

**A Study of Relevance of Social Media on Stand-Alone Fine Dine
Restaurants in Pune City.**

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Undertaking

I, Mr. Amit S. Khare, am the Ph.D. Scholar of the Tilak Maharashtra Vidyapeeth in Management subject. Thesis entitled 'A Study of Relevance of Social Media on Stand-Alone Fine-Dine Restaurants in Pune City', under the supervision of Dr. Suvarna Sathe, Solemnly affirm that the thesis submitted by me is my own work. I have not copied it from any source. I have gone through extensive review of literature of the related published / unpublished research works and the use of such references made has been acknowledged in my thesis. The title and the content of research are original. I understand that, in case of any complaint especially plagiarism, regarding my Ph.D. research from any party, I have to go through the enquiry procedure as decided by the Vidyapeeth at any point of time. I understand that, if my Ph.D. thesis (or part of it) is found duplicate at any point of time, my research degree will be withdrawn and in such circumstances, I will be solely responsible and liable for any consequences arises thereby. I will not hold the TMV, Pune responsible and liable in any case.

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Annexure IV

Certificate of the Supervisor

It is certified that work entitled, ‘A Study of Relevance of Social Media on Stand-Alone Fine-Dine Restaurants in Pune City’, is an original research work done by Mr. Amit S. Khare under my supervision for the degree of Doctor of Philosophy in Management to be awarded by Tilak Maharashtra Vidyapeeth, Pune. To best of my knowledge this thesis

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Signature of the Supervisor

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Abstract

Purpose of study

Current management era can be termed as a marketing era. Due to the fierce competition and unique ways to reach out to the market, it becomes the priority of a business to stay ahead of competition to gain the advantage. Many business use different marketing strategies to reach to the market before their competitors reach. One of the most prominent strategies used in recent times is marketing through social media.

Social media can prove effective when it is used in a right way by right strategy at right time (Schlinke & Crain, 2013). In spite of social media being easy to use and cheaper option when used as a marketing tool, many restaurants still face challenges while using this platform. How to incorporate these social media is one of the biggest questions faced while making a marketing plan for a fine dine restaurant and hence it can be seen that it is not been used to its fullest potential.

The study focuses on Facebook as a social media marketing tool in this research. The research aims to find out how social media platforms are used by SAFD restaurants to influence buying behavior of the customers. This will also help the researcher to find the solution for optimizing the usage of social media.

Background

Since the introduction of the technology in restaurant marketing, traditional methods of marketing like marketing through print ads, radio, billboards, etc. have become less important since early 2000's. Many restaurants have shifted their channel to social media. (Patino et al., 2012).

The current era is all about heavy marketing forced by the fierce competition. Every restaurant in the chosen category tries to create a niche for their restaurant and increase market share. In doing this the technology help the restaurateurs to great extent. Social Media is one the foremost helping hands which is used as marketing tool by many restaurants. The social media sites are used by the restaurant owners and managers in various ways to attract customers. Facebook is the platform which is used by majority of the stand-alone fine dine restaurants in Pune. It has demonstrated to have impact on customers in ways like providing information, generating interest and therefore affecting the business bottom-line that is generating revenue.

With an easy access to the worldwide web and handy technology, social media is trending to be a new phenomenon in Marketing. Restaurants are also not shying away from taking advantage of this new platform. With increasing competition it becomes crucial for the restaurant to use this technology with wide reach to increase footfall, attract more customers and then after to increase the revenue. This has not only benefitted the restaurants but it is also helping the customers in making their decisions.

Whilst offering a handy tool for marketing social media also offers a restaurant different values like enhance brand popularity, increase in market share, faster information communication. Another aspect of using a social media as a marketing tool is that it takes comparatively lesser time to create a campaign and is less expensive as well. (Agnihotri et al., 2012)

The present study focuses on studying the impact of social media in reference to Facebook page of a stand-alone fine dine restaurant used as a marketing tool on consumer buying behavior and analyzing the change in pattern of buying behavior related to change in decision making. The result of this study might contribute to positive change by assistance the fine dine restaurants in Pune in optimizing the use of social media as a marketing tool, gaining and retaining customers and increase in market share.

Objectives of the study

1. To provide deeper understanding of scope of social media page as a marketing tool for a Stand-alone fine-dine restaurants in Pune city.
2. To study the impact of social media page of a stand-alone fine-dine restaurant as a marketing tool on consumer buying behaviour Pune city.
3. To study the change in customer buying behaviour in reference to decision making after visiting a social media page of a stand-alone fine-dine restaurant.
4. To find out if social media page is a more effective marketing tool than traditional marketing tools.
5. To find out whether Facebook is a better social media platform for marketing than other social media platforms.

Hypotheses

H₁ There is a significant impact of social media page of a stand-alone fine-dine restaurant used as a marketing tool on the consumer purchase decision.

H₂ There is a significant impact of demographic factors on use of social media page of a stand-alone fine-dine restaurant to make a decision about visiting the restaurant.

H₃ There is a significant impact of Facebook as a marketing tool than other social media platforms for stand-alone fine-dine restaurants.

H₄ There is a significant effect of social media as a marketing tool than other traditional marketing media when it comes to attracting customers of a stand-alone fine-dine restaurant.

H₅ There is a significant influence of demographic factors on change in decision made about visiting a stand-alone fine-dine restaurant after referring its social media page.

H₆ There is a significant change in the customer buying behavior after visiting a social media page of a stand-alone fine-dine restaurant.

Data Collection

This study uses two types of data; primary and secondary. Two sample groups were used to collect the primary data from. The first sample group was customers group and second was hotel representatives' group.

A structured questionnaire was created by researcher to gather the data from customers. The questionnaire was divided into three parts. All the demographic and life-style related questions were covered in the first part of the questionnaire. Second part of questionnaire was dedicated to the social media. The main purpose of this part was to collect the information related to social media and decision making while going to a SAFD restaurant. The third part of questionnaire included the comparative questions to compare the social media as a marketing tool with traditional marketing media tools. 'Likert's Scale' was used in second and third part to get accurate results. The reliability and validity of the

questionnaire was checked for consistency in results using Cronbach's Alpha. Generally the questionnaire is said to be reliable when the α value is above 0.5. In this case the Cronbach's α value is 0.929 and considered as a very good reliability for the instrument used.

The questionnaire for restaurant was also divided into three parts. Part one focused on the general information about the restaurant like number of covers, area, etc. The second part was about the marketing and use of social media as a marketing tool and the third part was focused on comparing the social media as a marketing tool with other traditional marketing tools like print advertisements, TV ads, etc. The reliability of this questionnaire was checked using Cronbach's Alpha. The α value for this questionnaire was calculated to 0.614 and hence can be said that the questionnaire is reliable for the consistent results and can be used to test the hypothesis.

Data analysis and hypothesis testing

The data was checked carefully to remove the incorrect entries and missed values. Statistical Package for Social Science Program (SPSS 17.0) has been used for statistical assessment. Descriptive statistics is used along with inferential statistics. Chi Square, Z-test and mode test were used to test the hypothesis. All alternate hypotheses mentioned in chapter 4 were accepted and all the null hypotheses were rejected.

Conclusion & Recommendation

Following are the main conclusion and recommendations from the study

Conclusion 1 - Impact of social media on decision making process

While going through the process of decision making, one tries to find out the information about the requirement and need he or she has recognized. Social media comes handy at this stage as the information is readily available just on one click. The information that has been published by SAFD restaurants on their social media pages can be accessed by a potential customer and restaurants often upload photos and videos which act as a physical evidence. This all information can be accessed irrespective of time and space if the user has an interface to check it on. Therefore social media platforms are becoming one of the major components of gathering the information about the product and services offered by these stand-alone fine-dine restaurants. Another stage of customer's decision making process

where social media pages by SAFD restaurants play a vital role is while evaluating the information searched by customers. The virtual or interfacial word of web makes it easier to compare the information between different service and product providers at a same time.

It shall become a priority of the restaurant managers or owners to use the social media and keep the information about the restaurant readily available on social media platforms by updating the page regularly. Keeping the social media page organized and updated will help the customers to make the decision of going to a restaurant. Social media will also help the customers to access the information about different aspects of the restaurant at same time just on one click. So it becomes mandatory for the restaurant to include as much information on social media page as possible. Any changes about restaurant operations like hours of operations, change in policy, change in menu, etc. should be updated without wasting any time.

Conclusion 2 - Influence of demographics on social media's use for decision making

Age is one of the most prominent demographic factors when it comes to using social media platforms while making a decision to go to a SAFD restaurant in Pune City. Users aged between 31 years to 50 years make the most use of different social media platforms as a reference source to gather the information about the restaurants. This information is the used to make the decision mostly on basis of the reviews written by other users, marketing material uploaded by restaurants, photos and menus. The same age group also writes the reviews on social media platforms more often than other age groups. It has been concluded that smaller families (up to 4 members) go to SAFD restaurants more frequently than bigger families. The same variable also affects the decision to go to a SAFD restaurant.

A smaller family going out to a SAFD restaurants has increased since the use of social media by customers has increased. Same trend can be seen in married people. Married people go often to SAFD restaurants than singles. A restaurant should be able to convert this market segment in loyal and frequent customers by using various strategies like offering loyalty points, special discounts on special events, etc. It was also seen that undergraduates often resort to social media for gathering the information and comparing it with options while making a decision to go to a SAFD restaurant.

Restaurants can target the younger population as they have found to be more active on social media with more friends and followers. People from high income group visit SAFD restaurants more frequently than other income groups. Most of these people also fall in age group of 31 to 50 years. As the spending power and disposable income of the family rises, the frequency of going out to a SAFD restaurant increases as well. It was seen generally that people working in private service sector do have higher disposable income. Most of these people also come from smaller families where the awareness about social media is generally more. People from lesser income groups not going frequently to a stand-alone fine-dine restaurant creates an opportunity for the restaurants to attract more clientele from other income groups as those income groups have not yet been tapped by the restaurants. This also will help SAFD restaurants to gain some business during pandemic times. Getting people in the restaurants from higher-middle income group can be a challenging tasks but it is possible to overcome the challenge by aggressive marketing planned considering this income group. The social media can be utilized better considering this income group. Platform like Facebook can be used to target specific demographic set of customers.

Conclusion 3 - Facebook as a marketing tool

In Pune, Facebook is the most famous social media platform amongst stand-alone fine-dine restaurants used for marketing purposes. Some features like selection of target market to flash the marketing efforts, chatbot, Facebook analytics about certain marketing campaigns have made this platform more popular than other social media platforms. Though some of these features are paid features the price is not very high. Investing in these low cost marketing efforts are preferred by these restaurants as it can perfectly fit within the marketing budget of the restaurant without exceeding the budget.

It was also seen that using Facebook is easier than other social media platforms. So creating, publicizing and spreading the marketing campaigns without help of specialist has given the prime edge to this platform. The platform also does not restrict the user, the restaurant management in this case, with word count or post type.

Facebook shall be utilized by the SAFD restaurants more for marketing purposes. Restaurant can also add the links of their Facebook page on other platforms they are utilizing which will help in moving the traffic to their Facebook page.

Taking inspiration from Facebook about making the platform easier to use, other social media platforms can also make little changes which will help the users to use it without any assistance. While this is happening, it will provide great opportunity to social media advisors and consultants to focus on more social media platforms at once by creating special packages to include these platforms.

Conclusion 4 - Significance of Social Media as marketing tool

For customers, social media is the most preferred platform to refer compared to other social media while going out to a SAFD restaurant in Pune city. With the advancement of the technology and mobile phones getting smarter, the information can be surfed from anywhere irrespective of the geographical boundaries. With every SAFD restaurant having their own page on different social media makes it very easy for the customers to access the information published by them. The social media is also an easier way to reach to larger population at the same time will less cost involved with it. This also includes online version of word of mouth which concluded to be better than the traditional word of mouth. It was also seen that traditional word of mouth, sometimes called as referrals is also preferred by many customers. This is because people trust first hand experiences of others that just believing on the advertisements and promotions. Other traditional media like print media, broadcast media are preferred less by the people. Most of the restaurants use these social media platforms predominantly for attracting new customers and promote offers.

Social media shall be used by the restaurants as their primary way of marketing their restaurant. As social media has got the better reach than traditional media choices and as people prefer referring to it, the visibility of the restaurant will also increase. Taking advantage of this phenomenon, restaurants can take video and written testimonies instead of just relying on the feedbacks and referrals. These video testimonies of customers can then be uploaded on the social media pages of the restaurants. Restaurants can also ask their customers to share these testimonies on their own social media accounts. Many of the restaurants still do not have their own pages/accounts on some of the social media platforms. Restaurants can create their pages or accounts on as many social media platforms as possible. This will help in increasing the virtual presence of the restaurants and will benefit customers who do not use a particular platforms as they won't be missed out on the information.

Conclusion 5 - Influence of demographics on change of decision

It was seen that younger population (between the age of 18 years and 30 years) tend to change the decision often compared to other age groups. Another important demographic factor influencing the change in decision is family size. It was concluded that number of members affect the changes in decision often. It was concluded that bigger families that is families with more than 5 family members tend to change the decision of going to a SAFD restaurant after referring to a social media page of a SAFD restaurant. Gender and educational qualification do not influence this change to an extent. It was also seen that though the people below the income of 40 thousand go less to SAFD restaurant; they change the decision to go to a SAFD restaurant the most after referring to the social media page of the restaurant. On other hand people from higher income groups do not change the decision even after referring to the social media pages.

The social media analytics should be used by restaurant's social media handler which allows the page owners to select the target audience depending on amalgamation of different demographical factors as well as the habits like spending times on the platform, type of activities, connections and likes. Once the segment is chosen, marketing material to be uploaded on social media can be prepared accordingly. Facebook also gives an opportunity to flash the marketing material within selected geographical boundaries. So, using Facebook by considering these different factors will help a SAFD restaurant in Pune city to reach to a target market with ease.

Conclusion 6 - Change in buying behavior

It was concluded that there is a significant change in customer buying behavior after visiting a social media page of a SAFD restaurant. These customers fall under variety seeking behavior. 'Customer reviews' which are often termed as organic reviews is the most influencing variable due to which the change is induced. On the other hand reviews by bloggers are not considered by people much while changing this decision. But it falls a short as many of the SAFD restaurants do not avail all the platforms for marketing purposes.

The void in utilization of different social media platforms at once create an opportunity to marketing consultants and agencies to create different selling points for covering all popular social medias. The selling points here means different packages developed by a

consultant grouping together different social media platforms in same price and thus spreading the same marketing material on different platforms at a same time. This will not only help these intermediaries to boost the business but also to stand-alone fine-dine restaurants by increasing their presence on market space. The increase in presence will then help these restaurants to spread the information much efficiently. This presence will further help the restaurants to create brand equity. So the restaurants should consider utilizing as many social media platforms at one time as possible making sure no market segment is left out of providing information.

Other Learnings

1. Reviews present a great opportunity for the restaurants to virtually spread the word around. The restaurants should encourage their patrons to share more reviews while tagging the restaurant.
2. The most organic way to spread the information about the restaurant is through getting original reviews written by customers on the social media pages as well as on review websites of the restaurants.
3. Using social media for advertising and promotional activities is proving to be beneficial but many of the restaurants are not yet well versed with all the social media platforms. Due to this, many of the restaurants have not yet tried many of the social media platforms for marketing like pinterest or linked in.
4. Social media is effective when it is used consistently for marketing purposes. It was seen that many of the restaurants fail in using this media consistently.
5. It was seen that many restaurants often ignore publishing reviews on their social media pages as some customers are equally vocal about some critical points about the restaurants in their reviews. Not all reviews are 100% positive. These critical points are perceived as negative publicity for the restaurant on social media due to which restaurants refrain from encouraging customers to write reviews.

Future Scope

The social media marketing is a becoming the most popular marketing media choice surpassing other media choices. The technological advancement and e-literacy is proving to be focal point for this popularity. Though this study includes social media as a prime focus of the research, other digital media channels have not been considered for this study. These digital platforms can be studied in detail to check it's effect and influence on consumer behavior. Psychological as well as financial factors also play an important role in making a decision while buying a product or a service. Both of these factors can be taken for further study. It was not possible to cover all the strata of the hospitality industry in this research. Other sectors within hospitality industry and related to restaurants like quick service restaurants, casual restaurants, ethnic restaurants, etc. can be taken for further study. The current study has been conducted in geographies of Pune city. Similar study can be conducted in other geographical locations as well.

Chapter 1

Introduction

1.1 Service Industry

The economy is divided into three parts to make it easier to understand. These three parts henceforth called as sectors are – i) Primary sector – producing raw material, ii) Secondary sector – Manufacturing & iii) Tertiary sector – facilities and services. The third sector which is together termed as a ‘service industry’ is further classified under two sectors viz, quaternary sector (providing information based, knowledge based activities and intellectual based services) & quinary sector (related to human resources and hospitality and tourism). This three sector theory has been developed by Fisher, Clark & Fourastie (read in Kjeldsen-Kragh & Soren, 2007). Hotels and restaurants fall under the bigger umbrella of the third sector of the economy. Even if the restaurants produce the food and beverages, it still considered as a service sector as they aim in selling the overall experience than just providing a tangible product which is a food or a beverage.

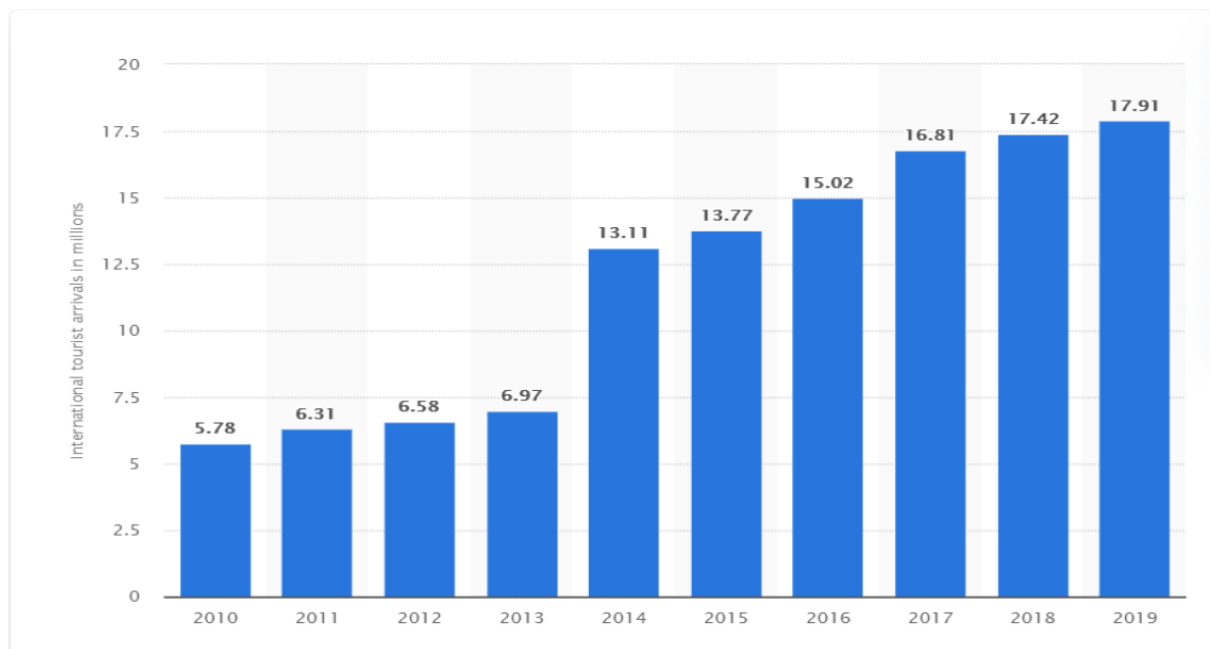
Kotler (2004, pp.443-445) defines a service as *“an act or performance that one party can offer to another that is essentially intangible and does not result in an ownership of anything; it’s production may or may not be tied to a physical product.”* Though the tangible aspect in hospitality is food the focus is given to interacting with people and serving them rather than transforming physical products. This service sector is one of the fastest growing sectors in India. As per the survey, the service sector in India contributes up to 60% of the Indian GDP and 25% of overall employment in India. (Lakshmanan, 2019) Compared to other leading countries in the world India ranks third in this contribution. USA holds the first rank followed by China on second. The significant jump can be seen in this share in low and middle income countries since 1997.

With services contributing more to output, the corresponding contributions of industry and agriculture to GDP declined; the share of manufacturing fell the most during this period (Buckley & Majumdar, 2018).

1.2 Hospitality Industry

Looking at the bigger picture, hospitality industry is one of the contributors of the bigger umbrella of Tourism Industry. The tourism industry contributes up to 9.2% of

India's GDP and is responsible for generating about 8.78% of employment in India as per IBEP (2019). Hence, the growth of tourism industry and hospitality (including restaurants) goes hand in hand. As per IBEP (2019) hospitality industry in India is sized at US\$23 Billion currently. According to FHRAI (Federation Of Hotel & Restaurant Association Of India), it can be expected that a foreign direct investment of about Rs.26,000 cores can come to India in near future with cumulative FDI inflow in the service sector of about US\$2.37 billion. The hospitality industry employs 24 million people under various sectors at present. WTTC (World Travel & Tourism Council) has considered India as the fastest growing tourism industry in the world since 2019. India has gained Rs.75214 crores just from foreign exchange with annual rate of 13.9%. Number of foreign tourists arrivals in India is as follow-



(Source: <https://www.statista.com/statistics/305501/number-of-international-tourist-arrivals-in-india/>)

As per KPMG (Cited in Malhotra, 2017) The Hospitality Industry in India will grow to 16.1% CAGR by 2022, the value in currency is predicted to be Rs.2796.9 thousand crores. As per the same report by KPMG, Hospitality sector in India attracts the most Foreign Direct Investment in India amongst all the service sectors. This industry is termed as one of the most important Net Foreign Exchange earner in the country. A large chunk of indirect taxes like VAT, GST also comes from Hospitality Industry. Hospitality industry is one of those industries which levy different types of taxes at different level. These all taxes at different levels add on to the cost of the product lowering down the profitability.

