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IMPACT OF SOCIAL MEDIA ON CONSUMER PURCHASE DECISION IN RESTAURANT INDUSTRY

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1.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.

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.

In the twenty-first century, social media has significantly impacted customer behaviour, affecting everything from attitudes, purchasing patterns, and product analysis to product awareness. Social media has made it possible for businesses to communicate most effectively with clients wherever in the world. Many businesses have grasped social media's potential as usage of these platforms has grown, and many have modified their marketing tactics to capitalise on these new opportunities. Social media so makes it possible for people to electronically share their experiences with one another, thereby developing a reliable resource for other users. This new type of internet connection essentially makes it possible for consumers and service providers to share data online.

online customer evaluations as part of the restaurant selection process, which has assisted customers in discerning facts from the business that they may have been hesitant or even disbelieving about. Thus, before making a purchase, most customers typically read online reviews.

Our modern civilization has entered the basic period known as the "New Media age," where people are almost certainly impacted by data sharing through trendy technologies. Social media, often known as Web 2.0 tools, is a vital component of the modern digital era. Many people are prepared to exchange completely different types of data with the public and post their material online. User-generated content (UGC) allows users of the shared site to collect this data, rather than just the web page directors. Diverse online communities are made up of people who share similar interests and preferences, which helps electronic word-of-mouth information travel to the appropriate person.

It was time for customers to share their valuable knowledge with their closest friends; today, everyone who is interested can access the material. People that are involved in the community usually go into great detail about their own experience using the goods or services. Additionally, the impact of consumer activity is monitored. The explosion of online information affects more than just end consumers; businesses are also not too far behind. Social commerce has been absorbed into e-business due to social media improvements. This is because many businesses feel that social commerce is driving up their costs and that they must stay competitive. The company's client relationships need to change if it wants to continue fighting. In selling,

and as a result, social media sites typically expand the use of electronic customer relationship management, or e-CRM, to improve corporate performance through B2C communication. In an effort to strengthen the relationship between the public and businesses, e-CRM relies heavily on social media as a connecting and communication tool.

1.1 THE IMPORTANCE OF SOCIAL MEDIA-

The goal of social media marketing is to use these platforms to reach a larger audience of potential customers. It has a lot to offer in terms of restaurant advertising. Social media encourages entirely new forms of networking, marketing, communication, and leisure. Many types of interactions that were previously unavailable to the public are now possible thanks to this new suite of collaboration tools.

Social media has a lot to offer the restaurant industry. Some of the advantages are listed-

1. 1.Increased brand awareness: social media is a big part of what makes brands unique and what products customers can purchase. Participation from customers and the way goods and services are delivered have a big impact on reputation and trust.
2. A larger clientele: Thanks to social media sites like Facebook pages and blogs, prospective customers may learn more about any restaurant before going there.
3. These platforms draw a lot of customers with their electronic messages and invites.
4. Growth in sales: Word-of-mouth marketing, deals, discounts, or events promoted on social media platforms boost traffic and sales because of increased overall awareness.
5. 4.Repeat business: social media gives the restaurant a full picture and entices patrons to come back after learning about an honest level of knowledge. In addition, building trusting relationships with clients leads to recurring business.
6. Low cost and high return: Blogging, social networking, and other social media platforms are low value indicators for sales. The benefits of social media will be enormous if an efficient framework for electronic communication and promotions is properly levelled out.
7. Event and promotion notifications: When restaurants post information about an upcoming event or the introduction of a new menu item on social media, it helps to ensure a genuine turnout because, with less work, it will draw a sizable crowd.
8. Better consumer connection: In addition to providing customers with insight, social media technologies facilitate customer interaction. Social media facilitates spoken interactions between patrons and the restaurant discussing its offerings, expertise, and suggestions for development. Engaging with customers makes them feel important, which subsequently boosts their loyalty.
9. Monitoring online reputation: social media gives businesses the opportunity to assign customer care staff to keep an eye on the social media platforms that their clientele frequents, giving them the opportunity to identify and address any issues that may arise. Social media introduces a variety of conversation platforms that give us the ability to comprehend both positive and negative customer reviews. Handling them well helps to establish a brand.
10. Viral marketing: Social media spreads positive and negative customer feedback about restaurants' services among its audience and increases word-of-mouth advertising. It also directly affects the growth of new customers. First impressions are taken very seriously by consumers. Happy customers generally create positive images.

    Complementary to other campaigns: social media will work in tandem with traditional marketing strategies and even help to promote them.

    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.

