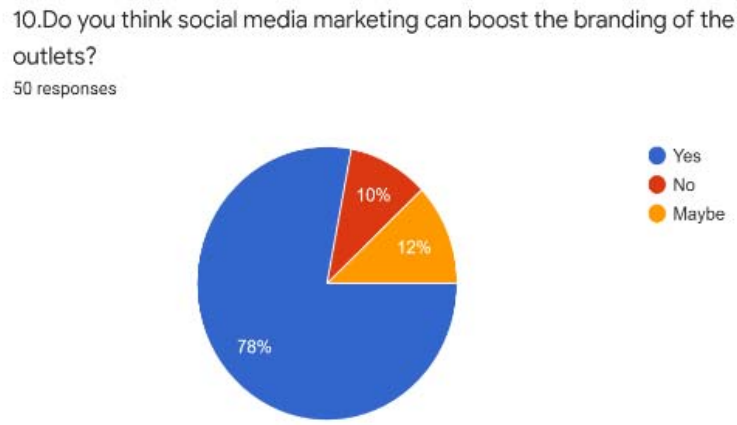


Fig. 7

Social media has been used as a tool to reach out to tons of prospective customers helping the organizations business to grow more hence majority of 78% of people do believes that social media marketing can boost the branding of the hotel's food outlets.12% of people aren't sure about it and rest 10% doesn't agree on it.

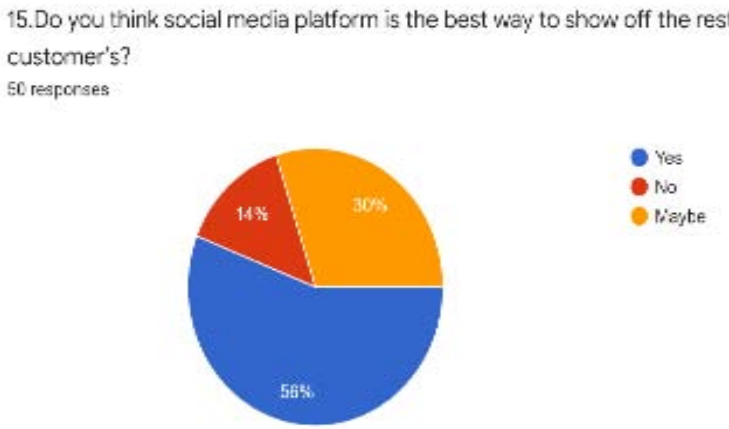


Fig. 8

Social media platform is a great approach to attracts customers as it reaches to millions of people quickly.56% of people thinks social media promotion is certainly the best way to do it and 30% of people thinks that it might can help the restaurant to attract customers whereas 14% doesn't agree on it.

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VI. Conclusion

The focus of this research was to determine the role of online media as a revenue-generating strategy for food outlets. Social media is used for more than simply pleasure; it has also assisted numerous businesses in generating cash.

This study used literature review of social commerce to identify the restaurant's important advertising tools, which included uploading menu specials, declaring restaurant events, permitting visitors to engage in titbits as well as competitions, notifies customers to special deals and discounts, publicizing store service quality, and expressing guest endorsements videos.

A survey of 50 people was conducted and through the survey we got to know that consumers are attracted to social media marketing activities and therefore, has helped the business to grow more. Social media marketing has the potential to spread the brand awareness making it easy for the restaurants to maintain its standards, updating its content planning, proposing of new strategies.

The observations have both theoretical and practical relevance. Hoteliers and entrepreneurs really shouldn't drop down in using and operating in digital networking, especially in this era.

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