The hospitality sector has the potential to be the main driving force behind the growth of the economy. It, however, will be possible only with the right amount of support and incentives from the government in all categories of hotels and not only limited to the luxury and ultra-luxury segment. I believe that the government must provide its full support in incentivizing the sector and the overall taxation on the hospitality sector should be reduced to stimulate its growth and make India competitive against other internationally renowned hospitality chains. (Malhotra, 2017)

1.2.1 Restaurants as a Part of Hospitality

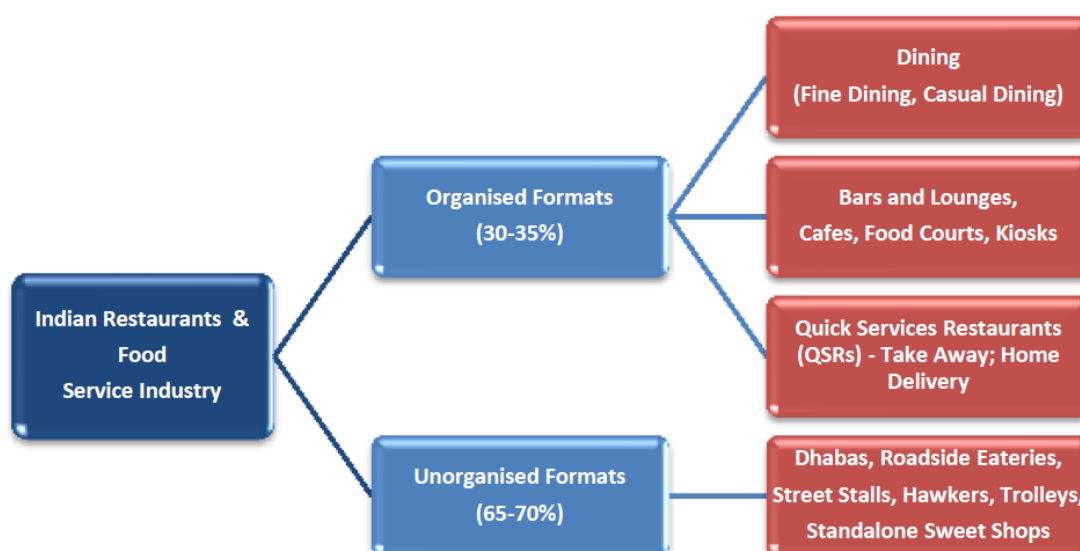
Historically, 'a restaurant' was termed as a place where food was served on tables by food servers and chairs were provided for people to eat the food for those who could afford to pay more than just food or a beverage. But since then this concept of restaurant has been moulded in different shapes and in various types. In European context, a restaurant is an establishment with table service of food but fast food and take-away are not considered as restaurants. Therefore, a retronym for old standard restaurant where one can get better service, better quality of freshly prepared food with some theme or ambience was created that is 'fine-dine or seat down restaurant'. (Constantine, 2012)

There are various related terms to a word 'restaurant'. In France, depending on the level of casualness or trendiness and kind of food served at the establishments, some casual to semi-casual establishments are called as 'bistros'. Others are termed as 'brasseries' which serve the food irrespective of meal time without any set meal timings. In Sweden the common term used for the concept is 'restauranger' and the restaurants which also have bar and café's are known as 'Krög'. The literal meaning of 'Krög' is either kitchen or tavern. There are few more variations like 'Buffets and Smörgåsbord' where the food is spread on a long table for customers to serve themselves. The 'destination restaurant' is a restaurant famous at a specific destination and which has a strong appeal to attract customers from cities and locations near to the destination away from their own community. Generally speaking, restaurants selling local food are simply called restaurants, while restaurants selling food of foreign origin are called accordingly like Chinese restaurant, French restaurant and so on. Depending on local customs and the policy of the establishment, restaurants may or may not serve alcoholic beverages. Further, restaurants come in a wider category of formats, including cafes, cafeterias, full-service restaurant, casual

dining, coffee shops, street stalls, quick service restaurants, bakery, takeout stands and other eating-joints formats. (Constantine, 2012) Some of the types of restaurants have been explained in appendix 1.

1.2.2 Restaurant Industry in India

Most of the above mentioned types of restaurants can also be found in India. Though some of these types can be easily found and some a little rarely. The restaurants in India are divided into two segments which are covered under organised restaurant sector and unorganised restaurant sector. Organised sector include various chain restaurants, cafes, fine-dine establishments and restaurant in the premises of various hotels. While unorganised restaurants include fast food stand-alone, take away restaurants, non-accredited restaurants and casual restaurants. It was estimated that organised restaurant sector will generate Rs.148353 crores of which Rs.60255 crores will be contributed by casual dining restaurants and Rs.2872 crore by fine-dine restaurants. On other hand the unorganised sector has been predicted to generate Rs.275512 crores in upcoming years. It is estimated that by 2022-23, the restaurant industry in India will employ 9.2 million people and it's size has been expected to grow over Rs. 5 Lack crores by 2025. (Indiacompanies, 2021) All of these restaurants have to register themselves with FSSAI for issuance of food licence to run a business.



(Source:<https://www.careratings.com/uploads/newsfiles/Restaurants%20%20QSRs%20May%202019.pdf>)

The restaurant industry in India is growing with 7% increase every year. The count of restaurant outlets is estimated to be around 1.5million. Even though the restaurant market is dominated by unorganised sector which consists of around 70% of number of restaurants, leaving 30% in to the organised sector, the organised sector is predicted to grow faster than unorganised one. The unorganised sector will grow faster with 20-25% per annum. Both of these sectors do not include a large chunk of street vendors.

This industry is still at the evolving stages in India. But it is a significant contributor to the total tax paid by businesses. As per the report in 2015 restaurants contribute upto Rs.1000 crores in taxes which is predicted to go up to Rs.3500 by end of the decade.

The first fine-dine property was opened in year 1994. Since then the restaurant industry in Pune city has flourished. Late 2000 was a mushrooming period for restauranteurs as this period saw the highest number of restaurant openings throughout the spectrum. All the restaurants in Pune city are registered under FSSAI for food licencing. 768 restaurants are registered with FSSAI Pune out of which 54 restaurants are categorised as Stand-Alone Fine-Dine restaurants in Pune City.

Segment	Expected Growth Rate
Quick Service Restaurants	21.5%
Casual Dining	11.9%
Fine-dine (Incl. Café)	24.3%
Pubs, Bars, Lounges	11.0%

(Source: https://www.smergers.com/industry-watch/indian-restaurant-industry/#_=_)

It can be seen from the above chart that a positive growth of 24.3% can be seen in fine-dine restaurant category. All the organised restaurants are predicted to grow positively in coming years.

1.3 Fine-Dine Restaurants

This type of restaurants is often called as white table cloth restaurants as well as they follow higher standards of food service techniques and qualities. These restaurants have more formal setting often with a theme based ambience in totality. Though sometimes it is confused as a fine casual dining; fine-dine often differentiates itself from casual dining by providing finest food, upscale service and thematic ambience. At such a restaurant food and service both are given equal importance and the restaurant sales an overall experience to the customers than just consumables. The customer base for these restaurants usually belongs from higher middle class and above. It can be seen that in India a majority chunk of fine-dine restaurants are not a part of a chain and fall under stand-alone category. This category in the restaurant sector is highly competitive segment. The average spending power at such restaurants has been noted to be ranging between Rs.1200 to 3000. Usually these higher prices and spending power are justified through quality assurance and unique edges by these restaurants.

The Indian Restaurant Report (2017) shows a definite growth in Fine-dine restaurant with 19% of annual growth. This segment of the restaurant industry contributes up to 14% of total share in the restaurant sector in organised restaurants and is predicted to be attracting more international brands in India. It has been reported by Associated Chamber Of Commerce & Industry Of India (ASSOCHAM) that there is a 20% drop in investment by foreign companies in Fine-Dine sector in 2020-21 due to the COVID-19 pandemic and falling value of Indian currency but it has also been predicted that post pandemic, this condition will take upsurge again. Though COVID-19 pandemic has hit the restaurant hard, rupee value has not affected the restaurants from importing some raw ingredient to the country. This shows that customers opting for such restaurants are not feeling pinch of the economic crisis. (Dabas & Lunawat, 2017) This segment of the restaurant sector has seen to be attracting many foreign companies from across the globe. Yauatcha from London, Le Cirque from New York are few of the examples of it. ASSOCHAM is forecasting a huge investment in fine-dine restaurant segment across India. With foreign investment, Indian businessmen are also investing in this sector. Mainland China, Oh! Calcutta, Sigree are some of the top notch brands in the category owned by Indian people. They have also made a significant contribution to the sector.

Pune has 73 Fine-Dine restaurants out of which only 19 are owned by companies or chain restaurants. 54 fine-dine restaurants are not a part of any hotel, chain or companies and hence are termed as Stand-Alone fine-dines. These are mostly owned by Pune its. These restaurants have spread across Pune city and no geographical saturation can be seen.

1.3.1 Evolution of Fine-Dine

The word ‘restaurant’ is a francophone which used to describe the rich bouillons served at French taverns and public houses to restore spirits and relieve ailments. At the end of the French revolution by end of 18th century, the unemployed cooks opened their establishments for general public to come and have food and drink. The customers no more had to sit on common tables and had their individual tables to enjoy their meals. At a same time some people use to book a table in advance to have their meals, leading to the table reservation system. With individual tables, some chefs started using better quality linen to cover tables, better quality cutlery and crockery was used to serve the food and some chefs even employed other people to help them cook and serve the food. The menus then got more divers and were not restricted to stews and bouillons.

Some of these establishment used superior quality of food ingredients, ambience and skilled workers. The cost of their food was higher, so they started charging higher prices and offering better quality food, beverages and service. They added touched of the upper class to their restaurants. These restaurants were called as fine-dine restaurants. Looking at the benefits of private tables, better quality food and service and personalised staff, the fine-dine concept spread across Europe quickly.

1.3.2 Essentials of Fine-Dine

As discussed earlier fine-dine restaurants give equal importance to food as well as services and ambience they offer. So these three (Food/Menu, Service and Ambience) are often termed as pillars of fine-dine or essentials of fine-dine. Absence of even any one of these three will be enough not to call a restaurant a fine-dine.

1.3.2.1 Food/ Menu –People choose a fine-dine restaurants for different occasions like family dinner, meeting friends, business meet, etc; but one thing is a common thread that everyone goes to a fine-dine restaurant for an occasion. Food still plays an integral part of a fine-dine restaurant. These foods are offered in various ways at the

fine-dine restaurant. A La Carte is the most common form of ordering food at these restaurants. But these restaurants are not restricted to serving A La Carte menus. Many a times a set prix-fixe menus are also offered at these restaurants with other menus like Carte De Jour, degustation or tasting menu, etc. Some fine-dine restaurants also offer limited menus which often change. It is also seen that a lot of fine-dine restaurant change their menu as the season changes, so that the seasonal produce can be utilised in an optimum way. It is often found that the beverages of superior quality are also served at such an establishment. The beverage and food pairing can also be seen in many a cases. Whenever the menus and beverage lists are printed, they are presented in an elegant form and on a good quality paper. Now a days a lot of these fine-dine restaurants are also making the menus available on customer's interface screens like mobiles, laptops, etc. Menu recommendations and highlighting the innovation is a regular feature on menus of these restaurants. Many fine-dine restaurants are also blending the local cuisine in with the cuisine they are offering at the restaurant. This is giving an opportunity to chef's to create new dishes which help in attracting locals.

1.3.2.2 Service -Another point that separates casual dining from fine-dine establishment is the level of service. Fine-dine restaurants offer more attentive and personalise service to their customers. The service is not restricted to just taking orders and delivering food but goes beyond. The service experience starts from reserving a table at the restaurant. Once customers arrived at the restaurants they are formally greeted and escorted to their table. The attendants usually help them seat at the table by offering smaller gestures like pulling a chair, unfolding a serviette, etc. The menus are handed over and explained by a section waiter or captain while an attendant serves water on the table. So it can be seen that every detail has been taken into consideration in the service aspect at the fine-dine. Escorting patrons to rest rooms, crumbling down the table, taking continuous feedback, topping up beverages are some of the examples of these detailed service procedures. The ratio of staff to customer at such an establishment is usually 1:16 compared to the casual restaurants 1:32. (Lillicrap et al., 2002) To help the restaurant serve an overall experience the staff employed at these restaurants are better skilled (including interpersonal skills) and well trained and groomed. The quality of service rendered at these restaurants play a vital role in customer satisfaction and retaining customers.

1.3.2.3 Ambience & Décor - The third pillar of a fine-dine restaurant is Décor or ambience at the establishment which adds to overall experience of customers at the restaurants. It has been seen that creating right atmosphere enhances the customer experience and satisfaction. High standard furniture, color scheme, soothing music all leave lasting impression on customers. So, these all factors are considered at a fine-dine restaurant while planning front of house. It can also be seen that many a times front of the house and back of the house areas in these restaurants are separated by a glass panel so that customers can see through the kitchen operations. These all points need to be in concurrence with the food served at the restaurants. Often menus are also presented in a way that it becomes a part of overall ambience and décor theme. The ambience and décor is maintained well at all the times for its structural work as well as for hygiene.

1.3.3 Stand-Alone Fine-Dine (SAFD) restaurant

In common words ‘restaurant’ is an establishment which prepares and serves food and beverage to customers in return of money usually paid after consumption. People visit restaurants for various purposes. Having food, spending time with friends and family, business meets, functions, celebrations are some of the reasons why people visit restaurants. There are various types of restaurant establishments as discussed earlier in this chapter. This research is focused on stand-alone fine-dine (SAFD) restaurants only which are abbreviated as SAFD restaurant now onwards.

Stand-alone restaurants range from inexpensive and informal dining places catering to locals with simple food in simple setting at low cost to expensive establishments serving refined food and fine beverages in a formal setting by highly skilled staff. In earlier case the dress code is not mentioned as the setting is not formal but in the case of fine-dine many a times a decent or formal attire is expected. The fine-dine restaurants which are not in the premise of the hotel are not part of a chain of restaurants are termed as ‘stand-alone fine-dine (SAFD)’ restaurants in this research. All the characteristics of a fine-dine restaurants mentioned earlier in this chapter apply to these restaurants as well.

1.4 Social Media

The Merriam-Webster dictionary defines social media as *“forms of electronic communication (as websites for social networking and blogging) through which a user creates online communities to share information, ideas, personal messages and other contents (like videos).”* While understanding this definition one has to understand what is ‘networking’. Same source i.e. Merriam-Webster dictionary defines Networking as *“the exchange of information or services among individuals, groups or institutions, specifically the cultivation of productive relationships for employment or business.”* Harris P. (2009) defines social media as *“a media which is primarily used to transmit and share information with broadcast audience while social networking is an act of engagement as people with common interests associate together and build up relation through community.”* And Kaplan & Haenlein (2010) define it as *“a group of internet based applications that are built on ideological and technological foundation of Web 2.0 and it allows the creation and exchange of user generated contents.”* So in simple word social media is a software or website developed on the foundation technology of Web 2.0 which gives the freedom to the used to create the content, share it on the same platform with or without allowing other users to comment or share it through. It includes different ways of communication like messages, chats, blogs, vlogs, videos, photo shares, etc. to communicate the message. (Warr, 2008)

1.4.1 A brief history of social media

To post public messages students from Duke University, Tom Truscott & Jim Ellis developed a worldwide platform called as ‘Usenet’ in 1979 (Ritholz, 2010). This platform is often referred as first social media networking platform which did not sustain for long time. Even though the term ‘social media’ was adopted in 1792, it was in the primitive printing stage through telegraphs. The same concept of reaching and connecting with people across the world was developed using technological advancements into more sophisticated, easy to use and popular means of computers. The first recorded and most recognised social media platform was ‘Six-Degrees’ which was created in 1997. It allowed online communities to connect with each other by just uploading their pictures. Taking an inspiration from this platform the social media platforms started mushrooming in year 2000. The invention and spread of social media platforms helped users in connecting with the world on the basis of

common interests like hobbies, education, friendships, etc. 2001 was the year where many photo centric social media platforms like fotolog, skylog were started, followed by MySpace & LinkedIn in 2003. The social media phenomena was at the peak during 2004-06 with launch of platforms which enjoy the biggest market share today as well, namely Facebook & YouTube. (Hendricks, 2013)

The prime reason of this success of social media platforms was MUD that is Multi User Domain. It allows the users to use their preferred language to type commands. Users can upload or download photos or videos, read and exchange messages, spread marketing materials of various forms which is known as Bulletin Board System – BBS. (Fuchs, 2014)

1.4.2 Classification of Social Media

For the ease of understanding various types of social medias, the classification table of social media was developed depending on social presence-media richness and self presentation-self disclosure as follow-

		Social presence/ Media richness		
		Low	Medium	High
Self-presentation/ Self-disclosure	High	Blogs	Social networking sites (e.g., Facebook)	Virtual social worlds (e.g., Second Life)
	Low	Collaborative projects (e.g., Wikipedia)	Content communities (e.g., YouTube)	Virtual game worlds (e.g., World of Warcraft)

(Source: Kaplan & Haenlein, 2010)

1.4.2.1 Collaborative Projects – This type of social media generally include the sites which allow users to write, rewrite or edit content. These sites are often knowledge oriented and content rich sites like Wikipedia. Some bookmarking sites also are considered as collaborative project sites which allow users to create content collaboratively and rate it as well. It is considered that a better outcome can be obtained when many users contribute their knowledge resources towards one theme.

1.4.2.2 Blogs – As per OCED (2007), blogs are the earliest form of social media. These are the web pages created by a user called as ‘blogger’. The main focus of a blog is to provide information to online users by uploading and editing information gathered by a blogger. Often these social media platforms are one way, which means only the blogger can send a message but sometimes some bloggers also give an opportunity to the reader to contribute by commenting and sharing the literature included in the blog. It can be a single blog or a series of blogs under same or different themes. Now a day taking advantage of new technology, many bloggers have started posting their blogs using videos as medium of information. These are called as ‘Vlogs’.

1.4.2.3 Content Communities –The best example of this type of social media is YouTube. The main focus of these platforms is to share media content to users. The content is usually shared in various formats like short clips, documentaries, presentations, etc. A user can access the available content as a guest that means without creating his/her profile on the platform or even by becoming a member on such a platform.

1.4.2.4 Social Networking Sites –Social networking sites are the most used form of social media platforms in the world. It can also be said that these sites are the most famous sites amongst all categories of social media. A person first creates a profile page on this type of platform even before entering the platform, without which he/she does not get access to the site. This profile page has got a security code. If a user applied this code, then the profile cannot be seen by other users without permission. This type of sites allow users to connect with each other by sending requests to access and look into each other’s profiles. Special interest groups, often called as communities or pages, can be created by a person or persons which can be accessed by anyone on the platform. The communication is done by various means like videos, photos, tagging or even telecasting the online sessions. A lot of these platforms also come with chat-box, making one on one communication easier and faster. A lot of restaurants and hospitality establishments have used these platforms to make their presence on the sites. These platforms are often used to create and spread marketing campaigns by these firms. Though this is a recent strategy adopted by SAFD

restaurants it is one of the famous media due to its wider reach, ease to access and affordability. Eg. Facebook, Instagram, etc.

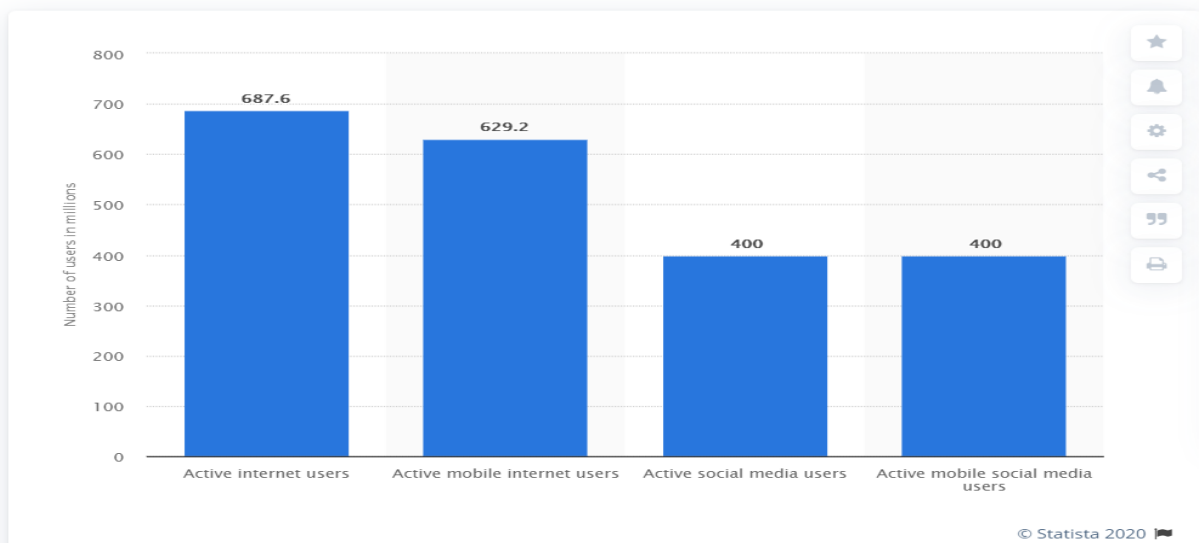
1.4.2.5 Virtual Game World –This type of social media calls for high media richness with high self-disclosure. It is one of the most recent developments in social media spectrum. It allows the user to interact with the world in three dimensional way with the help of latest technology. Every user entering into this type of the social media platform has to choose an avatar for the virtuality with which he/she can enter the virtual world. This type of social media is game based. The games are usually run on computers or mobiles or consoles. The user can interact only with other players in the virtual world present that time.