1.2 USE OF SOCIAL MEDIA BY RESTAURANT INDUSTRY-

It should come as no surprise that restaurants use social media to build stronger relationships with their patrons. Like many other businesses, yours must have a strong public-company relationship. In addition, today's trend requires social media promotion. Naturally, it involves more than just creating a few social media profiles and going online; it also involves coordinating several online platforms and using e-CRM on them. (In 2015, Gourmet Promotion) In conclusion, social media platforms have developed into incredibly powerful tools that help businesses create new online ventures and outperform their rivals. Offering goods and services via online channels is becoming a low-cost strategy for drawing in new clients.

Additionally, it maintains the prior ones while implementing fresh strategies that align the market position. Social media creates a platform that often connects with specific customers and highlights some interesting online deals for prospective buyers. Social media provides users with the ability to research different products and services, evaluate them equally, and much more. To engage with potential customers, most businesses today have integrated social media into their operations and strategies.

Customers are actively using social media platforms to research information about various restaurants instead of relying on traditional advertising media because they find it to be dependable and convenient, which leads to less time wasted and better decision-making.

The practice of using social media platforms to engage with others to increase the consumer base is known as social media marketing. In terms of restaurant advertising, it has a lot to offer. Social media includes various channels for networking, marketing, entertainment, and communication.

Restaurant owners are gradually using social media marketing to increase their online visibility in order to build a loyal consumer base. The purchasing habits of consumers are evolving quickly, and marketers need to adapt their strategy accordingly. Restaurant marketers must so now concentrate on their promotional plans. They must adapt it to the tastes and behavioural patterns of the growing number of digitally engaged customers. It should come as no surprise that restaurants use social media platforms to improve consumer interactions.

Like any other business, yours must develop a solid relationship with the public, and the current trend demands that you do so through social media marketing. Naturally, leveraging e-CRM to function across many platforms and synchronise numerous online stages together is just as important as simply being online and setting up a few social media accounts. (In

2015, Gourmet Marketing)

In the end, social media is turning into one of the most useful tools for businesses looking to expand online and outperform rivals. Offering goods and services online is increasingly becoming a low-cost strategy for drawing in new clients. Additionally, it maintains the previous ones with updated methods that clarify the position in the market.

Social media establishes a forum that frequently extends the link with the actual customers while promoting some alluring internet offerings for prospective buyers. (Schumaker, Grenier, and Fair, 2014)

With social media, businesses can now communicate with customers on a global basis more effectively than ever before. Due to social media's explosive growth across demographics, a lot of businesses have realised social media's potential and have adjusted their marketing plans to seize these fresh chances. As a result, social media gives users the ability to electronically spread word of mouth (eWOM) about their shopping experiences, establishing themselves as a trustworthy resource for other users (Tran, 2015). In essence, electronic word-of-mouth (eWOM) allows information to be shared between customers and service providers via the internet (Pantelidis,2010).

Online restaurant reviews include a synopsis of each restaurant's name, address, and the reviewer's overall assessment of the quality of the cuisine and service (Zhang et al., 2010). Because of this, prospective customers are informed about a restaurant's various advantages and disadvantages through internet restaurant reviews. Online reviews are taken into consideration as professional judgements when these prospective customers choose a restaurant (Parikh, 2013). Furthermore, when a customer is unfamiliar with a restaurant, they usually turn to internet evaluations as an additional resource. These reviews cover both positive and negative customer experiences (Parikh, Behnke, Vorvoreanu, Almanza & Nelson, 2014).

Therefore, even before a potential customer enters a restaurant, online reviews could establish a direct connection between them and the establishment (Yang et al., 2017). Additionally, as online review sites like Yelp.com, TripAdvisor, and Angie's List have grown in popularity in recent years, more reviews for a wider range of goods and services have been added.

Many websites that are categorised as "social media" are really 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 a large number of users. Sites like LinkedIn, Facebook, Twitter, YouTube, and others were first inspired by people's need to interact with others. Users are able to exchange and send information with other users on each 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.

Since social media marketing is free, it has been a widely accepted and effective way to reach consumers at a low cost. However, these sites have also been able to maintain relationships through communication within the domain of these sites. Some uses include marketers being able to advertise specials in the business, creating direct personalized connections with the company and the consumer, and maintaining interest through updates. The conversations created through social media are important to customers because it allows users to communicate with each other in a more trusted medium of talking to people just like them. Users can share videos, products, services, and books in order to represent themselves and their beliefs.

Many businesses in the service sector are currently debating whether to use social media as their main marketing strategy and get on the bandwagon. Word-of-mouth marketing refers to the company's devoted consumers' unpaid promotion. The reality that any individual customers to start using social media platforms, which are built around this feature, since they can utilise this kind of marketing for free.

