



Impact of Social Media on Consumer Purchase Decision in Restaurant Industry

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ABSTRACT

This study focuses on how Social media has transformed how people engage and socialise with one another as it continues to transcend geographical barriers and bring people together. These internet platforms have been used by companies and entrepreneurs alike to develop and grow their enterprises. The purpose of the study was to evaluate the impact of different social media channels on food advertising.

The study's findings, which concentrated on customers at various restaurants, showed that online social convergence was influenced by watchers and listeners who used social media platforms. Social media platforms and the frequency of social media use both influence online convergence, which in turn influences purchase intention. In essence, food businesses require more socializers and networkers who can connect with engagers, viewers, and listeners. The study added to the numerous unexplored fields of consumer behaviour, marketing and advertising, social media influences, and food advertising research.

Online reviews have grown in popularity in recent years, connecting potential customers with a variety of consumers across a range of product categories, hotels, and restaurants. Online reviews have grown in popularity in recent years, connecting potential customers with a variety of consumers across a range of product categories, hotels, and restaurants. Online review websites summarise each restaurant's name, address, and offer an overall assessment of their cuisine and level of excellence. In other words, potential customers can learn about a restaurant's benefits and drawbacks via internet evaluations. Once these potential clients have decided on a restaurant, online evaluations are regarded as expert judgements. Additionally, since they are unfamiliar with a restaurant, patrons usually rely on internet reviews, which include both positive and bad experiences. Online reviews, in particular, provide a plethora of data on patron feedback, overall ratings, the kinds of food that patrons have eaten, and the restaurant provides, in addition to locations that the reviewed party will inquire about to further the buyer's understanding. Consequently, prospective patrons may now be connected to a restaurant instantly through internet reviews before they even step inside. Furthermore, there are now more reviews available for a wider range of products and services due to the rise in popularity of online review platforms like Yelp.com, TripAdvisor, and Angie's List.

Many websites that are categorised as "social media" are just places where people can connect and communicate with one another. Word-of-mouth marketing on social media allows material to quickly become viral and reach many users. Users' desire to connect with others on social media platforms like Facebook, Twitter, YouTube, and LinkedIn is where these sites first got their start. Users can exchange and send information with other users on all of these networks. To make the websites more efficient and user-friendly, these networks are continuously created and enhanced. Businesses are also attempting to figure out whether they should be using these websites and how to use social media to increase income.

INTRODUCTION

Social media has transformed how people engage and socialise with one another as it continues to transcend geographical barriers and bring people together. These internet platforms have been used by companies and entrepreneurs alike to develop and grow their enterprises. The purpose of the study was to evaluate the impact of different social media channels on food advertising.

When businesses think about using social media, brand loyalty becomes a bigger priority. According to Laroche, Habibi, and Richard (2013), Facebook boasts over 955 million active members, the majority of whom log on at least once a month. Approximately 50% of Facebook users log in to their accounts at least once a day using the mobile app or the website (Laroche, Habibi, & Richard, 2013). Because of their extensive use, Facebook and other social media platforms are seen by advertisers as the best tools for introducing content relating to their brands and fostering ties between bands.

Although businesses use Facebook as a tool to increase customer attention and brand exposure, not all reactions to social media advertising are favourable. Even though Facebook is introducing brand-related content more frequently, social media-based advertising is occasionally seen as an unwelcome addition. As a result, businesses must be mindful of how customer reactions to their advertisements may affect the brand-related content's value (Laroche, Habibi, & Richard, 2013).

According to researchers, it's critical that businesses understand that providing brand-related content and advertising on social media calls for careful examination of the material and an emphasis on community building centred around the brand (Laroche, Habibi, & Richard, 2013).

Positive reactions to brand-centric material and the existence of brand loyalty are common factors in the formation of brand communities. Understanding social media and how brand communities operate through its application is necessary for developing this kind of community when establishing a social media presence for a brand. People who voluntarily join brand communities and show a connection to the main ideas, information, or resources provided there are the community's constituents.

OBJECTIVE OF THE STUDY

- 1.To understand attributes of restaurant online reviews gets more customer attention.
- 2.To assess the level of trust customers, place in information obtained from social media sources.
- 3.To investigate the influence of social media influencers and their impact on customer perceptions.
- 4.To investigate how various social media sites affect consumers' opinions and preferences about restaurants.
- 5.To evaluate the efficiency of different social media marketing tactics in drawing in and keeping restaurant patrons (such as sponsored posts, influencer partnerships, and user generated content initiatives).
- 6.To investigate how discounts and promotions on social media influence consumers' restaurant decision-making processes.