1.4.2.6 Virtual Social World – This is still a newest phenomenon and not yet very popular as it requires high level of technical knowledge and gadgets which makes it expensive as well. It operates on the same principle as a previous class where users use their own avatar to enter the virtual world. But this type of media is distinguished from the last class with no real time rules for users except the natural physical rules like gravity. E, second life. (Kaplan &Haenlein, 2010)

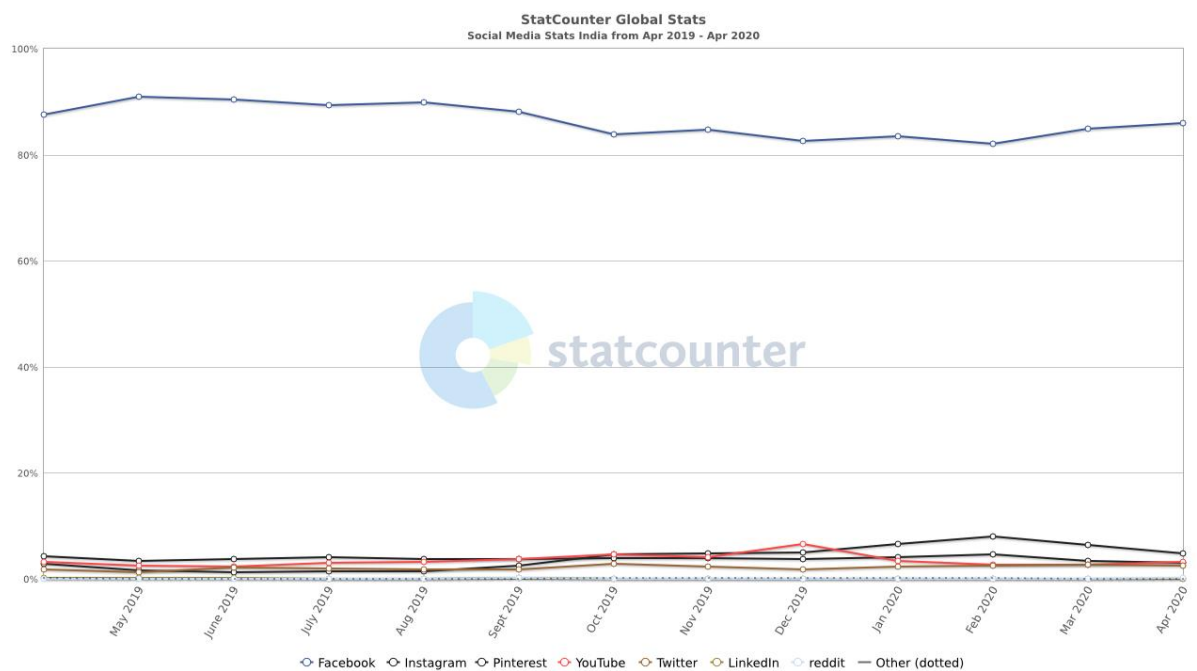
1.4.3 Social Media In India

Diwanji (2020), reports that- more than 687 million users are active on some or other internet sites in India at present. Out of this Out of these users 400 million users were active on social networking sites only. Facebook, Instagra,.Youtube and Twitter are the most prefers sites in India. Before closure of the company in 2014, Orkut by Google was the most famous social media platform in India. After the end of Orkut era, Facebook emerged as the most used social media platform in country. Even today, Facebook enjoys the biggest market share in India. India has the highest numbers of active Facebook users in the world and it is predicted that there will be around 450million active users on social media in India by 2023. (Diwanji, 2020). Following charts show the usage of various social media platforms in India.

Digital population across India as of January 2020 (in millions)



(Source: <https://www.statista.com/statistics/309866/india-digital-population/>)



(Source: <https://gs.statcounter.com/social-media-stats/all/india>)

1.4.4 Popular Social Media Platforms

This study has considered following social media platforms which are used the most in India:

1.4.4.1 Facebook – Harvard University students Mark Zuckerberg, Eduardo Saverin, Dustin Miskovitz & Chris Hughes incepted Facebook in 2004. Initially this platform

was available only to the Harvard University students. In 2006, Facebook was opened for general public. When it started, it was used only as students' directory within university campus with very basic personal details. As the platform was opened to public, it was then developed into its present form. Following are the main features on Facebook –

- a. Creation of personal/ business profile (Business profile is called as 'a business page')
- b. Communication through various means – photos, videos, Facebook live, chatbox
- c. Connecting with other users – through friends list or followers

As per a survey conducted by stat counter (2020), in India, 86.04% of active internet users are also active on Facebook. The main reason for the popularity of this platform is that it allows two way communication by allowing users to comment on posts, share the posts, report it and also chat with other users. The mobile version of this platform is as efficient as a computer version, it is another reason for Facebook enjoying its popularity. Hospitality and restaurant establishments are taking advantage of the reach of Facebook by creating their pages, communicating through posts, providing information and running marketing campaigns on their pages on Facebook. Restaurants also encourage customers to write reviews of the restaurants on restaurant page. Some restaurants even opt for paid reviews. (Kaur, 2019)

1.4.4.2 Instagram – As per the popularity, Instagram ranks second in India after Facebook. (Statcounter, 2020). It is termed as a photo centric platform as uploading and sharing a photo is the prime function on this platform. Users create profile with very basic information and then start uploading the photos which are accessed by the followers. Some short videos can also be uploaded. Recently Instagram has also started 'reels' for longer videos and also encourage users to use 'live' video facility to communicate with the followers in real time. One has to have a person profile to access this platform. This site was developed by Kevin Systrom & Mike Krieger in October 2010. Later it was taken over by Facebook.inc in 2012. Though it is under the same company, both the sites, Facebook & Instagram act as different entities. Relying on photos and videos with restricted informative literature is the main hurdle due to which hospitality including restaurants refraining from using this platform less compared to Facebook. (Edwards & Esposito, 2019)

1.4.4.3 Pinterest – Ben Silberman, Paul Sciarra & Evansharp invented this social media platform in 2010 from their New-York workplace. This is another platforms which is centred around photos, hence called as ‘photo centric’ social media platform. It is used more to explore and gather the information with photogenic evidence to the information. It does not allow the user to write vast information in literature form. The users have to create their personal profile with very basic information and then they can save the photos uploaded by other users as a source of information. This platform do not share vast amount of personal information with other users. It is also seen that there is very low level of personal interaction and touch required while utilising this site. Hospitality including restaurants do not take significant use of this platform. It was found that many of the restaurants do not even have their dedicated profile on Pinterest. The platform has been considered only due to its popularity in India.

1.4.4.4 YouTube – Since its inception in 2005, YouTube has been a front runner in video content sharing over the internet. The video share was at very basic level in the early years of this site. It was bought by Google Inc. in 2006. Users can upload and watch videos, documentaries, films, songs, presentation and any other information processed as video or even a slide show. The profile created by a user is termed as ‘a channel’ on this platform. While considering overall Social media platform, YouTube ranks 4th in country as it is a ‘video-centric’ platform. The usage of this platforms limits hospitality and restaurant sector from using it other than for paid video ads and video reviews. To take an advantage of this platform as a marketing tool, some establishments have tied up with other channels. (Khare, 2021) Recently, the company has started charging establishments for marketing efforts on the platform.

1.4.4.5 Twitter – Within first couple of years of Inception of Twitter, that is between 2006-2008, it was on top of the social media rankings. The features of micro-blogging and celebrity influence were the main reasons for it. Soon Facebook took over Twitter in popularity. (Edosomwan, 2011) In India only 17.5 users use Twitter as social media out of which below 20% fall under frequent users. (Statista, 2021) When the platform was first made public, a user could only blog upto 140 words which was extended to 280 words in 2017. These micro-blogs are called as ‘tweets’ which can be shares by other users calling it a ‘re-tweet’. Most of the big hotel chains do have their twitter handles, but it has not reached to restaurants much.

1.4.5 Social Media & Restaurant Industry

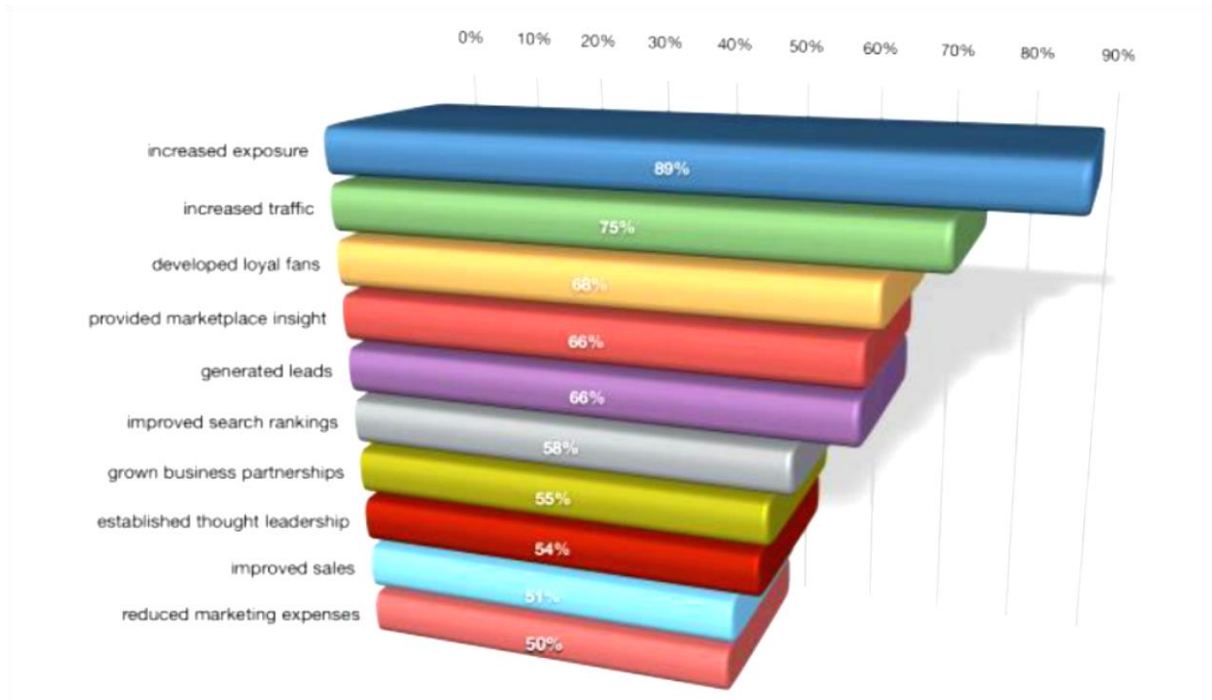
Murphy et al. (1996) were the first researchers who suggested that social media will be a new marketing tool used by restaurants. Then not many restaurants took this phenomenon seriously. It can be seen that restaurants started taking advantage of social media after 2007. The text based social media changed to Photo centric activities by the beginning of 2013 and that was the time social media's use as marketing tool got popular. (Dunphy, 2014)

Like all other sectors in service industry, now a days, restaurants are also taking an advantage of use of social media platforms. These platforms are used by different establishments in restaurant sector not only as a marketing tool but also as a method for hiring, customers relationship management and as a source of information. It can be seen that now a days Social media platforms are playing an important role in the marketing plans by hospitality firms. (Rana, 2018) Following are the main reasons of using social media as one of the most prominent marketing tool by hospitality sector (in reference to SAFD) –

- a. Cost effective
- b. Wider reach
- c. Ease of use
- d. Ease of accessibility
- e. Ease of contacting

The study conducted by Needles & Thompson (2013) shows that when it comes to restaurant sector within hospitality industry, stand-alone restaurants utilise social media platforms as marketing tool more than chain restaurants or the restaurants within the premise of hotels. It was quantified by observing that 75% of stand-alone restaurants use social media compared to 59% of chain restaurants.

It can also be seen that Social media can help in informing the target market directly unlike other tradition media (print media, broadcast media, etc.). It was seen that brands presence can be significantly increase by using social media as it gives a market a change of more exposure of the brand. Other reasons are mentioned in following graph.



(Source: Timilsina, 2017)

1.4.6 Components of Social Media Page

Even the social media pages on different platforms seem different, there are some components which can be found on all of the social media platforms. These are called as ‘components of social media page’ (Khare&Alkonda, 2021). Following are the components which are commonly found on all the social media pages and which also have been considered for this study later in chapter 4.

1.4.6.1 Reviews by customers

Social media pages of SAFD restaurant share the reviews of the customers who already have visited the restaurant. These restaurants encourage their customers to write reviews and share it on restaurant’s page as an effort to spread the word through E-WoM. There are mostly the organic reviews with mix and match of positive and negatives as well.

1.4.6.2 Reviews by food bloggers

Restaurants often invite food bloggers and critics to test their products and services and write the reviews about it. Most of the times, these reviews are paid reviews.

Sometimes critics write these reviews in news-papers and magazines which are then shared by the restaurants on their social media pages.

1.4.6.3 Photos

SAFD restaurants often post and repost the photos on their social media pages. These photos are about food, service touch-points, facilities and guest experiences. All the restaurants display their photos taken by professionals and also encourage their customers to share the photos customers take when they are at the restaurant.

1.4.6.4 Offers

A lot of restaurant, not only SAFD restaurants but all the restaurants who have the presence on social media tend to use social media platforms to carry promotional activities. One of the ways of it is promoting special offers by the restaurants. These offers are frequently posted on social media pages as the reach of these platforms are wider.

1.4.6.5 Menus

Most of the restaurants display their menus on social media pages. These menus include all the regular menu and also the special menus the restaurant offers.

1.4.6.6 Facilities

All of the restaurants enlist the facilities they provide at the restaurant. These facilities are often with the photos of those particular facilities offered. It helps customers when customers have special needs. A lot of restaurant also include special dining facilities at their restaurants such as private dining areas, function rooms, etc.

1.4.6.7 Timings

All the restaurants display day wise service timings of the restaurant on a social media page of a restaurant. To add to the facilitation of customers, the chat-bots are also made available irrespective of the service timings.

1.4.6.7 Online table booking/ food deliveries

Providing the option to book a table or order food without even calling a restaurant helps customers. Many customers choose to book a table through social media platform as they get immediate confirmation about the booking.

1.4.6.8 Other marketing efforts

A lot of restaurant use their social media pages to carry out other marketing efforts than the above components. These include the efforts like live sessions, cooking demos, etc.

1.5 Consumer's Decision Making Process

In simple words consumer behavior is studying the individual or groups for their activities related to buying, utilization and disposal of goods or services. This study also considers all the phases of the buying process which are – pre buying, actual buying, post buying and disposal. While talking about these aspects it mainly focuses on the end user and not any intermediary or retailers. (Kardes et al., 2011)

Schiffman et al. defines it as “the behavior that consumers display for purchasing, using, evaluating and disposing of product and services that they expect will satisfy their needs.” (2017)

One of the major factors of the buying behavior is how customers make decision while choosing a product or a service which together is termed as Consumer Decision Making. (Bhatt, 2010) This process of decision making is further divided into 6 stages. These stages are:

Stage 1 – Problem or need recognition

Stage 2 – Information search

Stage 3 – Evaluation of Alternatives

Stage 4 – Purchase Decision

Stage 5 – Purchase

Stage 6 – Post purchase

Stage 1 - Need recognition

This is the first stage in consumer decision making process. The customer addresses a problem and need first. Depending on need and the problem the focus of the process changes. This is often addressed as the most important stage as a person would not start even a search without considering this stage. These needs can be born through the internal or external factors like culture, social environment, life-style, etc. These factors, termed as stimuli are classified under two headings namely internal factors and external factors. Internal factors are also termed as intrinsic factors.

Stage 2 – Information search

Once a customer recognises what he/she needs then the search for finding the product or service which will fulfill their need begins. One tries to find out all the information about the product or services with its benefits and drawbacks as well. This information can be gathered through different sources. Social media is becoming one

of the most preferred sources to find the information as it is easier to access and evaluate. (Farooq, 2020) The information about various products fulfilling the need is gathered at this time.

Stage 3 – Evaluation of Alternatives

Once the information about various products fulfilling the same need has been gathered, the customer starts evaluating these products. The evaluation is based majorly upon prices, perceived quality, value added features, suggestions and reviews of the product. (Schiffman et al., 2015)

Social media plays a vital role in evaluation of the product at this stage. As each stand-alone fine-dine restaurant encourages customers to post reviews on their social media page. To facilitate the decision making, the restaurants also add various other facades of the restaurants on the page. Once a user lands on a page of such a restaurant, information evaluation becomes easier as all the related information is available on one single click.

Stage 4 – Purchase Decision

This is the stage where a customer decides what product to buy, from whom to buy it. The assessment of various products has been done in the previous stage. The mode of the purchase depends on convenience, location and type of product the customer wants to buy. It can be seen that the suggestions, reviews and aggressive marketing in the previous stage has significant effect on purchase decision. (Scatt, 2020)

Stage 5 – Purchase

This is the stage of actual purchase. A customer has paid for the product or the service and this is the first moment of truth between a customer and the actual purchase.

Stage 6 – Post Purchase

Even if the customer has purchased a product or a service, this process do not end there. This stage in the decision making becomes the first step for the next process when the similar product or service has to be bought by the customer. This depends on the experience of the customer with the purchase entity. The main focus in this step is about experience evaluation and satisfaction or dis-satisfaction. (Sharma et al., 2015) It can be seen that when the purchase decision has been made using social

media, customers tend to write the reviews on the social media pages of the provider and also tend to rate the products or the service. This helps as referrals for other users on social media.

1.5.1 Types of consumer behaviours

Consumer behaviour depends on two main factors which are level of involvement and risk. It can be seen that the behaviour pattern changes as the type of product changes. Higher the risk higher is the involvement; higher the involvement, the purchase behaviour process is more complex. Following are the types of consumer purchase behaviours (read in East et al., 2009)

1.5.1.1 Habitual Buying Behaviour

This behaviour is typically related to those products where the involvement of a person and risk, both are at the lower side. Usually consumer just goes and buys the product even without even paying attention to the brand or comparing brands. This behaviour is often lead by past experience of a customer related to the product and brand. This type of behaviour is related to daily needs and products which are used almost every day.

1.5.1.2 Variety Seeking Behaviour

The involvement of the consumer is found to be very low; though the risks might be higher. It was seen that a lot of brand switching can happen if this type of consumer behaviour is induced. Consumers look for the significant differences between the products and seek to product comparison very often. SAFD are often chosen using this type of consumer behaviour. The main motive behind choosing the product or service using variety seeking behaviour is often the product dimension and an urge to try variety of similar products and services.

1.5.1.3 Dissonance- reducing behaviour

This type of behaviour is typically related to the products and services where the prices are too high and the frequency of buying such a product or service is very low. Due to the high prices, the involvement is moderately high too. The availability of the similar product in the market is low and so are the brand differences. The better

campaigned products are mostly bought by consumer due to better information availability. A lot of time customers go to SAFD using this type of behaviour.

1.5.1.4 Complex buying behaviour

The risk associated with purchase and involvement of a customer, both are very high in this type of buying behaviour. Very high end products are usually involved in this type of buying behaviour. So, extensive information search is carried out by customers while buying such a product. Price, benefits, availability, reviews, grading, expert advices, economic and physical risks and competitor's analysis are the factors which are involved in this type of decision making.

1.5.2 Social Media & Consumer Purchase Behaviour

Use of social media has been found out more effective on how users and customers interact with the market-space and other users following the same brand or market. In this process the information is not only spread from top to bottom as in the case of the traditional marketing means but it also spreads horizontally. That is why social media when used as a marketing tool is also called as 'horizontal revolution'. (Solomon & Panda, 2020)

The influence of social media widens every day as more and more users join the social media platform and start following the social media pages. The social media usage has also been a part of life style of the people. These users are not just joining the social media but are also contributing towards it in one way or other. So it has become easier for the organisations to reach to masses on just one click. Restaurants and special stand-alone fine-dine restaurants are no exception to this even they are a little late than other sectors. The social media gives a chance to these organisations to exchange the information about their products and services and also induces the users to spread the information amongst their social networks. Many of the users do it due to the social media community pressure. Some users call this compulsion as 'fear of missing out (FOMO)'. (Ashley et al., 2017)

It was seen that social media has a significant influence on second and third stages of the decision making model which are information search and evaluation of alternatives, respectively. Many users contribute the content on the social media in form of reviews, suggestions, spreading the information and making the presence by using location of the organisation. Once it is done, other users connected to them get

the information about it. It helps other users to gather information through the posts by these users. An e-word of mouth occurs in the spread of information. It is considered that e-word of mouth (E-WoM) spreads faster. As the use of social media increases and more and more users connect with each other; the connectedness increases as well. It has been seen that more connected a user is the influence is much higher while evaluating different options in the buying process. Thus reviews by other users, campaigns on social media by restaurants and other online content make a great impact on evaluation stage. The impact of these influencing factors are together termed as ‘influencer marketing’, which is done by paid reviewers, influences or even celebrities in some cases. These people who have more influence on other uses on social media platform there by influencing them are often called as ‘opinion leaders’ or ‘power users’. These are the users who usually help a restaurant by writing reviews, articles, posting photos and videos on the page of the restaurants. (Henkel & Block, 2013)

The social media seems to increase access to other’s opinions about a particular product or service when a customer evaluates different option. A lot of times due to the positive reviews on the social media page of the company, people tend to get influenced easily. These influenced people engage themselves with the product they buy in future and thus influence the decision of others.

Chapter 2

Literature Review

Literature review has been carried out to gather secondary data. No primary data has been produced using this method. Published research articles and papers, conference proceedings, thesis, books and reports have been included in the literature review. The focus of the literature review is to provide deeper understanding of the scope of social media marketing for SAFD restaurants which is also one of the objectives of this study. The literature review includes the literature from 2009 until 2021. Even before 2009, scholars used to publish papers on social media but very few of them were based on social media marketing. This is because the social media has been there since 1999 but it was not until 2009 it was used as a main marketing tool. (Sajid, 2016) So, only the most relative papers have been included in this study by the researcher. Literature from India as well as from other countries related to social media and consumer behaviour has been considered in this review. Though some of this literature is not related to SAFD restaurants directly, it was important to include it as it provides deeper understanding of the concepts of social media, marketing through social media, it's effect on hospitality, restaurants, and consumer behaviour.

All the literature used in this review has been segregated under different headings for better understand and showing how a social media has travelled from inception to it's effect on consumer behaviour. These headings include –

Social media- the concept

- The concept of social media marketing
- Social media marketing in hospitality and tourism
- Effectiveness and efficiency of social media marketing
- Facebook as a social media marketing platform
- The concept of consumer behaviour
- social media marketing and consumer behaviour

The major take outs and gaps from this study have been included at the end of this chapter. These gaps were used by the researcher for further study

2.1 Social Media – The concept

The literature included under this sub heading helps to understand the basic concept of social media. While doing it, a brief history can also be read. The literature also shades light on different uses of social media.

Research paper by Kaplan A. M. & Haenlein M. (2010), titled, ‘Users of the world unite! The challenges and opportunities of Social media’ talks about the concept of social media. It starts with distinguishing Social media concept with the related concept of Web 2.0. This paper defines Social Media as ‘A group of internet based applications that build of ideological and technological foundations of Web 2.0 and that allow the creation and exchange of User Generated Content.’ This paper further classifies these media in 6 different categories which are –

- Blogs
- Social Networking Sites
- Virtual Social World
- Collaborative Projects
- Content Communities
- Virtual Game Worlds

Then this paper gives out the guidelines for the organisations which want to utilise these social media platform for various purposes. This paper does not talk about any special use of either of these platforms and gives only the theoretical base for the utilisation.

The paper titled “We’re all connected: the power of social media ecosystem” by Hanna et al. (2011) starts with establish that consumers are not passive participants in market now a days. The paper unfolds the development of social networking in its first part. Then it enlist different social media platform which influences customers. The paper also mentions that customer connectivity and interactivity, content are directly related to each other. Paper also notes that because of the number of connections happening each day, this type of marketing is also termed as bottom-up marketing. Then this paper describes what social media ecosystem is. This ecosystem is centred on customer experience. The paper also states that social media has been used by organisations of all the sizes. This paper concentrates on theoretical approaches and no primary data was collected for the study.