Today's social media marketing strategies have advanced significantly to reach the correct target audiences with advertisements. The purpose of this study is to determine how consumer preferences about fine dining establishments affect social media marketing. New culinary concepts have been developed for fine dining establishments. This is a concept where eating becomes more than just a means of sustenance and takes on other meanings. Consumers today desire experiences rather than just food these days. However, word-ofmouth (WOM) and promotional materials have an impact on consumers' decision-making while selecting choices. In particular, the abundance of internet resources dedicated to providing product reviews—one of the primary factors influencing consumers' buying decisions.

Restaurants are a well-known industry. Customers usually use social media to research fine dining establishments for special occasions and to get information from other patrons who have shared their experiences. The comments act in a logical manner. Similarly, decisions are consistent and thoughtful if they maximize the utility of the available options (Skouras et al., 2005). According to Shafir et al. (1993), a consumer makes decisions based on a range of factors that address demand. There are many different theoretical methods to comprehending how consumer choice pertains to social media marketing. It is the belief of this study that social media marketing's influence on fine dining decision-making is a relevant topic for investigation and analysis.

Companies' attention to the customer has changed as a result of the growing emphasis on global development and the widespread application of technology in marketing, advertising, and promotion (Quelch & Jocz, 2008). Researchers have established entire marketing strategies around global access to technology, realizing that technology has emerged as a key factor in growing markets. The psychological, emotional, and social variables influencing consumer behavior are also frequently highlighted in advertising and promotion; these aspects need to be included in technology-based marketing (Quelch & Jocz, 2008). Because of this, businesses still need to consider the four fundamental "Ps" of marketing: product, pricing, place, and promotion, even in the face of worldwide expansion and new technologies (Quelch & Jocz, 2008).

According to Rust, Moorman, and Bhalla (2010), many businesses underutilize technology as a basis for customer interaction, while having access to a wide range of tools that might spark consumer interest, increase brand recognition, and improve overall marketing. However, these researches seem to indicate that increased usage of social media and information technologies will be the norm in the future (Rust, Moorman, & Bhalla, 2010). Astute businesses are incorporating social media tools to improve their relationship with customers, as opposed to concentrating on technology-based, momentary advertising.

Businesses usually concentrate on Facebook, YouTube, and Twitter, the three most popular social media sites for branding and product promotion (Muntinga, Moorman, & Smit, 2011; Shi, Rui, & Whinston, 2014). Businesses now more than ever understand how important it is to utilize techniques

to draw customers in by reintroducing items, making them more appealing, or highlighting the social aspects of product experiences. According to Muntinga, Moorman, and Smit (2011), social media websites have emerged as the primary source of product information. This includes brand awareness campaigns, the introduction of new product lines, and techniques for influencing consumer behavior. Social media offers a special chance to leverage word-of-mouth advertising to a large audience, boosting consumer-to-consumer interactions and promoting brand awareness through a large-scale social network (Kozinets, de Valck, Wojnicki, & Wilner, 2010).

Social media is not a medium for advertising in and of itself, unlike print or television advertising, and as such, it can be difficult for businesses to ascertain how customer data and interaction affect the branding process. Positive remarks on social networking platforms can be beneficial, however according to Ho-Dac, Carson, & Moore (2013) and Kohli, Suri, & Kapoor (2014), businesses using social media for marketing may not be able to manage unfavorable remarks that are part of the brand discussion. Consumers engage in conversations and exchanges that impact the branding process concurrently, but they pay little attention to how they are involved in the branding or marketing process (Kohli, Suri, & Kapoor, 2014).

Facebook, Twitter, and YouTube are the three social media platforms that businesses most frequently use to support marketing and branding. Because of its emphasis on integrating advertising into users' social media content, some people refer to Facebook as the "holy grail of marketers." According to Nelson-Field, Riebe, and Sharp (2012) and Shen & Bissell (2013), Facebook users can comment on or "Like" content to express their acceptance of it. This encourages the presentation of advertisers' information about particular brands and items on the platform. Customers will see more content featuring comparable products or brands on Facebook if they participate in behaviours related to product advertising or leave comments about certain products (Shen & Bissell, 2013). Therefore, social media has a big influence on how marketers formulate their strategic plan, disseminate brand information, and scale advertising to increase customer involvement.

By encouraging consumer connections, social media platforms such as Facebook have given marketers a new means of delivering material connected to their brands and establishing dialogues with customers (Shen & Bissell, 2013). This strategy's value stems from the evolution of social media platforms and the way people utilize the Internet. Ten years ago, pornography was the most popular internet pastime; however, social networking has surpassed it in popularity (Shen & Bissell, 2013).