LITERATURE REVIEW

3.1) Goyal, Mredu (2016) conducted research on the subject of "A STUDY OF THE IMPACT OF SOCIAL MEDIA ON CONSUMER BEHAVIOR IN THE JAIPUR CITY RESTAURANT INDUSTRY." This study made it quite evident that social media, while once not very popular among Jaipur restaurant patrons, is now a major motivator. Restaurant owners are gradually using social media marketing to increase their online visibility to build a loyal consumer base. The purchasing habits of consumers are evolving quickly, and marketers need to adapt their approaches to fit the new reality. As a result, restaurant marketers need to concentrate on developing their promotional plans. They must alter it to reflect the tastes and behavioural patterns of the growing number of online shoppers.

3.2) Singh N.P. and Anita Goyal (2007) carried out research on the subject of "Indian consumers' perceptions of fast food." The study examined the variables influencing young Indian customers' selection of fast-food restaurants. The aim of the research was to assess the significance of different factors influencing Indian customers' selection of fast-food restaurants.

3.3) University of Western Kentucky (2003) conducted a study to analyse the type of product and cost of purchases made by 249 consumers using a sample of their purchases. According to the study's findings, people purchase both expensive and affordable goods, and they base their decisions on recommendations from friends and acquaintances on social media.

3.4) Rebecca J. Purdy (Vespoli & Forbes, 2013). He outlined the value of social media for restaurants in his research paper, as well as how it helps them make more money. a range of clientele. According to the study, essential factors in fine dining restaurants include decor, cuisine kind and style, variety, food not eaten at home, and restaurants with positive social media evaluations.

3.17) Kannan and Nyoryung (2014) concluded that there is a positive correlation between customer behaviours on social media and those on social media. Consumers are increasingly open to engaging, reviewing products, leaving online ratings, and/or branding. Additionally, social media affects consumers' emotions, and when making decisions, these emotions may be linked to friends, family, businesses, or even other internet users.

3.18) Sema (2013) However, social media marketing might not be the only factor that raises a company's value, according to the findings of his research. A good business environment, a sizeable market, and several mega events can all have a big impact. In terms of the hotel business, the hotel's location and the quantity of visitors has a significant influence.

3.19) Zhang, Gao, and Guillet (2012) concluded based on the performance of the company overall. A strong online rating system has a significant impact on a hotel by drawing in new business and keeping existing ones for an extended period, as indicated by the studies analysed when considering the relationship between online rating systems and hotel selection.

3.20) Guillet and Chan (2011). concluded that the hospital sector generally performs poorly when it comes to adopting social media as a marketing strategy. The main challenge for hotels using social media marketing is communicating with their clients about their business.

RESEARCH METHODOLOGY

Research Design: - Descriptive or Exploratory research is a research design, which makes it possible for researchers to characterise a population, situation, or phenomena thoroughly and accurately.

Here this will help us to know the impact of social media and how it influences consumer decision in the restaurant industry.

Instrument: - Closed Questionnaire is being used to measure the perception of the consumer.

Sampling Technique: - The study is being conducted with help of Stratified Sampling method of 100 Respondents. The technique used is convenience sampling with relatives, co-workers, and friends.

Area and no. of samples- approx. 50 people belonging from different parts of north India such as Lucknow, Kanpur, Unnao, Delhi.

Data collection-

Primary- will be collected through a close-ended questionnaire. Data collection would be done by Google Form created and shared with approx.50 Respondent from the cities mentioned above.

Secondary: - Case study books and other research paper will be used in the literature review.

4.1 LIMITATIONS OF THE STUDY-

Only the consumer's opinion on social media is being considered in this study.

There may have been fewer respondents than needed for analysis.

The study was conducted only in the cities mentioned.

The data may have been skewed.

CONCLUSION-

The study presented a convincing argument for why social media has emerged as a new means for customers to look for and choose restaurants. It is safe to assume that restaurants' online presence on social media is rapidly turning into a restaurant owner's hidden weapon for having a loyal client base. Young people and tourists, in general, look for anything they want to learn about, and restaurants are one of them. Customer behaviour is changing, as seen by the reviews, experiences, and customer service that are displayed on social media. This influences the customer's decision-making process; therefore, tactics and adjustments should be developed with the preferences and likes of the target audience in mind.

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