Menaka & Malarvizhi (2019) call social media as a major opportunity for the business as a marketing tool where no intermediaries are involved, in the research paper titled 'social media marketing'. It can be seen that many establishments are now moving to social media which is often called as 'viral' marketing tool. Companies have got a virtual presence through different social media platforms and these platforms are proving to be beneficial for lot of sectors in economy including the primary sector or agriculture and manufacturing. The information of these platforms can be generated and sustained easily for longer duration and with better and easier reach. The social media is helping to democratise the information and transforming users from content readers to content publishers for a lot of industries. It is also one of the most looked after platform to receive reviews about the products and services and then to publish selected reviews as a E-WoM strategy. The paper is based on secondary data only and does not include any one specific industry or sector.

2.2 The Concept of social media marketing

In today's marketing oriented business world, most of the establishments are taking help from social media to carry out their marketing campaigns. This makes it necessary to first understand what social media marketing is. Hence, the researcher has included the literature explaining the concept, it's utility and pros and cons.

A research paper by Sarvanakumar & Laxmi (2012), "Social media marketing", focuses on the basic concept of social media marketing. Lot of the companies are taking advantage of these free platforms as marketing tool. The exponential growth of these social media sites have led to this increase of use. The Facebook has most number of users followed by YouTube and Instagram. These sites help any company to convey the message to the target market efficiently. These platforms makes easier for the companies to communicate the exact message to their customers while maintaining the linkage within customers as well. The paper mentions that social media marketing also helps the companies to increase the market share. The social media also help the companies to boost brand image, brand equity and brand loyalty. Sometimes the social media also works adversely if any dissatisfy customer shares any negative review or comment which can be read by anyone on social media. This paper has been written considering only secondary data. The paper is more like a literature review paper and hence no statistical analysis has been done. The paper does not consider any one particular industry.

The research paper titled “A study of PR practioners’ use of social media tools in Cyprus”, by Komodromos (2014) looks at the use of social media by public relation practioners to improve organisational practices. The research looks at both the qualitative as well as quantitative aspects of data. The paper starts with Sample of 25 senior public relation practioners was studied. The data was collected through in depth interviews from the chosen sample. The research finds out that –

- a. Most of the people use social media to give out live information and to keep track of the competitors.
- b. All the stakeholders can be contacted through social media which makes the media more effective.
- c. Social media marketing has better influence on customers.
- d. Facebook is better platform to reach to more audience for public relation practioners.

The paper does not consider any other industry for the study which has been conducted in Cyprus.

A paper by Paquette (2013) titled ‘social media as a marketing tool: a research review’, collects all the data through secondary sources. The research is focussed around the brands on social media, user generated content and consumer motives and attitudes while opting for textile bran. The study considers fashion and textile industries for the research. The people between the age group of 18-30 have a strong positive relation with various social media platforms as the social media usage is found to be higher in this age group. On the other hand for rest of the age groups interruption of task, negative past experience and the perception of the cluttering platforms. Compared to other forms of marketing, social media is a new form thus many active users on social media are proven to contribute to the marketing efforts on social media by the companies. They contribute to the campaigns by sharing the ads, writing reviews and thereby creating e-word of mouth. The research is limited to textile industry and does not consider primary data.

The research paper titled, ‘Social Media Marketing: Advantages & Disadvantages’, by Nadaraja & Yazdanifard (2013), talks about overall pros and cons of the social media as a marketing tool. It is a literature review paper through which the researchers enlist advantages and disadvantages of social media when used as a marketing tool. The researchers have found that the main reasons for an organisation to switch to social media marketing are – reliability, consistency and instantaneous

features of each of these platforms. It was seen that social media marketing makes it easier to interact with huge audience at the same time with same message. But this paper also enlists following disadvantages of using social media marketing-

- a. The process creating a campaign and following it up can be time consuming.
- b. Trademark and copyright issues may arise if the campaign is not designed paying attention to these details.
- c. Privacy issues may arise.
- d. The campaign may unnecessarily have negative feedback.

The paper is restricted to finding the advantages and dis-advantages of the social media marketing only and it also uses secondary data to do it.

Kumar et al. (2015) in a research paper titled “Social Media: A Tool for Tourism Marketing”, quotes the social media is the most rapidly growing tool used for marketing due to its better reach, huge database and affordability. It also states that user generated content helps the marketers to plan marketing activities as the user experiences could be easily judges by the reviews and posts by the users. Reviews have been regarded as one of the most important features as it tells the marketers about the preferences and attitudes of the users. This paper considers Five Factor model of personality for the study. Researchers have considered only the secondary data as it is a literature review based paper, so no primary data was collected to conduct the research.

In the research paper titled, “social media marketing in India: a paradigm shift in marketing innovation” by Michael (2015), the researcher finds out that social media other than Facebook, Instagram which are more popular than other media are used as much as other social media platforms like blogs, v-logs. It is found that these media are also preferred by customers as it is important to find out the information and make buying decision. Organisations have started new strategies and initiative keeping in mind the increasing usage and popularity of the social media. The study finds out that social media has made it easier for the organisations to connect with their potential customers than ever before. It also finds out that social media has more influence on the consumers so it can be a vital tool for marketing for organisation. Many of the marketing efforts are formed around digital media of which social media is a considerable chunk. The paper is based on secondary data and no primary data was collected for this study.

Sajid SI (2016) in paper titled, “Social Media and It’s Role in Marketing” states the concept of social media as a marketing tool. The researcher also gives different ways the social media is used by management to promote and market the product. He also gives different techniques adopted by managers whilst using social media as a marketing tool. But this paper hardly talks about the usage of social media in Hospitality. This paper does not look into any one specific social media platform.

Felix, Rauschnabel & Hinsch (2016) in paper titled “Elements of Strategic Social Media Marketing: A Holistic Framework” look at four dimensions of social media marketing framework with findings as follow:

- a) Social media marketing scope – the paper underlines that companies use social media to mainly inform the market as well as to communicate marketing messages to the stakeholders at various levels.
- b) Social media marketing culture – two extreme thought were found amongst the sample size. Some say that social media marketing requires open, transparent message communication whilst some say that in this type of marketing effort there is a possibility that consumer might take the control of many of the aspects of the marketing campaign.
- c) Social media marketing structure – this paper identifies that there are two types of social media marketing structures present. One is hierarchical and second one is network type.
- d) Social media marketing governance – this fourth dimension considers how the social media is governed in an organisation. There are 2 different governance styles found viz. autocracy & anarchy.

The results were found majorly through interviews and open ended survey questions. Company managers and social media marketing experts were part of the sample size for this study irrespective of any particular industry. There was limited quantifiable data and the major focus was on qualitative data.

A research thesis by Dr. Tasheenia Bennett (2017) titles ‘Marketing strategies: how small business use social media’, talks about the ways in which a small restaurant uses social media to create product awareness. She states in this paper different strategies adopted by these restaurants in city of Walden, Minnesota. This paper does not talk about the fine-dine restaurants in any of its’ parts. This paper discusses only few of the social media platforms used by those small businesses in Walden. This also includes the challenges faced by restaurant owners and managers while using social

media as a marketing tool. This paper does not consider the age factor of the customers affected by this marketing tool.

In a paper titled “The Role of Social Media in Tourism Marketing in Jordan” authors Alghizzawi, Salloum & Habes (2018) the researchers give the 4 basic aims of using social media as a marketing tool by travel industry which are:

- a. Providing information
- b. Guiding Clients
- c. Channel provision
- d. Aid in choosing the tour

It states that social media is used as a marketing tool as it is more efficient, accurate and easy to use by both the creator and recipient of the information. It concludes that the communication language used on social media has significant effect on attracting customers through social media only if accurate information is provided. This paper ends with note that social media are used for faster information spread and effective tool to spread the relevant information to target audience. This paper does not consider hospitality and restaurant sector in particular.

Thakur & Kumar (2018), in the paper titled “importance & problems of social media marketing in Indian context”, explains how social media is used to advantage as a marketing strategies and different problems faced due to the usage of social media marketing in Indian scenario. Companies often use social media as a guideline for studying buying behaviour of users. Youtube reviews, written reviews on Facebook, and ratings on Facebook are guiding sources and act as e-word of mouth for consumers. The paper finds out that social media acts as all-purpose medium in decision making for social media users. Many companies are incorporating social media marketing as one of their main marketing strategies with big chunk of their marketing budget allocated for it. This research is based on secondary data and no primary data has been collected by authors. Social media marketing is helping companies with following benefits –

- a. Increased brand awareness
- b. Improved in SEO
- c. High conversion rate
- d. Better customer satisfaction
- e. Improved brand loyalty
- f. Increased brand authority

- g. Cost-effective
- h. Gaining market view

On other hands following are the problems faced by companies while and after using social media as per the paper –

- a. Gap in authentic connection with audience
- b. Problems in incorporating social media marketing strategies
- c. Consistency in content quality
- d. Imbalance in content quality and quantity
- e. Creating graphical designs
- f. Encouraging users
- g. Internet facilities and infrastructure
- h. Lack of education and security

The research paper by Kaur (2019) titled “Social Media Marketing & Small Business”, tries to find out the strategies of using social media which will have an impact on small businesses. This research enlists following strategies which can be used by small businesses:

- a. Use of more product videos than written content.
- b. Integrated offline and online marketing efforts for the same product at the same time in same demography.
- c. Use of different message of the same product for different social media platform when published at a same time.
- d. Inclusion of business on local business directories.
- e. Creating attractive offers and discounts for social media referrals.

The researcher has considered only secondary data and no primary data has been collected. The paper does not consider one particular industry.

A research paper by Mallesh & Anitha (2019) titled “An empirical study on social media marketing in tourism with special reference to Karnataka State”, studies how customers perceive the social media activities which makes impacts on tourism and to find whether the opportunity exists for strategically using the social media. The study considers the tour agents from Bangalore, India as population. As per the study it was seen that using social media helps in increasing the product awareness and building customer relations. The social media when used as a marketing tool helps to save the cost on overall marketing with better reach for the product. The social media marketing strategy found out to have a greater impact when attractive photos and

illustrations are used in an ad. Two questionnaires were developed by researchers to study this phenomenon; one for tourists and one for tourism companies' representatives. Sample size for tourist was 600 tourists. Paired sample 't' test was used to test the hypothesis. The researchers have studied the impact on tourists only and no hospitality related questions were included in the study. The paper finds out the impact on tourist perception and building relationship only.

Mallya (2019), in the research paper titled 'The Inspirations of Social Media Marketing: A Literature Review' considers only the secondary data to study the concept of social media marketing. This paper finds out following important points about social media marketing:

- a. Social media has a strong impact on purchase behaviour of consumers.
- b. Consumer demographics related to gender and education are positively related to the brand advertisements on social media platforms.
- c. People find the advertisements on social media more informative and engaging than, traditional media.
- d. The reviews given on social media page of a brand by customers have a positive impact on other customers while making a purchase decision.

As this study was based on secondary data, no primary data was considered. All the information and the findings were based on the literature published. To add to it the papers which considered youth as their sample size were only selected so that the findings were related to one specific demographic consideration of age.

Alghizzawi (2019) in the paper titled "The Role of Digital Marketing in Consumer Behaviour: A Survey", studies 3 digital media channels viz.

1. Mobile applications
2. Social media and
3. e-Word of Mouth.

This paper focuses on the effect of these 3 platforms on tourists' consumer behaviour. It notes how the social media has changed the marketing and communication style. This papers quotes that the efficiency of a marketing campaign can be increased by the usage of social media as a marketing tool. The author then concludes that boost in the use of social media marketing is due to high use and availability of the mobile phones. This paper is related to tourists in Jordon and the researcher does not include any other sample than tourists.

2.3 Social media marketing in Hospitality & Tourism

This section included the literature about social media marketing which considers hospitality and tourism industry as prime focus.

Needles A. & Thompson G., (2013) in their paper titled Social Media Use in Restaurant Industry: a Work in progress, mentions the strategies restaurants currently use the social media. They surveyed 166 restaurants in locality to find out the usefulness and impact the social media has. They also write that a virtual relationship can be developed with the customers by using the social media as a marketing tool. This paper also takes into consideration the relationship between social media as a marketing tool and its effect on ROI. This paper studies the use of Facebook, Twitter, Blogs and Foursquare in this regard. As per the authors Facebook is the most commonly used platform while the restaurant first uses social media. This paper does not look into the optimum utilisation of the social media as a marketing tool.

The research paper titled “impact of social networking sites on hospitality & tourism industries”, by Yazdanifard & Lee (2014) focuses on versatility of the social media sites and how it impacts the hospitality and tourism industry. It finds out that the content used on the social media platforms by various tourism organisations has impact on the marketing efforts of the organisation. If an organisation uses video or photos in their campaign on social media it has better effect on users on the social media. A lot of companies use social media to provide the information. It is done through various social media campaigns which usually includes product information. It was found out that these communications are more trusted by users than other media channels. A lot of hospitality organisations keep posting on social media very often just to keep in constant touch with their potential customers. The costs of advertisements through social media are much less than other marketing efforts therefore it becomes the first choice of platform for many hospitality and tourism organisations. Creating brand awareness and building brand image becomes very easy when social media marketing is used. Targeting customers becomes easier when social media is used. It also helps in communicating the right message to the target audience. Even though social media has become handy for targeting the market some companies find it difficult to understand the consumer behaviour through it. There are some people who do not trust e-WOM created by the reviews or the post about the product. This study has been done depending on secondary data only and no primary

data has been considered. The study does not consider any one specific sector or hospitality and tourism industry.

Sathe & Randhave (2018) in the paper titled “Social media marketing and restaurants”, focus on how social media can be used by restaurants as a marketing strategy. It an article based on secondary data. The authors mention that in today’s competitive world social media marketing is one of the most important strategies for marketing for restaurants. Following are the advantages and disadvantages of social media marketing given by authors

A. Advantages –

- a. Creating brand awareness and brand recognition
- b. Increase in sales
- c. Helps in taking customer reviews and comments
- d. Easier to convey information
- e. Easy to track competitors
- f. Developing long term relations with customers and retaining customers.

B. Disadvantages –

- a. Waste of time if inappropriate media is chosen
- b. Plunge in business if the content is not correct
- c. Time consuming task
- d. Negative reviews hamper sales

The paper terms the good review as ‘electronic word of mouth (E-WoM)’. E-WoM is one of the major benefits of using social media as marketing tool. This is an article written using only secondary data. Authors consider the entire restaurant segment and no one single segment has been considered for the study.

Tuzunkan et al. (2018) study Michelin starred restaurants’ usage of social media in their article titled ‘social media marketing in restaurant enterprises: a research on Michelin star restaurants’. Social media help the restaurants to increase brand awareness and establish brand image in users minds. The main focus of these campaigns by Michelin starred restaurants is on the quality of food and service at the restaurant. The focus of this study is only on one specific social media platforms – Instagram. The use of social media in reference to Instagram, has been increasing steadily by Michelin starred restaurants. Displaying the visuals of products and service has been proving influential at such establishments as it is providing product

evidence to the users. Most of these restaurants aggressively use the photocentric social media in Greece. But it is also seen that only using photos is not sufficient for any restaurant to attract customers. The study has been conducted in Greece and only Michelin starred restaurants have been considered for this study.

The research paper by Islam & Boro (2019), titled “Tourism Marketing Via Social Media In India: The Most Effective Marketing Strategy To evolve Indian Tourism” studies the effectiveness of social media platforms when used as a marketing tool in tourism industry. Sample size of 300 travellers was taken for the study. The study found out that social media has been most effective way of marketing compared to all other marketing media for travellers who use social media often. E-word of mouth is the most effective way when it comes to social media marketing followed by online ratings and reviews on social media page given by other users. The study also reveals that younger customers are more prone to be affected by marketing campaigns on social media. The same age groups has been seen posting the reviews and ratings on the social media pages of the tour company which the company then use to promote their products. The study only focuses on travels and the outcome of the usage of social media by travellers. It does not consider the managements’ efforts in utilising social media as marketing tool.

In the research paper titled ‘a review on use of social media marketing in restaurant industry’, by Bidwai et al. (2019), the focus has been given to finding out how restaurants incorporate social media in their marketing strategy and the use of it as a marketing strategy. Restaurants are using Facebook &Instagram as their preferred choices of social media marketing. These platforms are used mainly for sharing information, promotional activities, collecting feedbacks and getting table bookings. Few restaurants are also using the food bloggers’ services to spread the word about the restaurants. The social media is helping the restaurant operators to analyse the market and to understand the market demand. The article is based on secondary data and all types of restaurants have been considered for this study.

2.4 Effectiveness and efficiency of social media marketing

Social media has been included in marketing campaigns of various establishment. It becomes necessary to check the efficiency and effectiveness of using social media as a marketing tool. This section includes all the research work centred on the effectiveness and efficiency.

The research paper titled “enhancing promotional strategies within social marketing programs: use of web 2.0 social media” by Thackeray et al. (2009), focuses on the utility social media as a marketing tool in medical field. As per the researchers, web 2.0 is becoming popular due to the speed at which the information is spread across target audience and opinions shared by them. These opinions might be shared in the form of reviews. These reviews then can work as e-word of mouth. These social media are pre-dominantly used to create product awareness, to persuade customers and providing information about existing products. This phenomena has been termed as Buzz marketing or viral marketing by authors. Viral marketing can be used majorly for existing products. The article is based on secondary data which considers only medical field and no other industry.

In the paper titled “Effectiveness of Social media as a Marketing Tool: An Emperical Study”, by Bashar &Wasiq (2012), the researchers try to find out how effective social media is when used as a marketing tool. They start the paper saying that in current scenario social media has become an integral part of marketing plan for any business. It notes the important of social media as a marketing tool. This paper talks on the marketing in fashion and handicrafts industry. As per the study carried out by the researchers in this research 78% of their sample size does refer to social media for suggestions, information and it also helps them to certain level in making buying decision when it comes to buying fashion outfits. This research was conducted in Delhi-NCR. The main focus of the study was to find out the gap between customer expectations and performance of the social media when used as a marketing tool. It was seen through the study that referrals and advertisement through social media are the most successful strategies to create brand awareness through social media marketing. The paper thus does not include any topic related to consumer behaviour or any special industry.

The research titled “Do Social Media Marketing Activities Enhance Customer Equity? En Empirical Study of Luxury Fashion Brand” by Kim & Ko (2012), studies the effects of social media marketing in luxury fashion industry. This research

considers five factors of social media marketing namely entertainment, interaction, trendiness, customisation and e-word of mouth. The study also considers three main drivers of customer equity – value, brand, and relationship; and tries to find out the significance of these three with social media marketing. The study finds out that on one hand value and relation has positive effect on customer equity on the other hand brand has negative significance on customer equity. It also states that the relationship between purchase intention and customer equity has significance influence. Convenience sampling was adopted to carry out this research. The study was carried out in Korea and major luxury fashion brands were included in the study. 400 questionnaires were filled out. The hypotheses were tested by Cronbach's α .

A research paper referred to build this study is written by Haijli N. (2014), titled “The study of the impact of social media on consumers”, studies factors influenced by social media on customer behaviour. It does not focus on the changes happening due to the influence of social media as a marketing tool. The research found how the social media influenced the interaction of consumers leading to increase in trust. It also talks about the perceived usefulness of a social media when it is used as a marketing tool.

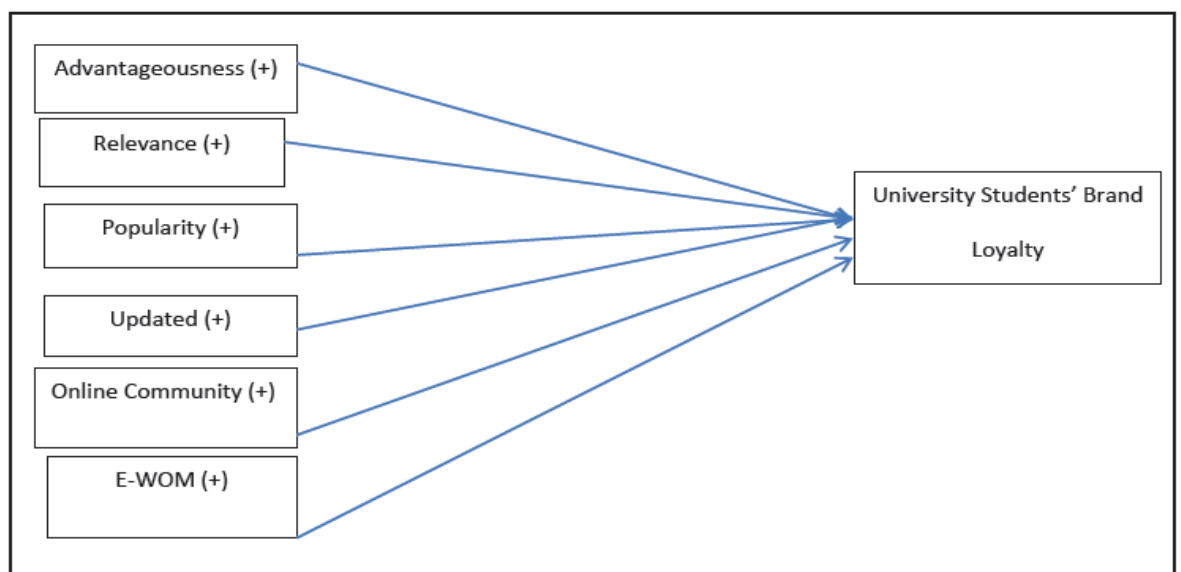
Another study by Lee et al. (2014) titled, “The Effect of Social Media Marketing Content on Consumer Engagement: Evidence from Facebook”, investigates the effect of content on social media on consumer engagement. The researchers in this study studied over 10000 messages by 800 companies engaging with customers through Facebook. The result of this study informs that content is the key. But this study lacks in finding how the social media changes the decision making of a customer.

A paper titled “The Impact of social media content marketing (SMCM) towards brand health”, by Ahmad N. S., Musa R., Harun M. H. M. (2016) starts with brief evolution of Web 2.0. Then it moves to describe social media content marketing (SMCM). SMCM is all about the information uploaded on a social media platform. The paper focuses on finding out whether SMCM has any impact on brand health. It underlines that if the social media content is not apt, then the campaigns run on social media might not be successful. It calls SMCM as medium for customers to get the right information at right time with right effect. Right content will always attract right customers. This study shows that effective content on social media platform increases the brand health score. Though the paper talks about brand health score it does not

covers the effect of social media on consumer choices or even market share or any particular social media platform.