Because of this, 93% of companies use social networking in some capacity for branding and marketing (Shen & Bissell, 2013). According to Shen and Bissell's 2013 study, there are over 200 million active internet users in the US at any given time who log on for more than 29 hours a year for networking, product evaluation, and online surfing. Facebook is the most popular social network among those who use it frequently, with users spending over seven hours a week on it (Shen & Bissell, 2013).

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.

2.OBJECTIVES 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 usergenerated content initiatives).

6. to investigate how discounts and promotions on social media influence consumers' restaurant decision-making processes.

3.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.

3.5) Mike Whitty, Iqra Nasim, and Dr. Ijaz A. Qureshi.In their study report, they investigated the influence of social media, or social sites, on customer choices in the restaurant business, particularly in Lahore, Pakistan. It featured various elements, including the brand's overall social media presence as well as their dining experience, products, degree of service, ambiance, etc.

3.6) Manoj Timilsina carried out research on the subject of "Social media's effects on restaurants."
A case study of eateries in the region of Oulu Examining the effects of social media on business and how it is impacting it was the goal of this study. Furthermore, eateries in Oulu were selected to participate in the survey. Six of the 43 restaurants that were approached for an in-person interview participated in the process. Social media directly affects sales and increases the flow of new clients. Due to the restaurant's astute use of social media, most of its patrons (83%) have increased.

3.7) Rouckova, Veronika (2015) carried out research on the subject of "Reviews and social media in the decision-making process of customers." This study's primary goal was to determine how social media influences consumers' decision-making processes. As service businesses, restaurants are frequently discussed on social media sites where visitors post comments and share their individual experiences. It provides advice or pointers to other people looking for suggestions online.

3.8) Nefike Gunden, South Florida University, 2017. conducted research on the subject of "How Consumer Restaurant Selection Is Influenced by Online Reviews." Online reviews are becoming a more important tool for restaurant patrons to use when choosing where to eat. Additionally, many academics have thoroughly examined the restaurant qualities that affected customers' choice of restaurant.

3.9) Edelman (2010). carried out research on the subject of "The role of reviews in the decision-making process of customers through social media." The quick integration of new technologies has quickly transformed modern business. Marketers today have to implement new company strategies while keeping in mind emerging internet media outlets. In the past, the company's marketing strategy was mostly concentrated on paid media outlets; however, in the modern business world, customer involvement is crucial. In this case, driving advocacy is quite important. If consumers leave negative online evaluations of the product on social media sites or if it is not mentioned at all, the sponsored advertisement will not last long in winning over new customers.

3.10) Mardjo and Leerapong (2013) conducted a study on the subject of "Effect of Social
Media on Purchase Decision" and examined the variables influencing consumers' online purchasing decisions via social media, especially Facebook. Customers evaluated perceived risk, compatibility, relative advantage, and trust as the criteria that either encouraged or deterred them from making purchases through Facebook.
11) Rehman and Sharma (2012) conducted a study on the subject of "Effect of Social Media on Purchase Decision," and in his research paper, he explains how information, whether favourable or unfavourable, about a brand or product that is available on social media significantly affects customers' purchasing decisions overall. Positive word-of-mouth is propagated by the clients via social media.

3.12) Titz (2004) According to his research, restaurant evaluations offer a range of information that assists patrons in making decisions in advance. Customers can get more specific details about prior diners' overall experiences, including the calibre of the cuisine and service, by reading restaurant reviews. Before choosing which restaurant to visit, clients can find information from past customers by reading online reviews.

3.13) Lee (2014) He has provided an explanation in his research on the topic of social media's role in customer decision-making. Businesses have also been impacted by the explosion of online information, not just end users.

3.14) Perreau (2013), number 14 According to his findings, companies who wish to enhance their online marketing strategy must successfully respond to consumer behaviour. Products with less differentiation may not have as much market recognition. Additionally, marketers must build enduring relationships with their customers and deliver solid, reliable, and tangible information on social media platforms to positively impact consumer product evaluation procedures.

3.15) Sandra Sydnor and Jae Man Jung (2015) Concerned consumers' decision-making when selecting a restaurant: pricing, quality, service, and food quality are significant determinants of consumer choice. Other elements like cleanliness and location could have an impact.

3.16) Kivela (1999) has created a study that assesses patrons' dining experiences and inclination to return depending on the types of restaurants. through in-person interviews with 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.