The research paper titled ‘to assess the impact of social media marketing on consumer perception’ by Ali et al. (2016) compare the impact of marketing through social media with other promotional activities. The structured questionnaire was filled by 145 students in Pakistan to study the effect. This study shows that there is a significant positive relation between social media marketing and consumer perception. The researchers found out that there is a positive significant relation between social media and consumer behaviour. Content of the social media marketing efforts do affect the consumer behaviour to a large extent. This method of marketing proves to be better than other promotional activities as well as door to door marketing. Companies prefer going for social media marketing as they find it much effective to reach to people with comparatively lower cost. The study considers only students in their sample size and no specific industry has been considered for this study.

In the paper titled “The impact of social media marketing on university students’ brand loyalty”, by Hossain & Sakib (2016), the researchers study the behaviour of university going students. The study tries to find out different factors affecting the brand loyalty of their sample. Multiple regression analysis was used to test the hypothesis. The study identifies relevant content on social media page of a company has the highest impact on the brand loyalty. Popularity and benefits were ranked second after relevant content. Depending on the study the researchers have developed the model:



This study only focuses on different factors of social media marketing affecting the brand loyalty of the university students. It does not consider any specific industry and the study was carried out in Bangladesh.

A paper by Pradiptarini & Brokaw (2017) titled ‘social media marketing: measuring its effectiveness and identifying the target market’ starts with focus on discussing the concept of social media and how it has been adopted by various establishments as a marketing tool in recent times. Then it goes into looking the efficiency of Twitter as a marketing tool. The researchers use random sampling method and have considered Generation Y as their population. The study finds out that the effectiveness of social media marketing is significantly influenced by the quality of content uploaded by a marketer than quantity of it. It also stresses that those companies who have their presence on multiple social media platforms get better results of using social media as a marketing tool. Depending on only one platform at a time is not been recommended by the researchers. Generation Y are the most prominent segment of users of social media marketing but it was observed that this generation is not the target market for marketers at this time. The establishments using social media as a marketing tool have to understand that the relation should be built with their audience for considerable amount of time. While doing this, quality of content becomes even more important than the quantity. Once the relationship over any platform has been developed and maintained then it becomes easier to influence the buying behaviour of the target market. The study focuses on Twitter as a social media platform and considers Generation Y only. It fails to incorporate any particular industry and has considered customer’s perspective only.

Venkatesh R. (2019) in the research paper titled “Effectiveness of Social Media Marketing: A Case Study of ICICI Bank”, takes a case from banking sector to study the utility of social media as a marketing tool. This paper analyses the behaviour of employees and customer in case where the company is trying to grab the market back from its competitors in company’s low profit period. It also tried to find out the relation between the social media marketing practices carried out by the selected bank and customer satisfaction.

The research paper titled “the role of social media marketing on building brand equity (an insight of fast food industry of Pakistan)” by Riaz et al. (2019), shades light on how social media has become one of the prominent tools of marketing for fast food outlets. The researchers mention that in the techno savvy times, social media is

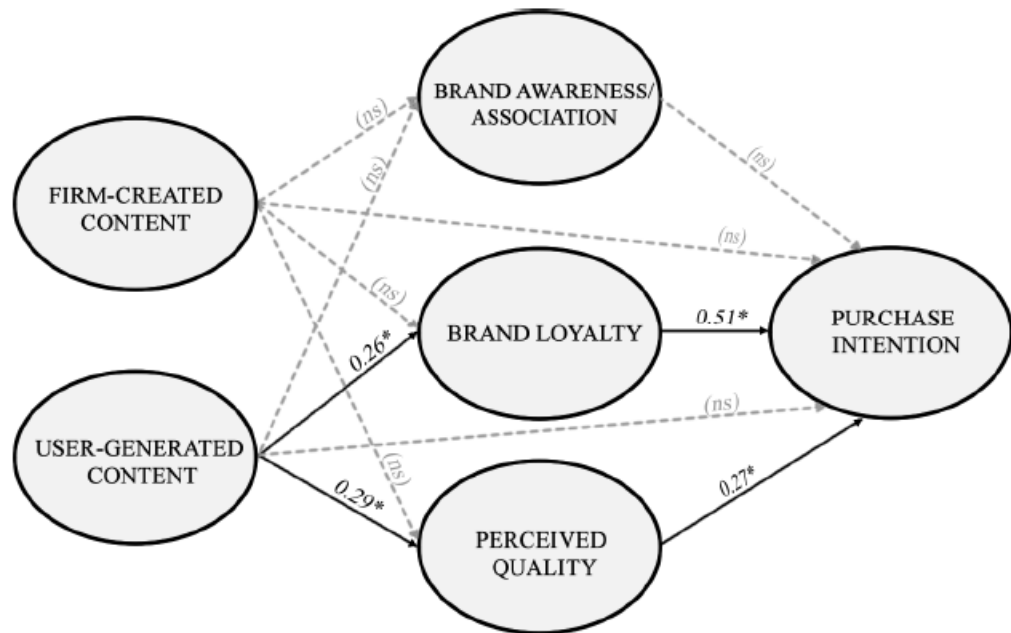
becoming one of the most significant and prominent tool used by marketers. Researchers have gathered 200 responses through structured questionnaires based on Likert's Scale. The results show that there is positive and significant relation between social media used as a tool and brand equality. The paper also finds out that social media platforms are becoming one of the most favoured used marketing tools for fast food chains as well as stand-alone fast food outlets. The paper highlights that the influence of the social media on brand equity is more due to quality content, e-WOM, rating on the page of the outlet, promotional content and attractive photos. The paper does not include any other factor influenced by use of social media as a marketing tool than on brand equity. The study has been done in Pakistan, only considering Fast food outlets in the country.

2.5 Facebook as a social media marketing platform

It was understood from the pilot study that Facebook is the most prominent social media platform used for marketing by SAFD restaurants in Pune city. That is why researcher has included some work in this section that focuses on facebook as a social media marketing platform. It gives an insight of how this platform is used for marketing and what are the main reasons for using this more frequently than other social media platforms. Some part of one of the objectives of the study is also fulfilled by this section.

Schivinski & Dabrowski (2013) in their research project titled 'the impact of brand communication on brand equity dimensions & on brand purchase intention through facebook' focuses on the impact of social media advertisements on consumer purchase decision and its effect on the brand equity for a company. Social media is used by the companies to spread awareness about the products offered. It is the first moment of truth for the users who surf through the social media page by a company. It was found that many a times this information influences users on social media. The users who get influenced by these ads seem to 'like' the posts by the companies on social media platform. Online questionnaires were filled by 308 people out of which 302 questionnaires were valid for this study. It was seen that on one hand company generated content does not have a positive effect on brand equity on the other hand the information content contributed by other users of the same brands have positive effect on brand equity. The same can be found about customer purchase intention. It was also found that brand awareness or association is not positively related to the

purchase intentions even after spreading the information through social media but it was concluded that perceived quality and brand loyalty do have a positive impact on purchase behaviour. Following model was developed depending on the findings –



The researchers did not study all the social media platforms and no one particular industry was considered for this study. Only the brand equity of the already established products was studied in this research.

Rehman et al. (2014) in their paper named “How Facebook advertising affects buying behaviour of young consumers: the moderating role of gender”, This study assessed the affects of Facebook advertisement and Facebook environment on buying behavior of young consumers, while moderating effects of gender. The study used quantitative approach to collect data through questionnaires based survey. The collected data were analyzed through step wise regressions. Results indicated that Facebook advertisement and Facebook environment have significant effects on buying behavior of young consumers, while gender has moderating effect on Facebook advertisement and no moderating effect on Facebook environment. Further, it was noted that females have negative perceptions’ toward Facebook environment as compared to male. This paper focuses only on two variables which are gender and age.

Giri & Christopher (2015) try to assess the impact of Facebook on buying decision of college going students in their research paper titled ‘impact of Facebook on the buying behaviour of students’. 475 responses were collected through structured questionnaires and the hypothesis was tested using Chi-Square analysis. The study

finds out that students use Facebook for three main reasons which are connecting with people, sharing experiences through photos, reviews, etc and gathering information about different products. The researchers discovered that age is the main factor which influences usage of Facebook. People below 40 years of age use Facebook more frequently than other age groups. It was also seen that undergraduates use Facebook more than people with other qualifications. The buying decision affects more if the usage of the Facebook is more. The study finds out that Facebook advertisement have significant effects on the buying behaviour of the students. It was seen that students are more attracted towards using Facebook as it is easier to use and more engaging than other platforms. The study considers only students as the sample and no specific industry has been considered for this study. The study has been done on demographics of the sample and no other factor either in decision making or social media concept have been included.

A research paper titled 'How facebook advertising affects buying behaviour of young consumers: the moderating role of gender' by Rehman et al. (2014) focuses on the effect of facebook use, advertisement and influence on buying behaviour of the students. The data was collected through structured questionnaire and regression analysis was used to test the hypothesis. Youngsters use facebook more for gathering information, connecting with people worldwide and sharing ideas. As more and more people are using Facebook, even different companies are taking help of this platform to create marketing campaigns on as it was found out to be easier compared to other social media platforms. Companies have been found spending a considerable amount on marketing through Facebook. Facebook marketing aims at attracting customers and providing information about existing products and services; while launching a new product in the market. This in turn has a positive impact on the brand image and brand equity. The Facebook proves to motivate users emotionally as well. This research also finds out that Facebook environment has significant effect on buying behaviour of youngsters. It also states that the buying behaviour do change as the Facebook environment changes. Facebook proves to be one the most interesting social media platforms. It also stresses that females have negative perception about Facebook environment compared to men. The study considers only students as the sample size.

The research paper by Alves H., Fernandes C. & Raposo M, titled, "Social Media Marketing", is published in the journal of Psychology & Marketing, December 2016.

The paper talks about the social media marketing and use of it in different industries. This paper gives out the basic idea of what exactly is the concept of social media marketing. The paper also discusses the use of it and the limitations as well. As the usage of internet and social media in special is changing the behaviour of the buyer, this study of the implication of the social media becomes very important. Social media includes all Internet based applications on computers, laptops, mobiles and all the gadgets with screen interface. But it does not restrict to the websites or applications only; blogs, v-logs and similar methods used are also being considered as social media when it is used to market a product or even in the reviews. Many companies are taking advantage of it to not only attract the customers but also to build brand loyalty. It is also found through this paper that consumers have started considering the information gathered through internet more accurate, reliable and authentic. Another important aspect touched is how social media marketing strategies hold the capacity to impact the market value of an organisation. It has becoming another synonym for word of mouth in present days. Gaining success through these strategies requires strong feeling from users which again said to be created from the publicity from via the same channel. It can be done through attractive and interactive brand posts and through social media optimisation (SMO) technique. It is also found through the studies that channelling and sharing of quality information by opinion leaders make a huge impact on consumer perception. This paper focuses more on seller's side and the strategies used in social media marketing. The paper does not pay any attention to the barriers faced by companies while using social media marketing. This paper does not talk about the change that occurs in customer's choices due to social media marketing. This paper proves to be quality resource when it comes to the strategies.

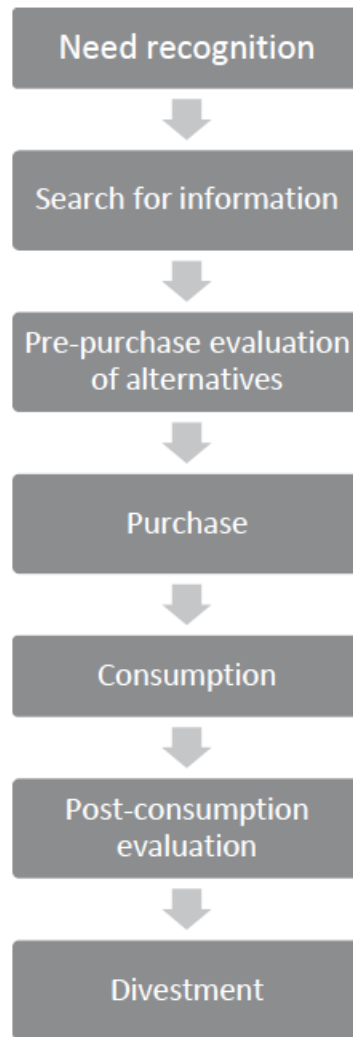
Rana A. (2018) in her paper titled, "Facebook marketing and its influence on consumer buying behaviour in Kathmandu" studies the use of facebook as a marketing tool. The researcher focuses more on brand image of a company. Results of the analysis indicates that although marketers spend hours in building brand image, the study found that consumers are less concern about the brandimage while making a purchase decision. The finding also reveals that people are more influenced by word of mouth and opinion given by the people they know on Facebook and it substantially affects their buying behaviour. The least effective Facebook marketing factor is

celebrity endorsement which implicates that consumers are more affected by views of friends and family rather than endorsement done by celebrities.

2.6 The concept of consumer behaviour

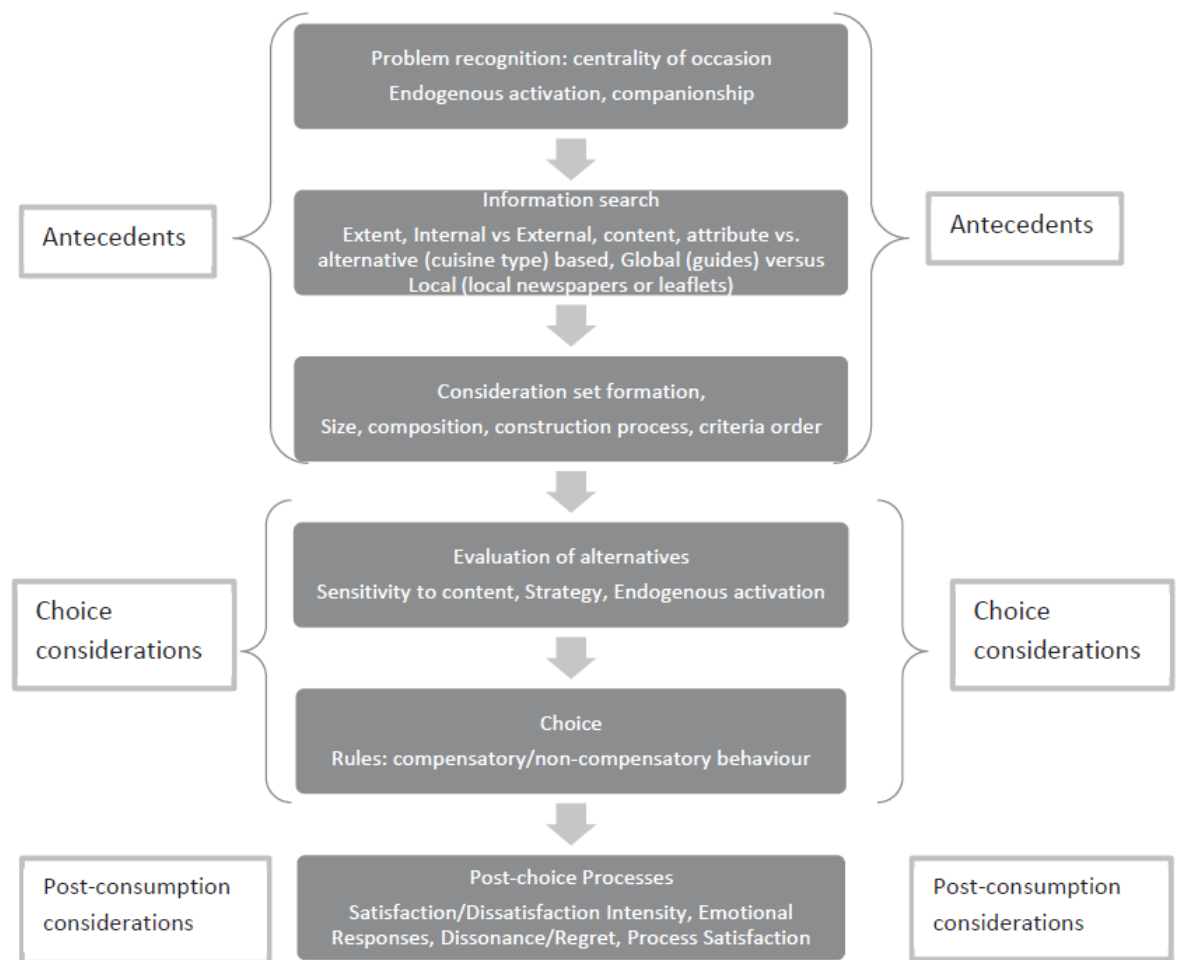
This section focuses on answer what exactly consumer behaviour is. While doing it there are various models of the consumer decision making process found which are also included in this section.

The paper titled 'consumer decision process in restaurant selection: an application of stylized EKB model' by Longart et al. (2016) proposes a framework behind the decision making process for choosing a restaurant. The research was carried out by conducting interviews of the six focus groups created for the purpose of this study. Researchers have used an already existing framework of decision making called as EKB model as base of this study. EKB model of decision making was developed by Engel, Kollat & Blackwell in 1973.



(Source: Blackwell et al., 2006)

The researchers developed more stylized model taking into consideration the model by Blackwell et al. They categorized this model in three different sections.



The first three stages in the model which include Need/Problem recognition, information search and consideration set are classified as Antecedents; the category Choice-considerations include evaluation of alternative and choice stages whilst post-choice process has been categorised under post-consumption. The choice consideration has been only attributes of the restaurant for this study. This model considers the restaurants which opt for the traditional marketing media as the social-media marketing was not prominent in the times when the research was conducted. Thus Social media marketing is not part of this model. The study considers restaurant sector together and no special segment has been considered for this study.

2.6.1 Social media marketing and consumer behaviour

Social media is not only beneficial for the marketers but also has an impact on the market. To it can be seen from the reviewed literature in this section that the purchase decision is closely related to use of social media marketing and is often influenced by social media marketing. A detailed review of the relationship between these two factors has been included under this section.

The research paper titled “The Impact of Social Media Marketing on Brand Loyalty” by Erdogmus & Cicek (2012) identifies the impact of social media on brand loyalty. The paper finds out that the use of social media used as a marketing tool has increased drastically. People who follow at least one brand on social media were taken as sample for this study. Regression analysis was used to test the hypothesis. It was found out through this study that the brand loyalty is positively affected when any brand follows following strategies on their social media platform:

- a. Offer unique campaigns with edge
- b. Displays relevant contents
- c. Content uploaded takes into consideration the popularity
- d. Use of different platforms at a same time.

Weeres (2012) in the thesis titled ‘the use of internet marketing by independent restaurants in Kelowna’ start focussing on bigger picture of internet marketing and then concentrating on various ways included under internet marketing. The thesis mainly focuses on social media, internet listing and other marketing tools on internet like online ads, blogs, vlogs, etc. It was seen that many a times users proactively seek for the information about a product though an online source instead of depending on other media options. This is due to easy access to the information available and up to date information published by companies over different platforms. The electronic word of mouth was found out to be more effective and powerful. Once a user gets satisfied with the information source they positively spread e-WOM which helps the company in return without investing high cost in marketing activities. Facebook and twitter were found to be most used social media platforms by the restaurants in British Columbia. It was also seen that most of these restaurants do have their dedicated websites but they still resort to other internet based choices, specially Facebook and Twitter as it seems to increase the visibility of the restaurant and it has better reach in the population. The structured questionnaire was filled by 153 independent restaurants in Kelowna. Most of the restaurants update their social media accounts from time to

time but most of the restaurants fail to update their websites often. The study was conducted in Canada for all categories of independent restaurants in 2012. The researchers superficially consider all the internet based marketing activities with no focus on one single tool or strategy. Most of the social media were not much developed and used.

Research Paper titled “the effect of social media marketing on online consumer behaviour” by Venerean et al. (2013), focuses on how social media marketing affects the consumer purchase behaviour of consumers after using social media. The primary data was gathered through structured online questionnaire and the sample size for the survey was 236 social media users. The study finds out that there is a significant interaction between the variables considered for this study which include – experience of use of social media, networkers, listeners, concern for privacy, log-in pattern and engagers with the positive reaction by the sample. It also underlines that the more often user clicks on the advertisement on social media, more impact the marketing campaign has on the user. Sometimes, using social media too often while making purchase decision also creates threats to the privacy of the user information. As per this study following is the segmentation of the social media users which can be used as target market for different social media campaigns – engagers, expressers and informers, networkers, and watchers and listeners.

Altaf (2014) in the research paper titled ‘impact of social media on consumer’s buying decisions’, identify the role of social media in consumer’s decision making and how it impacts the decision as well. Most of the world is using some kind of social media today. Every user on the social media is participating in reviews, comments, and post circulation in one way or other. Smart phones have made it even easier to access the social media from anywhere. This paper also considers other forms of social media like blogs, v-logs. The advertisements on any social media have got better influence on users while making purchase decision. While referring to these ads, many users also spread e-word of mouth which helps as referrals for other users connected as many users seek help of other users before making a purchase decision. It was found that ads on social media are more interesting than the ads in traditional media as these ads are found to be more interactive and informative. The primary data was collected from 100 respondents through a structured questionnaire. This paper does not focus on one particular social media platform. No specific industry has been considered for the study.

Paper titled “Impact of Social Media Marketing on Consumer Preferences in Restaurant Industry: an Empirical Study of Pakistan”, written by Qureshi I., Nasim I., Whitty D., (2014) focuses on food bloggers and few review websites. This research takes into consideration the customer angle. The paper correlates the efforts taken by a restaurant in using social media as a marketing tool with the brand image in customers’ mind and product perception.

Balakrishnan B., Dahnil M. I., Yi W. J. (2014) in the paper titled ‘The impact of social media marketing medium towards purchase intention & brand loyalty among generation Y’, studies the impact of the marketing campaigns on the purchase intention of generation Y in Malaysia. The results from this study indicate that the online marketing communications, e-marketing through company web sites are effective tools in promoting the brand loyalty. It also finds out that social media marketing and company websites do help to attract the client base. Random sampling has been adopted for carrying out this research. It stresses that social media marketing is an emerging tool which will help the companies to increase brand loyalty as it is a faster way to reach to a wide market.