4.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.
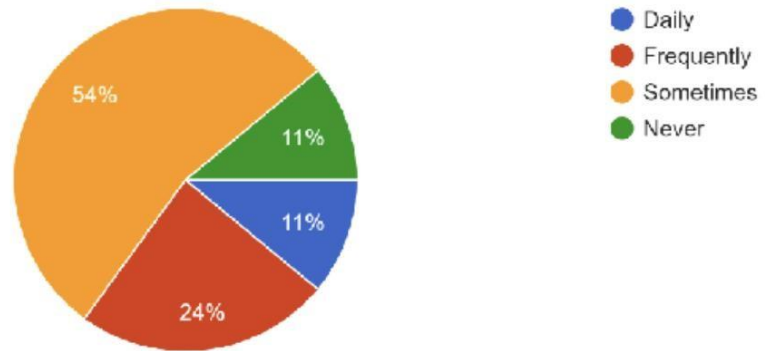There may have been fewer respondents than needed for analysis.
The study was conducted only in the cities mentioned.
The data may have been skewed.

5.DATA ANALYSIS AND INTERPRETATION-

QUES 1. How Frequently Do You Use Social Media Sites to Check Updates on Restaurant and Food Outlets?
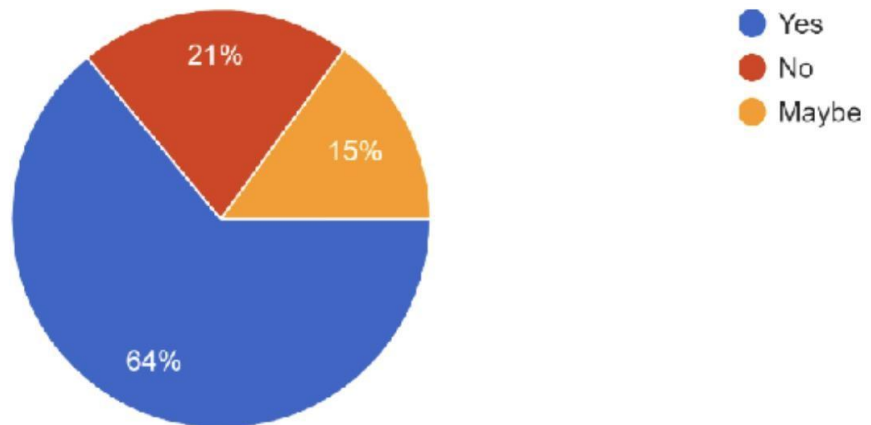
100 responses

INTERPRETATION: According to our findings, 54% of respondents check for changes occasionally, 24% check regularly, 11% check daily, and 11% never check for updates.
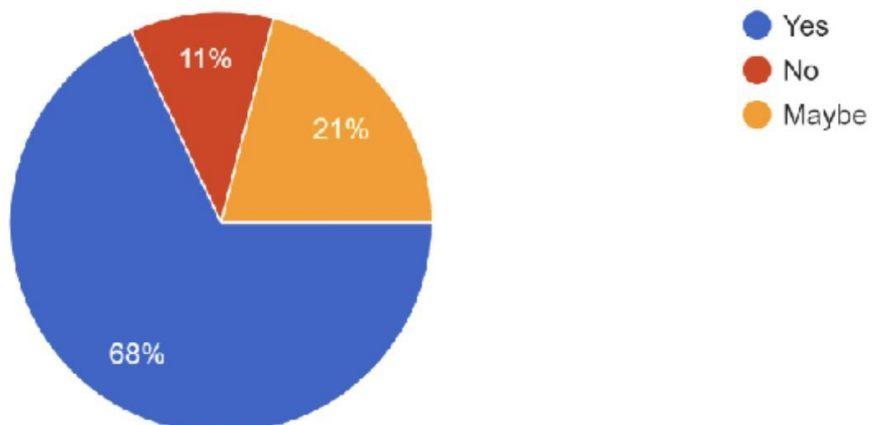
QUES 2. Do Consumers Watch Videos and Content Related To Restaurant and Food Outlets on Social Media?
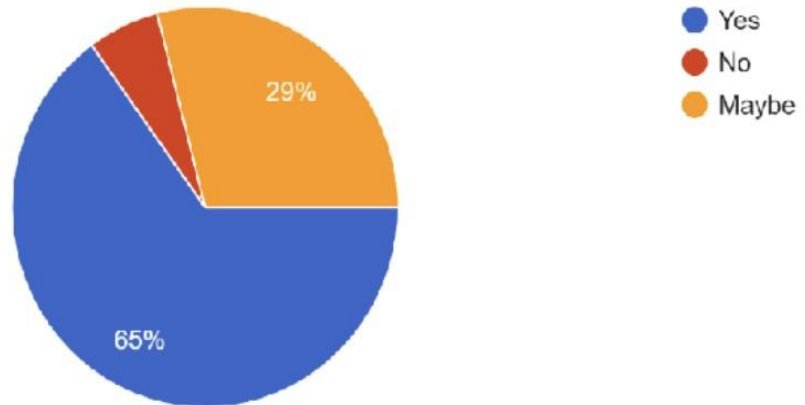
100 responses

Accordi
QUES 3

100 responses

INTERPRETATION:

According to our findings, 68% of respondents indicated they visit, 21% indicated they might, and 11% indicated they don't.

QUES 4. Do Offers and Discounts on Social Media Site Attract the Consumers?

100 responses

INTERPRETATION:
According to our findings, 65% of respondents responded "yes," 29% said "maybe," and 6% said "no."

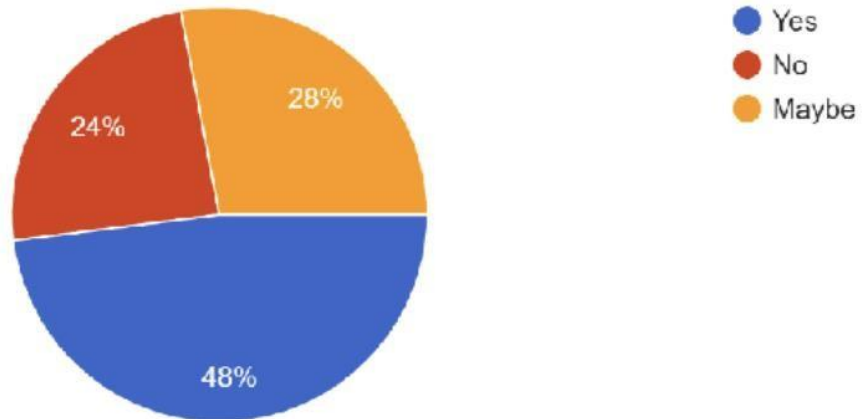QUES 5. How Many Hours does a Consumer Spend on Social Media Apps Daily?

100 responses
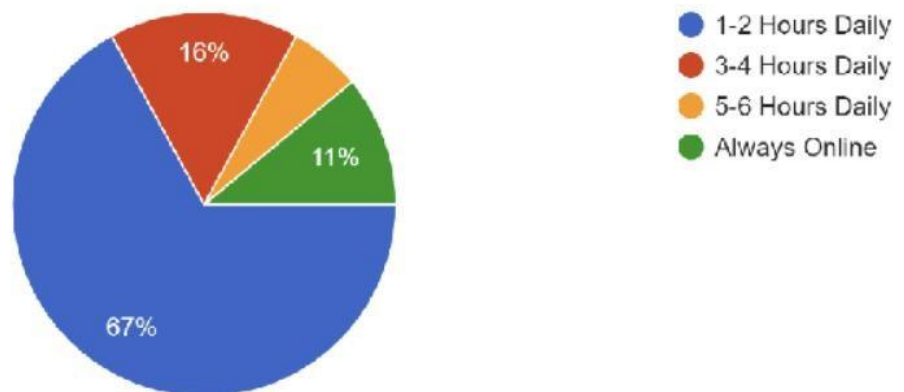
According to our findings, 67% of respondents said they spend 1-2 hours online every day, 16% said they spend 3–4 hours, 6% said they spend 5–6 hours, and 11% said they are constantly online.

QUES 6. Does Consumer Order/Try-Out Food Based on Social Media Influence?

100 responses

INTERPRETATION:

According to our findings, 28% of respondents said they might or might not be influenced, 24% said they are not being influenced, and 48% of respondents said they agree to being influenced.

QUES 7. How Much Consumers on Average They Spend in a Restaurant/Food Outlet?

100 responses
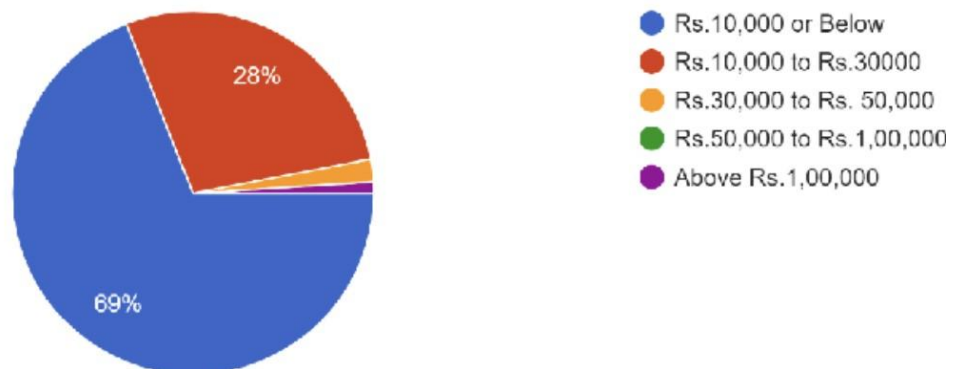
INTERPRETATION:

According to our findings, 69% of them spend less than Rs. 10,000, 28% between Rs. 10,000 and Rs. 30,000, 2% between Rs. 30,000 and Rs. 50,000, and 1% more than Rs. 100,000 on food and beverage service products through dining and delivery.