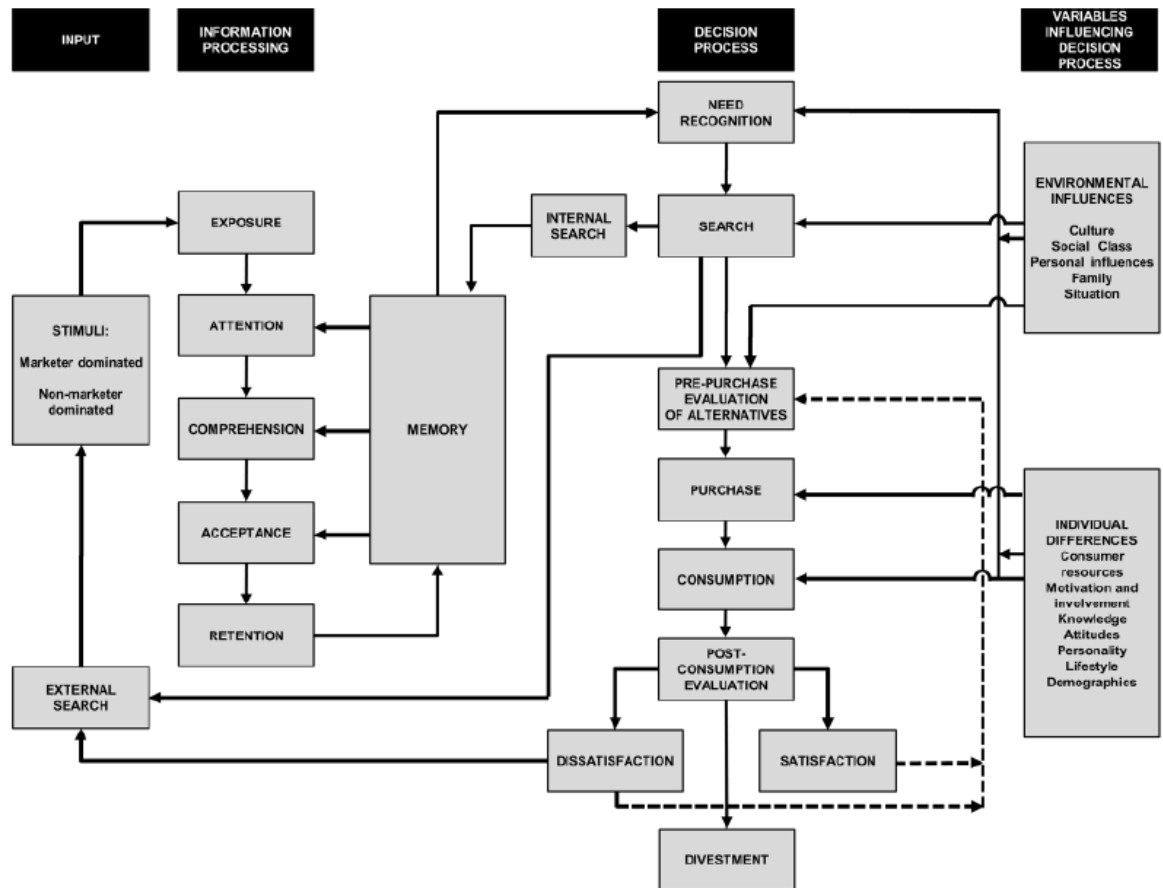
The research paper titled ‘effect of social media on purchase decision’ by Funde & Mehta (2014), looks into how the ads on Facebook and twitter affect 5 different levels of purchase decision of customers. A lot of companies spend between 5-12% of their total cost on social media marketing only as they find it better to reach out to target audience and more cost effective than other traditional marketing tools. The answers were gathered from 134 customers irrespective of any specific industry. The Facebook was used by most of the customers as customers find the information on the Facebook more relevant and up to date compared to other social media platforms. The reviews on these social media and specially Facebook are proving to be more effective while making purchase decision. It was seen from the study that social media has a higher influence on people between age group of 30-40 years. So creating positive e-word of mouth and targeting the said age groups give better results for marketing campaigns on social media. The study was conducted in Mumbai with no specific industry keeping in mind.

Dhamore and Balaji (2015) in their research paper titled “A study on customer purchase intention behaviour through social media marketing tool in Pune city”, discuss the characteristics of consumer purchase intentions through social media marketing platform and analyses the factors affected. The field of study for this

research paper is educational products. The sample used for this research is only post graduate students. The study notes that most of the companies use social media marketing because their managements feel that it is easier and cheaper way of communication and the customer involvement is better through social media. But this research does not consider any other industry than education.

In the thesis published by Bortolato (2016) titled “Digital Marketing Influence in the Food Sector: A Case Study: Eataly & Its Associated Companies’ Analysis”, the researcher studies different platforms of Digital marketing like food apps, e-commerce, food blogs, social media. This research studies a case of Eataly. The paper focuses more on the marketing efforts taken by the company by Eataly on various digital platforms. It states that the search for food related things are not that searched compared to general interest portals on generic platforms like Google but when the company uses a social media platform for marketing the reach is better. In all the available social media platforms Facebook is the most referred platform mentioned in this paper. This is due to its inexpensiveness and ease to use. But the case shows that handling such a platform can be a challenge for the management. As per this study, food apps for reviews and food ordering are at second rank after social media platforms. The paper suggests the use of social media for increasing brand awareness in local market and increasing the visibility. The paper focuses on one single company as it is a case study based paper in Italy. It does not consider the consumer behaviour or the impact of social media marketing on anything other than brand awareness and visibility.

In the PhD Thesis by Fortis J. N. (2016) titled “The use of social media and its impact on consumer behaviour: the context of holiday travel”, the researcher studies how exactly the social media affects the consumer behaviour of a traveller. It stresses on the use of a social media by a user instead of an advertiser or any organisation using any special social media platform. A qualitative methodology was adopted by a researcher for back ground study. For the primary data, the researcher observed and questioned seven focus groups of 51 representatives each. It was found out that the social media was used at every stage of the travel which is before, during and after the travel was taken. This study uses the model by Blackwell et al. (2006) named ‘the consumer decision process model’, to build the case.



Source: Blackwell et al. (2006).

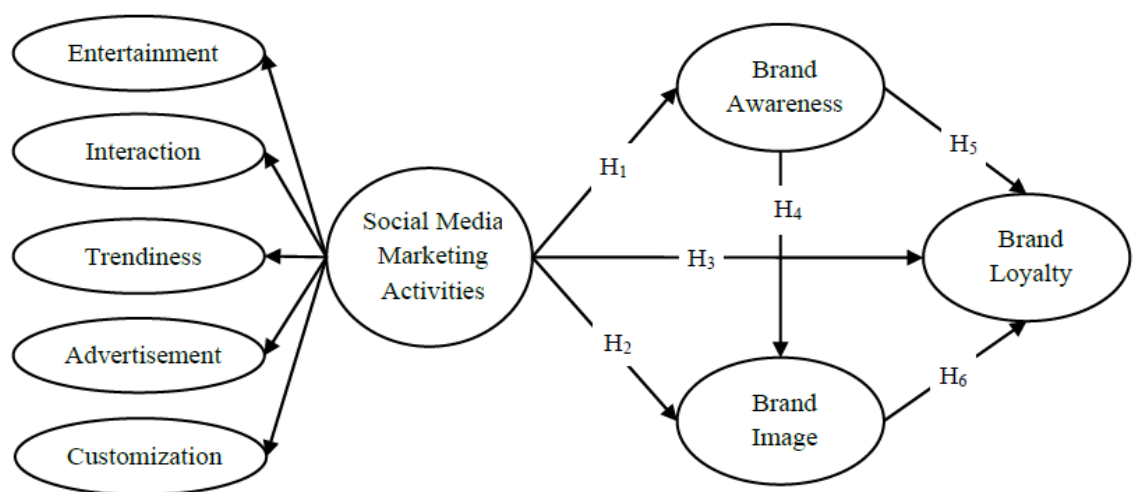
The paper points out that traveller take the help of social media platform beginning from pre-travel searches. The research also denotes that the social media is constantly used by a traveller during the travel and in some form or the after the travel. This research does not focus on any specific social media platform. It considers the data given only by travellers. The research also lacks in taking the management perspective of social media usage.

Gupta S. (2017) in her paper titled “Influence of Social Media Marketing Practices on Consumer Buying Behaviour”, only examines perception of educated women. This study shows that the women customers are not confirmable adopting to social media to make buying decision. There after the researcher relates this behaviour with the sample’s psychology.

Nizar & Janathanan (2018) in the research paper titled, “impact of digital marketing on consumer purchase behaviour- a case-study on dialog axiata with specific reference to social media marketing” try to find out how the purchase decision might be changed after using social media by consumers. Primary data was gathered through structured questionnaire. The sample size for this research was 184. The interviews

were also conducted whilst filling out the questionnaires. Social media helps in consumer purchase behaviour at the level of information processing. Cost efficiency is one of the most influencing factors of social media marketing on consumer purchase behaviour. The research paper also notes that information satisfaction affects the purchase behaviour as well. Affordable rates can be used as a dialogue for enhancement of the customer experience. The research paper does not consider any particular industry for this study. The study only considers above mentioned factors for decision making.

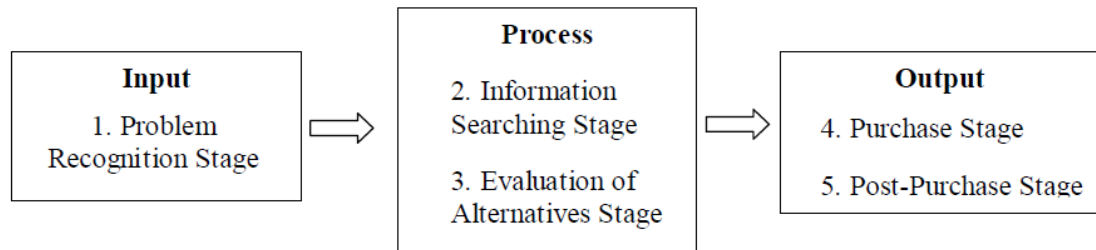
A research paper by Bilgin (2018) titled “The Effect of Social Media Marketing Activities on Brand Awareness, Brand Image and Brand Loyalty”, considers various social media channels while finding out the effect of social media on brand awareness, brand image and brand loyalty in Turkey. The paper states that various brands create their profiles on various social media channel to extend their reach and create awareness of the brand. These profiles called as business pages are then used to promote the products and services offered by the company. The paper finds out that when the entertainment and customisation is achieved through these profile the brand awareness and brand image. The researchers also found out that 1. brand awareness does not affect brand loyalty and 2. the effect of social media on brand awareness does not affect brand image and brand loyalty. But this research is not conducted for one single particular industry. This research also proposes following model of social media for brand awareness, brand image and loyalty:



The research article by Voramontri & Klieb (2018) titled ‘impact of social media on consumer behaviour’, tries to find out how social media affects the users while making a purchase decision about any product or service. Brand differences, customer involvement and risks are the factors studied in this research. It was found that social media is often used by users at the stage of information search and alternative evaluation as most of the information about different brands of similar product is made readily available on social media platforms of the respective brands. Social media is often used by different brands as a form of E-WoM to spread brand awareness. People often go to different social media pages of brands to search the product and compare it with the similar products by other brands. While doing this they tend to lean towards the products which have better reviews and feedbacks. It was also seen that too much search on social media make people analysis paralysed and most of such people then get refrain from buying any product. The peer recommendations and feedbacks on the social media pages of the brands are proving to be the most significant factors in decision making process when social media is referred. The data was collected through structured questionnaire. The study is generalised and does not consider any specific industry.

Reshma B. K. (2019) in her research paper titled “Impact of Social Media advertisement of consumers’ buying behaviour”, finds different factors within the advertisement done on social media that affect the customers. The researcher in the paper mentioned above takes into the consideration on the side advertisements done on social media platform. The researcher in this paper does not include the use of social media as a marketing tool.

The research paper by Madhuhansi (2019) titled “Impact of social media characteristics on consumer buying decision process in Western Province, Sri-Lanka”, the researcher investigates the impact of social media on each stage of consumer buying process. The study has been carried out by quantitative research model where by researchers studied 147 samples selected by snowball sampling method. The data was collected through filled questionnaires from samples. The researcher observes that the usage of social media platforms for business activities has been increased phenomenally which has led to blooming of e-commerce industry and online purchases. The researcher has developed a model of consumer purchase behaviour depending on the literature review –



(Source: Madhuhansi, 2019)

The researcher quotes that there are three main motives for any purchase referring to a social media platform which are – information, entertainment and social aspects. The paper finds out that recommendations from known users do affect the decision making process to a large extent. The research also finds out that the social media makes the most impact before the purchase decision is made. The research does not study any particular industry.

Nguyen et al. (2020) try to find out the relationship between social media and consumer behaviour with reference to purchase intention and customer engagement in their research article titled ‘the relationships of social media marketing, customer engagement and purchase intention’. The data was gathered through a structured questionnaire. The sample size for this study was 300 people who have used social media in China. Regression and ANOVA were the tests used to test the hypothesis. The study finds out that social media marketing has a significant impact on the purchase intention of customers and also has a high influence on customer engagement. Social media influences the buying intention of customers when a customer tries to gather information through social media platform and evaluate it with similar products on social media. Interaction with other users, reviews and feedbacks by other users are the main factors which influence the purchase intention when social media is referred. It was also seen that an establishment can get better brand engagement through social media platforms. The result of which is increased customer loyalty in certain segments. This research was carried out in Vietnam without considering any specific industry. No management angle has been included as the data was gathered through users only.

The research article by Unni (2020) titled ‘does digital and social media marketing play a major role in consumer behaviour?’ defines the role of social media in marketing and also focuses on the impact of social media marketing on consumer behaviour in France. It is a review based article and only secondary data has been

considered for the study. Sharing of the information and to spread of it has become easier due to the use of social media. It has also got a better reach. The product reviews on social media act as an E-WoM and people tend to trust these reviews more than traditional system of feedbacks and reviews as these reviews are unfiltered. These reviews have significant impact on the purchase decisions of the customers. It is due to this phenomenon that people often make the decision of buying a particular product even before going to an establishment to buy it. It was also seen that complain redressal has fastened up dues to social media as an establishments wants to take action on the complaint before it spreads viral. Taking action on the complaints have become transparent due to use of social media. This study has been conducted by considering the secondary data only and no primary data was gathered by the researcher. The study does not focus on one particular industry and the study has been generalised.

2.7 Essence of the literature review

Social media has been in use as a marketing since 2009. Even though it was seen that the social media was used by some establishments before 2009, it was not focussed as a marketing tool and was used more with the only intention of increasing visibility. Taking this into consideration many social media platforms started offering business related facilities which lead the companies to including the social media into the marketing plans. There are various facets of a social media page which are commonly found on any social media platforms which are oriented towards giving out information. These facets include the information like menus, working hours, booking facilities, reviewing options, etc. Textile and fashion industry was the first industry to take advantage of social media marketing.

After seeing the trend of this readily available market space, a lot of industries started taking advantage of this marketing strategy. It was seen that since 2011, hotel and tourism industry also started utilising various social media platforms to carry out marketing activities. Even though the use of the social media has been percolated through to the smallest of the establishments in hospitality industry there are many restaurants specially SAFD restaurants which are not been using social media to its optimum level.

Some of the researchers have focuses on the relationship between the social media and consumer behaviour in various industries like fashion, medicine, etc. It was seen

that those consumers who use social media more are easily influenced. E-WoM on social media helps in making a purchase decision and a lot of time, the satisfied customers tend to go back on the social media pages of the companies to share positive reviews, which help in continuing the E-WoM for the company. It was studied social media plays an important role in first three stages of consumer purchase decision which are problem recognition, information search and pre-purchase evaluation. This role of social media was studied from the view point of brand loyalty, brand recognition and brand image.

Even though the phenomena of social media marketing has been studied in past, there are still some areas where light needs to shade for deeper understanding of the social media marketing and its relevance today.

2.8 Research Gap

The research gap has been found by the researcher by carefully studying the previously completed work on above mentioned sections. This gap is then taken forward to carry out further study.

Pune is one of the cities with higher food consumption. A lot of times, people have seen going out for dinner. It was studied that people of Pune go out for meals up to 6 times a month on an average. Many of the customers go out to SAFD restaurants for special occasions. It was also seen from the pilot study that people go to SAFD restaurants in Pune at least twice a month. All of these SAFD restaurants in Pune city use social media in their marketing strategy to attract and retain the customers. Facebook is used frequently to market a SAFD restaurant that other social media platforms. So it becomes necessary to study the relevance of social media for SAFD restaurants in Pune. Most of the researchers have focussed on social media marketing with hospitality and in some cases tourism industry. But SAFD restaurants have not yet been studied for the relevance of social media used as a marketing tool. That has lead researcher to study the social media used as a marketing tool for SAFD restaurants.

While studying the social media marketing a lot of researchers have considered all the social media platforms and the previous study fails to point at any specific platform. Some researchers have pointed out that social media marketing should be done through various platforms at the same time, but no researcher looks into the effectiveness of these platforms. It was seen from the survey that most of the

hospitality and tourism establishments prefer using Facebook to market the offerings. So, the researcher thinks it is necessary to check the effectiveness and efficiency of this particular platform to attract and retain customers when it is used by SAFD restaurant in Pune city.

It was seen that as the use of social media increases, it spreads awareness about the products and services and becomes one of the trusted source for gathering information. The social media also acts as a E-WoM. So it becomes necessary to check the relationship between social media and consumer behaviour in reference to decision making. So the study aims at finding if the social media marketing actually helps in making a decision or changing a decision.

It was also found that there are no researchers done which compare this newly emerging social media marketing concept with any traditional marketing like print advertisements, broadcasting, etc. So the researcher has decided to shade light on where social media stands in comparison with these traditional media when it comes to SAFD restaurants in Pune city. Lastly there was also a geographical gap found through the literature review. No research has been done in Pune city which focuses on both the concepts of social media marketing and it's utility and effectiveness for SAFD restaurants. So the researcher has decided to carry out the study in Pune city limits.

Chapter 3

Research Methodology

After studying the important previous work, done in this area in last chapter, this chapter focuses on the research process for the study. This chapter includes the essentials of the study like the objectives of the study, hypothesis, sampling, data gathering, etc.

3.1 Presumptive Analysis of the Problem

Since the introduction of the technology in restaurant marketing, traditional methods of marketing like marketing through print ads, radio, billboards, etc. have become less important. Many hospitality organisations have shifted their channel to social media. (Patino et al., 2012). The restaurants are still finding the way to optimise the utilisation of these platforms for marketing. Many of the restaurant, if they have social media platforms handy, rely one on one or two platforms only.

Out of all available social media platforms Facebook, Instagram and YouTube are top three social media platforms used in India. India currently has 687 million active internet users out of which around 58% users are active on social media. Facebook is the most preferred social media platforms not only by users but also by restaurants. (Diwanji, 2020) Many users use social media to gather information about the products and service they intend to buy. While doing this social media pages of the restaurants influence the buying decision of the users. This generally happen through the efficiency of the page, E-WOM on the page and the marketing campaigns by the restaurant on their social media pages. Taking advantage of this, many restaurants have joined the social media recently. Thus, the number of restaurants using social media to market themselves is steadily growing over last few years. Facebook has been the primary choice of many of the restaurants while opting for the social media followed by Instagram. (Kaur 2019)

3.2 Statement of Problem/ Research Question

The current era is all about heavy marketing forced by the fierce competition. Every restaurant in the chosen category tries to create a niche for their restaurant and increase market share. While making a marketing plan, the technology helps the

restaurateurs to great extent. Social Media is one the foremost helping hands which is used as marketing tool by many restaurants.

With an easy access to the worldwide web and handy technology, social media is trending to be a new phenomenon in Marketing. Restaurants are also not shying away from taking advantage of this new platform. With increasing competition it becomes crucial for the restaurant to use this technology with wide reach to increase footfall, attract more customers and then after to increase the revenue. This has not only benefitted the restaurants but it is also helping the customers in making their decisions. The social media sites are used by the restaurant owners and managers in various ways to attract customers. Facebook is the platform which is used by majority of the stand-alone fine-dine restaurants in Pune. It has demonstrated to have impact on customers in ways like providing information, generating interest and therefore affecting the business bottom-line that is generating revenue.

The present study will focus on studying the impact of Facebook page of a stand-alone fine-dine restaurant used as a marketing tool on consumer buying behaviour and analysing the change in pattern of buying behaviour. The result of this study might contribute to positive change by assistance the fine-dine restaurants in Pune in optimising the use of social media as a marketing tool, gaining and retaining customers and increase in market share.

3.3 Need of the study

Current management era can be termed as a marketing era. Due to the fierce competition and unique ways to reach out to the market, it becomes the priority of a business to stay ahead of competition to gain the advantage. Many business use different marketing strategies to reach to the market before their competitors reach. One of the most prominent strategies used in recent times is marketing through social media.

Many industries like fashion, fitness have been using the social media as a way to market themselves for some time now. Hospitality and especially the restaurant sector is pretty new in using this readily available source of marketing. Chain hotels have been using it as their marketing strategies and centralised and chalked out by the regional offices. But when it comes to SAFD restaurants, the use of social media has not been optimised. There are many a restaurants which are not even present on some platforms. Social media can prove effective when it is used in a right way by right

strategy at right time (Schlinke & Crain, 2013). In spite of social media being easy to use and cheaper option when used as a marketing tool, many restaurants still face challenges while using this platform. How to incorporate these social media is one of the biggest questions faced while making a marketing plan for a fine-dine restaurant and hence it can be seen that it is not been used to its fullest potential. The study focuses on Facebook as a social media marketing tool in this research. The research aims to find out how social media platforms are used by SAFD restaurants to influence buying behaviour of the customers. This will also help the researcher to find the solution for optimising the usage of social media.

3.4 Scope of study

The present study will help in getting deeper knowledge about the impact of a Facebook page when it is used as a marketing tool by a standalone fine-dine restaurant. It will also help in finding out how this tool can be used to its optimum level to gain more advantage of this easy to use and cheaper marketing tool. This study will help in understanding the efforts that need to be taken towards attracting all segments from selected segments.

3.5 Objectives of the study

The main motive behind this study is to find out the role of social media as a marketing tool for SAFD restaurants in Pune city. To make the study easier, the researchers has divided the entire study into different components which are - social media platforms, effectiveness of social media marketing, relationship of social media marketing and consumer behavior in reference with SAFD restaurants in Pune city. Each of the objectives is focused on one such component.

Following are the objectives of this study –

1. To provide deeper understanding of scope of social media page as a marketing tool for a Stand-alone fine-dine restaurants in Pune city.
2. To study the impact of social media page of a stand-alone fine-dine restaurant as a marketing tool on consumer buying behaviour Pune city.
3. To study the change in customer buying behaviour in reference to decision making after visiting a social media page of a stand-alone fine-dine restaurant.
4. To find out if social media page is a more effective marketing tool than traditional marketing tools.
5. To find out whether Facebook is a better social media platform for marketing than other social media platforms.

3.6 Hypotheses formulation

The researcher has formulated the hypothesis depending on the research objectives. The researcher proposes to study the following hypothesis –

H₁ There is a significant impact of social media page of a stand-alone fine-dine restaurant used as a marketing tool on the consumer purchase decision.