QUES 8. Is Social Media Marketing is a Good Marketing Tool for Restaurants and Food Outlets?
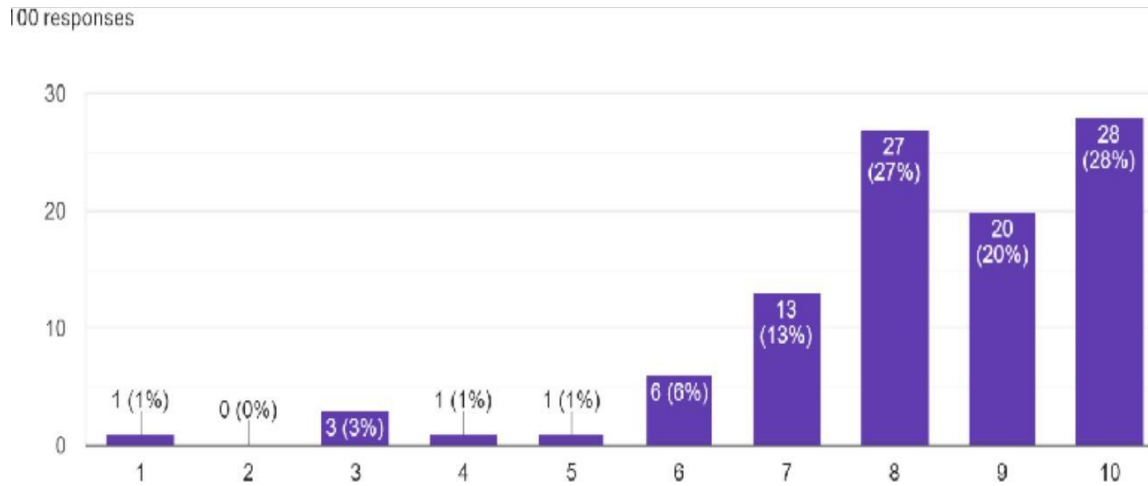
According to our findings, on a Likert scale of 1 to 10, where 1 represents strongly disagree and 10 represents strongly agree, the respondents ranked social media at 9.27% rated it at

8.13% rated it at 7.6% rated it at 6. And the remaining 6% rated it at 5 or below.

QUES 9. Do Consumers Rate and Post Comments for Restaurant and Food Outlets They Have Visited?
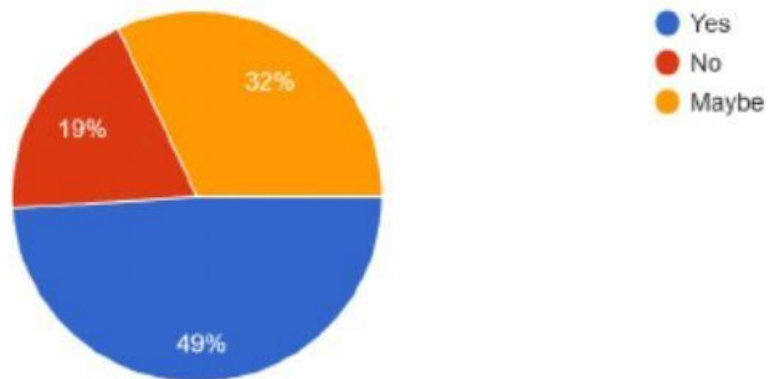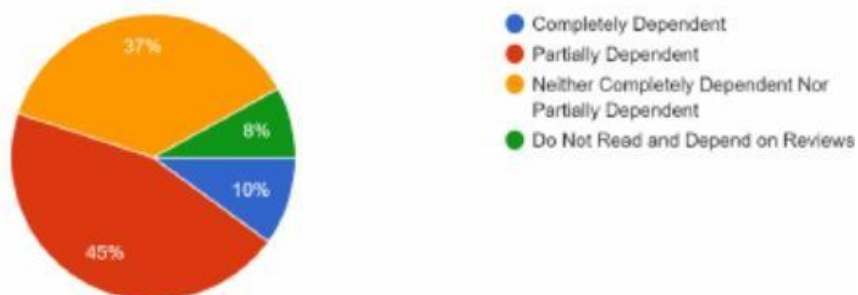

INTERPRETATION;

According to our findings, 49% of respondents rate, review, or remark on restaurants or food outlets they have visited; 32% say they would, depending on the experience; and 19% say they wouldn't rate, review, or comment on any of these establishments.