H₂ There is a significant impact of demographic factors on use of social media page of a stand-alone fine-dine restaurant to make a decision about visiting the restaurant.

H₃ There is a significant impact of Facebook as a marketing tool than other social media platforms for stand-alone fine-dine restaurants.

H₄ There is a significant effect of social media as a marketing tool than other traditional marketing media when it comes to attracting customers of a stand-alone fine-dine restaurant.

H₅ There is a significant influence of demographic factors on change in decision made about visiting a stand-alone fine-dine restaurant after referring its social media page.

H₆ There is a significant change in the customer buying behavior after visiting a social media page of a stand-alone fine-dine restaurant.

3.7 Research Design

The researcher has adopted combination of descriptive and analytical research design for the present study. Presenting the present status of the people, their attitudes and progress is what descriptive research focuses on. It can be said that ‘What, Where & When’ approach is the prime focus of a descriptive design. As this study considers factors like effectiveness of social media and impact of the social media on customer’s decision making, the descriptive technique has been adopted. Collecting quantitative information, describing categories of qualitative information, gathering data and then organizing, tabulating, depicting and describing the data are the aspects involved in this research. It uses description as a tool to organize data into patterns that emerge during analysis. Use of graphs and charts in the study makes it easier for

the reader to understand the concept and subject. Some data gathered by research will be scrutinized by researcher using analytical design style. The researcher will use facts or information already available and analyze these to make a critical evaluation of the material.

3.7.1 Population

The population means the total from which the sample will be extracted to analyze and gather primary data from. This study considers all the people staying within the geographical boundaries of Pune City (PMC) area as the population of the study.

While considering the population for SAFD restaurant same geographic parameters have been applied. The population for this study includes only stand-alone fine-dine restaurants in Pune city. All the restaurants which fall under this category and have been registered with FDA (FSSAI), Pune have been considered as restaurant's population for this study.

3.7.2 Sample Size

All the fine-dine restaurants which are not in premises of any star category hotel will together contribute as population for this study. These all restaurants are also registered under FSSAI, Pune. There are about 72 such restaurants under FSSAI, Pune. Out of these restaurants, 67 restaurants have been selected randomly for this study.

Sample size for Representative: 67

Sample size for Customers: 384 (Source: Determining Survey Sample Size – A Simple Plan, prepared by Market Directions' Analytical Group, Boston.) For the sample size of the customers, the population has been considered infinite. So, the sampling size has been determined by following formula –

$$N = (Z^2 \times p \times q) / S.E.^2$$

Here,

Z= value of corresponding confidence interval (95%) = 1.96

p = probability of occurrence = 0.5 (assumed as occurrence of the event is unknown)

q = probability of non-occurrence = 0.5

S.E = margin of error = +/- 5%

Hence;

$$N = \{(1.96 \times 1.96) \times 0.5 \times 0.5\} / (0.05 \times 0.05) = 384.16$$

3.7.3 Sampling technique

Researcher is planning to adopt ‘purposive sampling technique’ for selection of sample of customers. The questionnaires were circulated among the population depending on the purpose of the study.

The FSSAI restaurant list has been divided in different stratum out of which 73 fall under SAFD restaurant. The study is related to SAFD restaurant. Hence, ‘stratified simple random sampling’ was adopted. It is the technique where the data is gathered from selected stratum within the population for this study this selected group was the entire stand-alone fine-dine restaurants in the city. The questionnaire was circulated to the hotel representatives. These representatives were either owners or managers at the restaurants who had insight of the management at their respective restaurants.

3.7.4 Data collection

This study uses two types of data; primary and secondary.

3.7.4.1 Primary data

Two sample groups were used to collect the primary data from. The first sample group was customers group and second was hotel representatives’ group.

3.7.4.1.1 Questionnaire for customers

A structured questionnaire was created by researcher to gather the data from customers. The questionnaire was divided into three parts. All the demographic and life-style related questions were covered in the first part of the questionnaire. Second part of questionnaire was dedicated to the social media. The main purpose of this part was to collect the information related to social media and decision making while going to a SAFD restaurant. The third part of questionnaire included the comparative questions to compare the social media as a marketing tool with traditional marketing media tools. ‘Likert’s Scale’ was used in second and third part to get accurate results. The reliability and validity of the questionnaire was checked for consistency in results using Cronback’s Alpha. Generally the questionnaire is said to be reliable when the α

value is above 0.5. In this case the Cronbach's α value is 0.929 and considered as a very good reliability for the instrument used.

Table 3.1 Reliability Statistics – Customer Questionnaire	
Cronbach's Alpha	N of Items
.929	61

3.7.4.1.2 Questionnaire for restaurant representatives

The questionnaire for restaurant was also divided into three parts. Part one focused on the general information about the restaurant like number of covers, area, etc. The second part was about the marketing and use of social media as a marketing tool and the third part was focused on comparing the social media as a marketing tool with other traditional marketing tools like print advertisements, TV ads, etc. The reliability of this questionnaire was checked using Cronbach's Alpha. The α value for this questionnaire was calculated to 0.619 and hence can be said that the questionnaire is reliable for the consistent results and can be used to test the hypothesis. (Hair et al., 2003)

Table 3.2 Reliability Statistics – Restaurant Questionnaire	
Cronbach's Alpha	N of Items
.619	41

3.7.4.2 Secondary Data

Secondary data is the data which has already been published in one form or other. The secondary data was collected through following sources –

- Journals – Articles, Research Papers
- Previously written thesis
- Books
- Reports – Government and private
- Websites

3.8 Pilot Study

The pilot study was conducted to test the validity and reliability of the questionnaires developed for both, the customers as well as restaurant representatives. For the purpose of pilot testing, the customers questionnaires were got filled from 50 customers fitting to the sample units and from 5 restaurant representatives fitting to the sample units. Both the tests were good enough and hence the same questionnaires were used to collect the data for this study. The pilot test also helped in studying the usage of social media depending on the age. Taking the findings about it, the researchers have circulated the questionnaires for customers in the proportion of the responses making sure no age group is missed and all the participants fill the questionnaire.

3.9 Hypothesis testing

The hypothesis has been tested using SPSS software. Descriptive statistics has been adopted along with inferential statistics to test the hypothesis of this study. All the incorrect entries were removed before testing the hypothesis. The careful examination of the filled questionnaires was done to make sure there are no missing values before utilizing the software to test the hypothesis. Following statistical tools have been used for testing the hypothesis –

Chi Square – This tool has been used to test hypothesis 1, 2 & 5. This test is usually used when population variance is not known by estimating confidence interval. (Kothari & Garg, 2019)

Z Test – Hypothesis 3 & 6 have been tested using Z-Test. This test is applied when the variances are known for bigger sample sizes. It tries to find out if two population means are different or not. (Kothari & Garg, 2019)

Mode test –It has been used to test Hypothesis 4, where just counting of the maximum occurring value needs to be considered to prove the hypothesis.

3.10 Limitations of the study

Following are the limitations of this study –

1. The researcher does not use all the digital media choices in this study. Only social media has been included in this study. The more focus has been given on Facebook by the researcher to carry this study out.
2. The study also does not focus on psychological factors that might influence the decision making. These factors can further be taken into consideration for future studies.
3. The researcher does not look into the financial aspect of any sort in this study. So no financial implications of using social media as a marketing tool have been tested.
4. The researcher carries out this research in the geographical boundaries of Pune City. Limited geographical area was selected by the researcher depending on the available and limited resources.

Chapter 4

Analysis and Interpretation of Data & Findings and Observations

This chapter aims at interpreting the data which has been collected by the researchers using structured questionnaires. SPSS 17.0 was the software used to process the data. Both the questionnaires that are questionnaire for customers and questionnaire for restaurant representatives were processed through this software for analysing the data and testing the hypothesis.

4.1 Analysis of Data collected from Customers

4.1.1 Customer Demographics

Demographic variables like age, gender, income, etc. has been included in the study as the researcher wants to establish the relation between these variables and the effect of social media marketing. The effect has been discussed in detail in next chapter.

4.1.1.1 Age

Table 4.1 - AGE OF THE RESPONDENTS					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 TO 30 YEARS	238	51.9	51.9	51.9
	31 TO 40 YEARS	121	26.4	26.4	78.2
	41 TO 50 YEARS	52	11.3	11.3	89.5
	51 TO 60 YEARS	31	6.8	6.8	96.3
	ABOVE 60 YEARS	17	3.7	3.7	100.0
	Total	459	100.0	100.0	
Mean = 1.84, Mode = 1, Standard Deviation = 1.101					

(Source : Primary data)

It can be seen from the above table that majority of the respondents (238 respondents; 51.9% of total sample size) were from the age group of 18-30 years. 26.4% of respondents (121) were from the age group of 31-40 years. It was seen that 11.3% respondents were from the age group of 41-50years (52 respondents) and 6.8% respondents (31) belonged to the age group of 51-60 years. There were only 3.7% (17) respondents who were aged above 60 years. The age was important to determine the level of usage of the social media.

4.1.1.2 Gender

Table 4.2 GENDER OF THE RESPONDENTS					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	MALE	335	73.0	73.0	73.0
	FEMALE	124	27.0	27.0	100.0
	Total	459	100.0	100.0	
Mean = 1.27, Mode = 1, Standard Deviation = 1.445					

(Source : Primary data)

Table 4.2 show the gender distribution of the participants for this study. It can be seen that majority of the participants that is 73% (335 participants) were male and 27% participants (124) were female.

4.1.1.3 Marital Status

Table 4.3 MARITAL STATUS OF THE RESPONDENTS					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SINGLE	238	51.9	51.9	51.9
	MARRIED	221	48.1	48.1	100.0
	Total	459	100.0	100.0	
Mean = 1.48, Mode = 1 , Standard Deviation = 0.500					

(Source : Primary data)

Table 4.3 and diagram 4.3 shades the light on the marital status of the respondents. It can be read that a 51.9% respondent that is 238 respondents were single and 221 respondents (48.1%) were married.

4.1.1.4 Number of family members

Table 4.4 NUMBER OF FAMILY MEMBERS					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	UPTO 2	11	2.4	2.4	2.4
	3 TO 4	113	24.6	24.6	27.0
	4 TO 5	139	30.3	30.3	57.3
	6 TO 8	143	31.2	31.2	88.5
	ABOVE 8	53	11.5	11.5	100.0
	Total	459	100.0	100.0	
Mean = 3.25, Mode = 4, Standard Deviation = 1.028					

(Source : Primary data)

Above table 4.4 shows the family structure of the respondents. It can be seen that respondents coming from family of 6-8 people is the highest at 31.2% (143 respondents), followed by respondents from family of 4-5 with 30.3% (139 respondents). 24.6% respondents (113) are from family of 3-4 people and 11.5% respondents (53) were from bigger families of more than 8 people. Only 11 respondents (2.4%) were from small families of 2 people. Though the family size does not affect the usage of the social media; there is an assumption that family size affects the consumer purchase decision when it comes to selecting SAFD restaurants that is why this question was included in the questionnaire.

4.1.1.5 Education

Table 4.5 EDUCATIONAL QUALIFICATION OF THE RESPONDENT					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	UNDERGRADUATE	109	23.7	23.7	23.7
	GRADUATE	165	35.9	35.9	59.7
	POST GRADUATE	138	30.1	30.1	89.8
	PROFESSIONALS	21	4.6	4.6	94.3
	DIPLOMA HOLDER	26	5.7	5.7	100.0
	Total	459	100.0	100.0	
Mean = 2.32, Mode = 2, Standard Deviation = 1.062					

(Source : Primary data)

Table 4.5 show the educational background of the respondents. It can be seen that highest numbers of the respondents (165 respondents/ 35.9%) were graduates and 138 respondents (30.1%) have completed their post graduations. 109 respondents (23.7%) were undergraduate students. 5.7% respondents (26) had completed diploma and 4.6% of the total sample size (21 respondents) were professionals.

4.1.1.6 Family income

Table 4.6 MONTHLY FAMILY INCOME					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	UPTO 20K	192	41.8	41.8	41.8
	20K TO 40K	94	20.5	20.5	62.3
	40K TO 60K	82	17.9	17.9	80.2
	60K TO 80K	33	7.2	7.2	87.4
	ABOVE 80K	58	12.6	12.6	100.0
	Total	459	100.0	100.0	
Mean = 2.28, Mode = 1, Standard Deviation = 1.395					

(Source : Primary data)

Monthly family income of the respondents is displayed in table 4.6. It can be seen that majority of the respondents (41.8%) were from the income group of up to 20 thousand a month. Most of the respondents in this category were undergraduate students. 94 respondents (20.5%) were from the income group of 20-40 thousand per month and 17.9% were from 40-60 thousand a month. 58 respondents (12.6%) had family income of more than 80 thousand a month only 7.2% (33 respondents) were from the income group of 60-80 thousand per month. Income often affects the decision of choosing SAFD restaurant and hence it was important for the researcher to find out the income of the respondents.

4.1.2 Social media platform preference (general use)

This section focuses on social media used by respondents for general use. The social media platforms included in this study have been derived from the popularity of those platforms in India as well as from the literature reviews in chapter 2.

4.1.2.1 Instagram

Table 4.7 WHICH OF THE SOCIAL MEDIA PLATFORM DO YOU USE FREQUENTLY - INSTAGRAM					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NEVER	57	12.4	12.4	12.4
	RARELY	58	12.6	12.6	25.1
	SOMETIMES	81	17.6	17.6	42.7
	OFTEN	65	14.2	14.2	56.9
	ALWAYS	198	43.1	43.1	100.0
	Total	459	100.0	100.0	
Mean = 3.63, Mode = 5, Standard Deviation = 1.449					

(Source : Primary data)

Table 4.7 shows the use of social media people use frequently in reference to Instagram which is a photocentric social media platform. It is important for the researcher to know which social platforms are used frequently by the users to relate the usage with the impact. It was found that 43.1% of the respondents (198) always use Instagram. 65 respondents (14.2%) use Instagram often and 81 respondents (17.6%) use it sometimes. People who have never used Instagram were 12.4% (57 respondents) and 12.8% respondents (58) use Instagram rarely.

4.1.2.2 Facebook

Table 4.8 WHICH OF THE SOCIAL MEDIA PLATFORM DO YOU USE FREQUENTLY - FACEBOOK					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NEVER	15	3.3	3.3	3.3
	RARELY	28	6.1	6.1	9.4
	SOMETIMES	70	15.3	15.3	24.6
	OFTEN	120	26.1	26.1	50.8
	ALWAYS	226	49.2	49.2	100.0
	Total	459	100.0	100.0	
Mean = 4.12, Mode= 5, Standard Deviation = 1.082					

(Source : Primary data)

The choice of Facebook as a social media platform by respondents can be found in table 4.8. It can be read that 226 respondents out of 459 which come to 49.2%, chose Facebook as most preferable social media platform as they always use it. 26.1% respondents use this platform often and 15.3% respondents use it sometimes. 15 respondents (3.3%) have never used Facebook whilst 28 respondents (6.1%) use it rarely. It was also confirmed by Rehman et Al. (2014) that facebook enjoys the top rank due to the ease of use.

4.1.2.3 YouTube

Table 4.9 WHICH OF THE SOCIAL MEDIA PLATFORM DO YOU USE FREQUENTLY - YOUTUBE					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NEVER	54	11.8	11.8	11.8
	RARELY	66	14.4	14.4	26.1
	SOMETIMES	115	25.1	25.1	51.2
	OFTEN	82	17.9	17.9	69.1
	ALWAYS	142	30.9	30.9	100.0
	Total	459	100.0	100.0	
Mean = 3.42, Mode = 5, Standard Deviation = 1.364					

(Source : Primary data)

It can be seen from table 4.9 that 30.9% of respondents (142) always use youtube as a social media platform. It is the only video-centric social media platform used by respondents and so has been incorporated in this study after conducting the pilot study for this study. 17.9% respondents use youtube often while 25.1% respondents (115) use it sometimes. 54 respondents (11.8%) have never used youtube while 14.1% respondents (66) use this platform rarely.

4.1.2.4 Twitter

Table 4.10 WHICH OF THE SOCIAL MEDIA PLATFORM DO YOU USE FREQUENTLY - TWITTER					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NEVER	172	37.5	37.5	37.5
	RARELY	140	30.5	30.5	68.0
	SOMETIMES	80	17.4	17.4	85.4
	OFTEN	38	8.3	8.3	93.7
	ALWAYS	29	6.3	6.3	100.0
	Total	459	100.0	100.0	
Mean = 2.15, Mode = 1, Standard Deviation = 1.195					

(Source : Primary data)

Table 4.10 displays how many people use Twitter as their preferred social media platform. It can be seen that only 6.3% respondents (29) use Twitter on regular basis. 8.3% respondents (38) often use this and only 80 respondents (17.4) use this platform sometimes. Compared to last two social media platforms, Twitter is not as used. 30.5% respondents (140) rarely use this platform on the other hand majority of respondents 37.5% (172 out of 459) have never used it. As per Diwanji (2020), limited characters in the post is the main reason for Twitter not being as famous as last two social media platforms.

4.1.2.5 Pinterest

Table 4.11 WHICH OF THE SOCIAL MEDIA PLATFORM DO YOU USE FREQUENTLY - PINTEREST					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NEVER	184	40.1	40.1	40.1
	RARELY	122	26.6	26.6	66.7
	SOMETIMES	83	18.1	18.1	84.7
	OFTEN	55	12.0	12.0	96.7
	ALWAYS	15	3.3	3.3	100.0
	Total	459	100.0	100.0	
Mean = 2.12, Mode = 1, Standard Deviation = 1.159					

(Source : Primary data)

It was be seen from table 4.111 and diagram 4.11 that Pinterest is the least used social media platforms. 40.1% respondents (184) have never ever used this social media platform. 122 respondents (26.6%) rarely use Pinterest and 18.1% respondents (83) use it sometimes. There were only 55 respondents who use Pinterest often which is 12% of total respondents only. Only 3.3% of respondents (15) opined that they always use Pinterest. Pinterest is another photocentric social media platform with the drawback of least amount of writing space with photo to be shared.

4.1.3 Reasons for using social media (general use)

This section tries to find out the reasons due to which people use social media. These reasons have been included by the researchers as these reasons will give deeper understanding of the motivations behind using social media. Some reasons were discussed through the chapter of literature review. The researcher wants to find whether those reasons are applicable for people residing in the city or not.

4.1.3.1 Ease of use

Table 4.12 WHY DO YOU USE THE MENTIONED SOCIAL MEDIA PLATFORM - EASE OF USE					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	344	74.9	74.9	74.9
	NO	115	25.1	25.1	100.0
	Total	459	100.0	100.0	
Mean = 1.25, Mode = 1, Standard Deviation = 0.434					

(Source : Primary data)

The first reason enlisted by researcher is the ease of use of social media. It can be seen in table 4.12 that 344 respondents out of 459 i.e. 74.9% people use their preferred social media platform because it is easy to use. Only 25.1% respondents (115) do not use it because of the difficulty level in using a particular platform.

4.1.3.2 Accessibility

Table 4.13 WHY DO YOU USE THE MENTIONED SOCIAL MEDIA PLATFORM - ACCESSIBILITY					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	349	76.0	76.0	76.0
	NO	110	24.0	24.0	100.0
	Total	459	100.0	100.0	
Mean = 1.24, Mode = 1, Standard Deviation = 0.427					

(Source : Primary data)

Accessibility is one of the most important reasons why people use social media platforms so frequently. Table 4.13 shades the light on accessibility as a reason to use social media platform. It was seen that 76% respondents use social media as it is easily accessible while for 24% people this is not the prime reason to use social media platforms.

4.1.3.3 Entertainment

Table 4.14 WHY DO YOU USE THE MENTIONED SOCIAL MEDIA PLATFORM - ENTERTAINMENT					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	350	76.3	76.3	76.3
	NO	109	23.7	23.7	100.0
	Total	459	100.0	100.0	
Mean = 1.24, Mode =1 Standard Deviation = 0.426					

(Source : Primary data)

It can be seen from table 4.14 that 76.3% (350 respondents) people use social media platforms as a source of entertainment and for 23.7% respondents (109) entertainment is not a major reason to use social media platform.

4.1.3.4 Guiding Source

Table 4.15 WHY DO YOU USE THE MENTIONED SOCIAL MEDIA PLATFORM - GUIDING SOURCE					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	344	74.9	74.9	74.9
	NO	115	25.1	25.1	100.0
	Total	459	100.0	100.0	
Mean = 1.25, Mode = 1, Standard Deviation = 0.434					

(Source : Primary data)

Table 4.15 shades light on how many people use social media as a guiding source. This includes gathering information and comparing or evaluating the information gathered. It can be seen that 74.9% respondents i.e. 344 respondents out of 459 use

social media to gather information as well as to evaluate it. 25.1% respondents i.e. 115 respondents denied doing so using any social media platform.

4.1.3.5 Network and relations

Table 4.16 WHY DO YOU USE THE MENTIONED SOCIAL MEDIA PLATFORM - NETWORK AND RELATIONS					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	284	61.9	61.9	61.9
	NO	175	38.1	38.1	100.0
	Total	459	100.0	100.0	
Mean = 1.38, Mode = 1, Standard Deviation = 0.486					

(Source : Primary data)

Networking and relation is not only related to connecting with other people on social media but it also includes brand engagement, customer engagement and association. It can be seen in table 4.16 that 61.9% respondents (284) said yes to using social media for networking and relations and 38.1% respondents (175) opined that they do not use social media platforms for these purposes.

4.1.4 Social media usage

Table 4.17 SINCE WHEN ARE YOU ON ANY SOCIAL MEDIA PLATFORM					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0 TO 2 YEARS	33	7.2	7.2	7.2
	2 TO 4 YEARS	84	18.3	18.3	25.5
	4 TO 6 YEARS	102	22.2	22.2	47.7
	6 TO 8 YEARS	70	15.3	15.3	63.0
	MORE THAN 8 YEARS	170	37.0	37.0	100.0
	Total	459	100.0	100.0	
Mean = 3.57, Mode = 5, Standard Deviation = 1.337					

(Source : Primary data)

Table 4.17 shows the time since when the respondents are using social media platform. It can be seen that 170 respondents (37%) have been using some or other social media platform for more than 8 years, 70 respondents (15.3%) have been using it since last 6 years. The respondents using social media since 4 years are 22.2% (70) and 18.3% respondents (84) have been using it since at least 2 years. There were only 33 respondents who can be termed as new to social media which calculates only to 7.2% of total sample size. It can be concluded that majority of the respondents have been using the social media for more than 4 years (74.5%).

4.1.5 Referring social media while choosing a restaurant

This section tries to find out which are the social media platforms from above mentioned platforms are referred by users while choosing a restaurant. It is necessary to check which platform is preferred by users to refer to while going to a restaurant so that it will be easier to evaluate the efficiency and effectiveness of different social media platforms.