QUES 10. How Much do Consumers Depend on Social Media for Selecting a Restaurant They Plan to Dine/Get Delivery From?

INTERPRETATION:

According to our findings, 45% of respondents claim to be moderately reliant, 37% claim to be neither fully dependent nor partially dependent, 10% claim to be entirely dependent, and 8% claim not to read or rely on reviews.

FINDINGS-

Findings from the survey conducted related to impact of social media on consumer purchase decision in restaurant industry in various cities are as follows-

Frequency of usage of Social Media Sites to Check Updates on Restaurant and Food Outlets-

54% of respondents check for changes occasionally.24% of respondents check regularly.11% of respondents check daily.11% of respondents never check for updates. These findings indicate a varied level of engagement with social media platforms for staying updated on restaurant and food outlet information among respondents. The majority check occasionally, followed by regular check-ins, with a smaller portion checking daily or never engaging in such activities.

Consumers Watching Videos and Content Related To Restaurant and Food Outlets on Social Media-

64% of respondents confirmed they watch videos and content related to restaurant and food, indicating a significant interest in this type of content among consumers.21% of respondents stated they do not watch such content, suggesting a smaller but still notable portion of the audience does not engage with restaurant and food-related videos.15% of respondents expressed uncertainty or ambivalence, indicating a potential opportunity to attract more viewers with targeted content or marketing efforts.

Visiting a Restaurant based on the information provided on social media-

68% of respondents indicated that they do visit restaurants they have read about on social media.21% expressed uncertainty, indicating a possibility of visiting.11% stated that they do not visit restaurants they have read about on social media. Overall, a significant majority (89%) either visit or may consider visiting restaurants they discover through social media, suggesting a strong influence of social media on consumer dining choices.

Attracting customers based on Offers and Discounts on Social Media sites-

According to our research on consumer behaviour, a significant majority, 65%, affirm that offers and discounts promoted on social media platforms indeed attract them. Another 29% indicated a potential interest, responding with a "maybe." However, a smaller proportion, 6%, stated that such promotions do not influence their decision-making. Overall, the data suggests that offers and discounts on social media sites have a considerable impact on consumer behaviour, with the majority showing a positive response.

Duration a consumer spends on social media-

According to our findings, most respondents spend between 1 to 2 hours on social media apps daily (67%). 16% spend 3 to 4 hours, 6% spend 5 to 6 hours, and 11% report being constantly online.

Ordering/Trying-Out Food Based on Social Media Influence-

Based on our findings, it appears that social media does indeed have a significant influence on consumer behaviour when it comes to ordering or trying out food. Specifically:48% of respondents agree that they are influenced by social media when making food-related decisions.28% of respondents are uncertain whether they are influenced by social media when it comes to food choices.24% of respondents claim that they are not influenced by social media in their food-related decisions. Overall, it's clear that a substantial portion of the surveyed population acknowledges the impact of social media on their food choices, indicating its importance as a marketing and decision-making tool in the food industry.

Based on our findings, the average consumer spending at restaurants and food outlets is as follows:

Amount consumers spend on food-

69% of consumers spend less than Rs. 10,000.28% spend between Rs. 10,000 and Rs. 30,000.2% spend between Rs. 30,000 and Rs. 50,000.1% spend more than Rs. 100,000. These figures highlight varying spending patterns among consumers, with a majority spending relatively modest amounts, while a small percentage splurge on higher-end dining experiences.

Social media as a marketing tool for restaurants-

According to our findings, most respondents highly value social media marketing as a tool for restaurants and food outlets. On a Likert scale of 1 to 10, where 1 represents strongly disagree and 10 represents strongly agree, the average rating was 8.3. Specifically, 9.27% of respondents rated it at 10, 8.13% rated it at 9, and 7.6% rated it at 8. However, 6% of respondents rated it at 5 or below, indicating some level of scepticism or dissatisfaction with its effectiveness. Overall, the data suggests that social media marketing is widely perceived as a valuable tool for promoting restaurants and food outlets.

Consumers Rating and Posting Comments about their experience-

According to our research:49% of respondents actively rate, review, or comment on restaurants or food outlets they've visited.32% are potentially inclined to do so, depending on their experience.19% have no intention of rating, reviewing, or commenting on any of these establishments.

Consumers Depending on Social Media for Selecting a Restaurant-

According to our findings, a significant portion of consumers rely on social media when selecting a restaurant:45% are moderately reliant 37% are neither fully dependent nor partially dependent 10% are entirely dependent 8% do not read or rely on reviews. Overall, social media plays a substantial role in influencing consumers' decisions regarding where to dine or get delivery from.

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.