4.1.5.1 Instagram

Table 4.18 Social Media Use preference while choosing a restaurant - Instagram					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NEVER	68	14.8	14.8	14.8
	RARELY	67	14.6	14.6	29.4
	SOMETIMES	99	21.6	21.6	51.0
	OFTEN	100	21.8	21.8	72.8
	ALWAYS	125	27.2	27.2	100.0
	Total	459	100.0	100.0	
Mean = 3.32, Mode = 5, Standard Deviation = 1.396					

(Source : Primary data)

It can be seen from table 4.18 that only 27.2% respondents (125) refer to Instagram while choosing a restaurant in reference to s SAFD restaurant. 100 respondents (21.8%) use it often while 21.6% respondents (99) use it sometimes. It can be seen that 14.6% use Instagram rarely while referring it while 14.8% people have never used it as a guiding source while going to a restaurant.

4.1.5.2 Facebook

Table 4.19 Social Media Use preference while choosing a restaurant - Facebook					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NEVER	72	15.7	15.7	15.7
	RARELY	62	13.5	13.5	29.2
	SOMETIMES	90	19.6	19.6	48.8
	OFTEN	62	13.5	13.5	62.3
	ALWAYS	173	37.7	37.7	100.0
	Total	459	100.0	100.0	
Mean = 3.44, Mode = 5, Standard Deviation = 1.489					

It can be read from table 4.19 that facebook is used always as a referring or guiding source by 37.7% respondents (173). 13.5% respondents (62) use it often and 19.6% respondents (90) use it sometimes while choosing a restaurant. 13.5% responded that they rarely use Facebook while deciding to go to a restaurant and 15.7% respondents (72) responded that they never use it while deciding the restaurant to avail the services of. Compared to other social media Facebook enjoys moderately large share of people using it as a reference source while making a decision to go to a restaurant referring to SAFD restaurant choice.

4.1.5.3 YouTube

Table 4.20 Social Media Use preference while choosing a restaurant - You Tube					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NEVER	63	13.7	13.7	13.7
	RARELY	42	9.2	9.2	22.9
	SOMETIMES	126	27.5	27.5	50.3
	OFTEN	90	19.6	19.6	69.9
	ALWAYS	138	30.1	30.1	100.0
	Total	459	100.0	100.0	
Mean = 3.43, Mode = 5, Standard Deviation = 1.363					

(Source : Primary data)

It can be seen that YouTube is not as preferred as last two platforms while referring it for choosing a restaurant. 30.1% respondents (138) refer YouTube always before making a decision, 19.6% respondents (90) use it often while 27.5% respondents (126) use it sometimes. It can also be seen that 13.7% respondents (63) never use this platform while choosing a restaurant to go and 42 respondents (9.2%) use it rarely. Being a video centric social media platform is the main drawback for the less usage of this platform while making a decision to go to a restaurant in reference with SAFD restaurants. This can be seen in the table above (table 4.20).

4.1.5.4 Twitter

Table 4.21 Social Media Use preference while choosing a restaurant - Twitter					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NEVER	184	40.1	40.1	40.1
	RARELY	129	28.1	28.1	68.2
	SOMETIMES	72	15.7	15.7	83.9
	OFTEN	49	10.7	10.7	94.6
	ALWAYS	25	5.4	5.4	100.0
	Total	459	100.0	100.0	
Mean = 2.13, Mode = 1, Standard Deviation = 1.208					

(Source : Primary data)

Table 4.21 shades light on usage of Twitter as a reference platform while deciding to go to a SAFD restaurant. It can be seen that twitter is never used by 40.1% respondents (184), 28.1% respondents (129) rarely use Twitter. It was found that only 15.7% respondents (72) use Twitter as reference source sometimes and only 10.7% people use it often. Only 25 respondents (5.4%) use Twitter to refer whilst going to a restaurant.

4.1.5.5 Pinterest

Table 4.22 Social Media Use preference while choosing a restaurant - Pinterest					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NEVER	200	43.6	43.6	43.6
	RARELY	113	24.6	24.6	68.2
	SOMETIMES	94	20.5	20.5	88.7
	OFTEN	28	6.1	6.1	94.8
	ALWAYS	24	5.2	5.2	100.0
	Total	459	100.0	100.0	
Mean = 2.05, Mode = 1, Standard Deviation = 1.164					

(Source : Primary data)

Table 4.22 shows how many people take help of Pinterest while choosing a SAFD restaurant. It shows that only 5.2% of respondents (24) have always used Pinterest for this purpose and 28 respondents (6.1%) have used it often. It can be read that 20.5% of respondents have used it sometimes and 24.6% of them have used it rarely. The respondents who have never referred Pinterest before choosing a SAFD restaurant is at the highest with 43.6% respondents or 200 respondents out of 459.

4.1.6 Frequency of dinning out

This considers the habit of the customers of dining out in a week. People go out for various reasons like for change in routine, celebration, special occasions, etc. This section tries to find whether the frequency of going out for a meal changes due to the use of social media marketing or not.

4.1.6.1 Before using social media

This factor was included because the researcher wants to find out whether the frequency of dining out at restaurant (in reference to SAFD) changes after using/ referring the social media platform or not.

Table 4.23 How often you go to Restaurant in a month?- Before using a social media					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0-2 times	263	57.3	57.3	57.3
	2-4 times	128	27.9	27.9	85.2
	4-6 times	38	8.3	8.3	93.5
	6-8 times	21	4.6	4.6	98.0
	More than 8 times	9	2.0	2.0	100.0
	Total	459	100.0	100.0	
Mean = 1.66, Mode = 1, Standard Deviation = 0.950					

(Source : Primary data)

Table 4.23 shows how frequently people used to go to a SAFD restaurant before using social media. It can be seen than majority of people that is 57.3% (263 respondents) used to go out up to 2 times a month and 27.9% respondents went between 2-4 times at SAFD before using social media. People going for 4-6 times a month were 8.3% (38 respondents) and only 21 respondents (4.6%) went out for 6-8 times. Only 9 respondents (2%) opined that they went to SAFD restaurant for more than 8 times a month before using social media platforms as a reference or guiding source.

4.1.6.2 After using social media

Table 4.24 How often you go to Restaurant in a month? - After using a social media					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0-2 times	148	32.2	32.2	32.2
	2-4 times	169	36.8	36.8	69.1
	4-6 times	88	19.2	19.2	88.2
	6-8 times	35	7.6	7.6	95.9
	More than 8 times	19	4.1	4.1	100.0
	Total	459	100.0	100.0	
Mean = 2.15, Mode = 2, Standard Deviation = 1.083					

(Source : Primary data)

It can be seen from table 4.24 that 32.2% of respondents (148) went to a SAFD restaurant after referring to a social media for up to 2 times while 169 respondents (36.8%) went for 2-4 times. People going out to SAFD restaurant after using social media were 88 (19.2%) and 7.6% of respondents (35) went for 6-8 times. People who went to SAFD restaurant for more than 8 times a month after using social media as a reference source were 19 (4.1%) only.

4.1.7 Referring to social media platform while choosing SAFD restaurant – Occasion Base

Referring to Chapter 1, going to SAFD restaurant is not a habitual decision. People go to such restaurants only for special occasions or events. The researcher wants to study out of these occasions which are the occasions for which people take help of social media more often than others.

4.1.7.1 Dinner with family

Table 4.25 Referring to social media while visiting /selection of a restaurant - Dinner with Family					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NEVER	22	4.8	4.8	4.8
	RARELY	31	6.8	6.8	11.5
	SOMETIMES	100	21.8	21.8	33.3
	OFTEN	115	25.1	25.1	58.4
	ALWAYS	191	41.6	41.6	100.0
	Total	459	100.0	100.0	
Mean = 3.92, Mode = 5, Standard Deviation = 1.154					

(Source : Primary data)

Table 4.25 shades the light on how people refer to social media when they go out with family for a meal. It can be seen that out of 459 respondents 191 respondents which comes to 41.6%, refer to social media always when they go out with family for a meal at SAFD restaurants. 25.1% respondents (115) often refer to these platforms while 21.8% respondents (100) take help of social media sometimes only. It can be seen that 31 respondents (6.8%) use the social media before going to a SAFD restaurant rarely and 22 respondents (4.8%) have never taken help of social media. It was seen that the family size also plays a vital role while taking a decision to go out to a SAFD restaurants as well.

4.1.7.2 Dinner with friends

Table 4.26 Referring to social media while visiting /selection of a restaurant - Dinner with Friends					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NEVER	18	3.9	3.9	3.9
	RARELY	22	4.8	4.8	8.7
	SOMETIMES	116	25.3	25.3	34.0
	OFTEN	143	31.2	31.2	65.1
	ALWAYS	160	34.9	34.9	100.0
	Total	459	100.0	100.0	
Mean = 3.88, Mode = 5, Standard Deviation = 1.065					

(Source : Primary data)

Table 4.26 reveals how many people check social media pages of SAFD restaurants while they go out with friends for dinner. It can be seen that 160 respondents out of 459 which makes to 34.9% respondents always check the social media before making this decision and 31.2% respondents do it often. The respondents who refer to social media before making the dinner plans were 25.3% only that is 116 respondents. Respondents who check social media rarely whilst going with friends for a meal at SAFD restaurant were 4.8% only and a 3.9% respondent, which is 18 respondents out of 459 never, checked the social media at all.

4.1.7.3 Special Gathering

Table 4.27 Referring to social media while visiting /selection of a restaurant - Social Gathering					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NEVER	41	8.9	8.9	8.9
	RARELY	70	15.3	15.3	24.2
	SOMETIMES	172	37.5	37.5	61.7
	OFTEN	129	28.1	28.1	89.8
	ALWAYS	47	10.2	10.2	100.0
	Total	459	100.0	100.0	
Mean = 3.15, Mode = 3, Standard Deviation = 1.086					

(Source : Primary data)

Table 4.27 discloses the responses about referring the social media platform before going out for a meal for social gathering. It can be seen that 10.2% of respondents (47) always refer to social media platform while going to a SAFD restaurant to attend a social gathering while 28.1% respondents referred it often. 37.5% respondents which come to 172 respondents refer to social media sometimes and 15.3% (70) refer it rarely and 8.9% respondents (41) have never referred the social media page of SAFD restaurant before visiting with the purpose of attending a social gathering.

4.1.7.4 Special Events

Table 4.28 Referring to social media while visiting / selection of a restaurant - Special Event					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NEVER	31	6.8	6.8	6.8
	RARELY	82	17.9	17.9	24.6
	SOMETIMES	131	28.5	28.5	53.2
	OFTEN	113	24.6	24.6	77.8
	ALWAYS	102	22.2	22.2	100.0
	Total	459	100.0	100.0	
Mean = 3.38, Mode = 3, Standard Deviation = 1.202					

(Source : Primary data)

Table 4.28 displays the habit of people referring to social media platforms while going to a SAFD restaurant while going for a special event. The special events include the personal events like birthdays, anniversaries, etc. It can be seen that out of 459 respondents 102 respondents (22.2%) always refer to social media while making a decision to go to a SAFD restaurant on special occasion and 24.6% respondents (113) often use it. 28.5% respondents (131) use the social media sometimes for this purpose while 17.9% respondents (82) rarely take help of a social media page of a SAFD restaurant. It can also be seen that 31 respondents (6.8%) never use social media at such instances.

4.1.7.5 Change in routine

Table 4.29 Referring to social media while visiting /selection of a restaurant - Change in Routine					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NEVER	44	9.6	9.6	9.6
	RARELY	73	15.9	15.9	25.5
	SOMETIMES	148	32.2	32.2	57.7
	OFTEN	97	21.1	21.1	78.9
	ALWAYS	97	21.1	21.1	100.0
	Total	459	100.0	100.0	
Mean = 3.28, Mode = 3, Standard Deviation = 1.234					

(Source : Primary data)

People often go to a SAFD restaurant to seek change in routine. The table 4.29 reveals the habit of people referring to social media platform while doing this. It shows that 21.1% respondents (97) always referred to social media when they seek change in routine and same number of respondents (21.1%) refers it often. There were 148 respondents (32.2%) who referred social media sometimes and out of 459 respondents 73 respondents (15.9%) used social media rarely. It can be seen that 9.6% respondents (44) never use social media page when they go to a SAFD restaurant for a change.

4.1.7.7 Business Dinner

Table 4.30 Referring to social media while visiting /selection of a restaurant - Business Dinner					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NEVER	99	21.6	21.6	21.6
	RARELY	96	20.9	20.9	42.5
	SOMETIMES	105	22.9	22.9	65.4
	OFTEN	90	19.6	19.6	85.0
	ALWAYS	69	15.0	15.0	100.0
	Total	459	100.0	100.0	
Mean = 2.86, Mode = 3, Standard Deviation = 1.361					

(Source : Primary data)

Table 4.30 focuses on how many people visit to social media page of a SAFD restaurant before going for a business dinner. It can be read that 15% respondents (69 people) always referred to a social media page of a SAFD restaurant while going for a business dinner and out of 459 respondents 90 respondents which come to 19.6% respondents, referred the social media page of the restaurant often. 105 respondents (22.9%) used it sometimes and 20.9% respondents (96) used it rarely. The number of respondents who never used a social media page of a SAFD restaurant while going for a business dinner was 99, contributing to 21.6% of sample size.

4.1.8 Criteria while going to a SAFD restaurant

This section was included in the questionnaire to find out the habits of the respondents related to making a choice of going to a SAFD restaurants. It was an attempt of the researcher to find whether people really use social media page of a restaurant before making a decision and whether this decision changes after visiting a social media page of a particular restaurant. It was also intended to check if these users leave the feedback on a social media page of a SAFD restaurant after visiting which then acts as a E-wom. This variable was included in the study as few researchers from other fields have said that E-wom plays a vital variable while making a purchase decision. So the researcher thought it was important to check whether it is an effective variable for SAFD restaurants as well.

4.1.8.1 Going to SAFD restaurant

Table 4.31 How often you go to Stand-Alone Fine-Dine restaurants (SAFD)?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NEVER	16	3.5	3.5	3.5
	RARELY	58	12.6	12.6	16.1
	SOMETIMES	150	32.7	32.7	48.8
	OFTEN	146	31.8	31.8	80.6
	ALWAYS	89	19.4	19.4	100.0
	Total	459	100.0	100.0	
Mean = 3.51, Mode = 3, Standard Deviation = 1.050					

(Source : Primary data)

Table 4.31 displays the habit of people going to a SAFD restaurant. It can be seen that most of the people that is 83.9% people in total fall under the positive of the spectrum. Only 3.5% respondents said they do not go to a SAFD restaurant very often. 12.6% respondents (58) rarely go to SAFDR and 32.7% of respondents (150 respondents) go to a SAFD restaurant sometimes. It can be seen that out of 459 respondents 146 respondents go frequently to a SAFD restaurant which counts to 31.8% and 19.4% respondents (89) always go to a SAFD restaurants.

4.1.8.2 Referring to a social media page while going to a SAFD restaurant

Table 4.32 Refer to social media platform/page of SAFD					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NEVER	23	5.0	5.0	5.0
	RARELY	73	15.9	15.9	20.9
	SOMETIMES	128	27.9	27.9	48.8
	OFTEN	144	31.4	31.4	80.2
	ALWAYS	91	19.8	19.8	100.0
	Total	459	100.0	100.0	
Mean = 3.45, Mode = 4, Standard Deviation = 1.125					

(Source : Primary data)

Table 4.32 shades light on whether people refer to a social media page of SAFD restaurant before going. It can be seen that 19.8% of respondents (91) always go to a social media page of a SAFD restaurant before visiting and 31.4% respondents (144) often see the page. Out of 459, 128 respondents (27.9%) said that they visit a social media page of a SAFD restaurant before making a decision. 15.9% of respondents responded that they rarely refer to it and 5% respondents opined they do not refer to a social media page of a SAFD restaurant at all.

4.1.8.3 Social Media page as a decision making option

Table 4.33 Page of SAFD on social media is a good Option for decision making					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NEVER	7	1.5	1.5	1.5
	RARELY	34	7.4	7.4	8.9
	SOMETIMES	135	29.4	29.4	38.3
	OFTEN	134	29.2	29.2	67.5
	ALWAYS	149	32.5	32.5	100.0
	Total	459	100.0	100.0	
Mean = 3.84, Mode = 5, Standard Deviation = 1.014					

(Source : Primary data)

Table 4.33 depicts the responses of respondents about their view of social media page being an option while making a decision to go out to a SAFD restaurant. It can be seen that 32.5% that is 149 respondents always think that it is a good option and 29.2% respondents said it's often a good option. Another 29.4% respondents (135) think they use it as an option sometimes and 7.4% have responded that they rarely see it as an option while making a choice. Out of 459 respondents only 7 respondents (1.5%) think it is not at all a good option while deciding to go to a SAFD restaurant.

4.1.8.4 Change in decision after referring to social media page

Table 4.34 Change in decision due to social media (SM)					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NEVER	36	7.8	7.8	7.8
	RARELY	65	14.2	14.2	22.0
	SOMETIMES	132	28.8	28.8	50.8
	OFTEN	137	29.8	29.8	80.6
	ALWAYS	89	19.4	19.4	100.0
	Total	459	100.0	100.0	
Mean = 3.39, Mode = 4, Standard Deviation = 1.176					

(Source : Primary data)

Table 4.34 shades light on the decision changes happening after people refer to a social media page of a restaurant. It can be seen that for most of the respondents (137 respondents / 29.8%) this change happens very often and 89 respondents said that they always change the decision after visiting a social media page of a SAFD restaurant. For 28.8% respondents (132) this happens sometimes and for 14.2% respondents (65) it happens rarely. Only 7.8% respondents responded that they never change a decision after referring to a social media page.

4.1.8.5 Writing a review or feedback on social media

Table 4.35 Use of page to write reviews					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NEVER	56	12.2	12.2	12.2
	RARELY	80	17.4	17.4	29.6
	SOMETIMES	102	22.2	22.2	51.9
	OFTEN	95	20.7	20.7	72.5
	ALWAYS	126	27.5	27.5	100.0
	Total	459	100.0	100.0	
Mean = 3.34, Mode = 5, Standard Deviation = 1.363					

(Source : Primary data)

E-wom plays an important source in spreading a word about a restaurant. It can be said that writing a review or feedback about a restaurant works as E-wom for a SAFD restaurant which has a better results (Yazdanifard & Lee, 2014). It can be seen that 27.5% of people (126) always write a review of feedback on a social media page of a SAFD restaurant and 20.7% respondents (95) write it often. 22.2% respondents (102) responded that they write the feedback or review some times while 17.4% respondents write it rarely. It can be seen that out of 459 respondents (12.2%) never write a review or feedback on a social media page of a SAFD restaurant.

4.1.9 Components on social media page of a SAFD restaurant referred

This section considers different components that are commonly found on a social media page of a SAFD restaurant. The researcher wants to find out which of these components are referred by the users and which of those components contribute to making a decision or changing a decision.

4.1.9.1 Components on social media page of a SAFD restaurant

4.1.9.1.1 Customer Reviews

Table 4.36 Aspects observed on page of SAFD :Customer reviews					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NEVER	8	1.7	1.7	1.7
	RARELY	10	2.2	2.2	3.9
	SOMETIMES	73	15.9	15.9	19.8
	OFTEN	118	25.7	25.7	45.5
	ALWAYS	250	54.5	54.5	100.0
	Total	459	100.0	100.0	
Mean = 4.29, Mode = 5, Standard Deviation = 0.930					

(Source : Primary data)

Table 4.36 talks about customer reviews on a social media page of a SAFD restaurant as a component. These are the organic reviews written directly by customers. It can be seen that 54.5% respondents (250) always refer to the reviews on social media page by other customers. While 25.7% refer to these reviews often. It can also be seen that out of 459 respondents (15.9%) refer to the customer reviews sometimes and 2.2% respondents (10) refer it rarely. 1.7% respondents (8) responded that they never check these reviews on social media page of a SAFD restaurants but stick to other components on a page.

4.1.9.1.2 Food Bloggers reviews

Table 4.37 Aspects observed on page of SAFD: Food-blogger reviews					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NEVER	20	4.4	4.4	4.4
	RARELY	37	8.1	8.1	12.4
	SOMETIMES	120	26.1	26.1	38.6
	OFTEN	154	33.6	33.6	72.1
	ALWAYS	128	27.9	27.9	100.0
	Total	459	100.0	100.0	
Mean = 3.73, Mode = 4, Standard Deviation = 1.087					

(Source : Primary data)

Table 4.37 shades light on whether the food-blogger reviews on social media page of a SAFD restaurant are referred by customers. It can be seen that out of 459 respondents 128 respondents (27.9%) always read the food-bloggers reviews displayed on social media page of a SAFD restaurant. 33.6% respondents (154) read these reviews often and 120 respondents (26.1%) refer to it sometimes. On one hand 8.1% respondents (37) refer to these reviews rarely and only 4.4% respondents (20) responded that they never read these reviews. Some of these reviews are by the bloggers who have more followers and hence some respondents think that these reviews might be more professional and trusted than customer reviews.

4.1.9.1.3 Photos

Table 4.38 Aspects observed on page of SAFD : Photos					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NEVER	11	2.4	2.4	2.4
	RARELY	21	4.6	4.6	7.0
	SOMETIMES	101	22.0	22.0	29.0
	OFTEN	122	26.6	26.6	55.6
	ALWAYS	204	44.4	44.4	100.0
	Total	459	100.0	100.0	
Mean = 4.06, Mode = 5, Standard Deviation = 1.030					

(Source : Primary data)

A photo on a social media page is the most commonly found component. The photos are said to be the most efficient way to run a campaign on social media page (Khare & Alkonda, 2021). It can be seen from table 4.38 that most of the people (44.4%) always refer to photos uploaded on a social media page of a restaurant while those who see it often are 26.6% that is 122 people. Out of 459 respondents, 101 respondents (22%) responded that they refer to the photos on social media sometimes and 4.6% respondents (21) refer photos rarely. Only 11 respondents (2.4%) said that they do not see the photos on social media page of a SAFD restaurant.

4.1.9.1.4 Offers

Table 4.39 Aspects observed on page of SAFD: Offers					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NEVER	10	2.2	2.2	2.2
	RARELY	46	10.0	10.0	12.2
	SOMETIMES	109	23.7	23.7	35.9
	OFTEN	113	24.6	24.6	60.6
	ALWAYS	181	39.4	39.4	100.0
	Total	459	100.0	100.0	
Mean = 3.82, Mode = 5, Standard Deviation = 1.104					

(Source : Primary data)

Table 4.39 focuses on people referring to offers on social media page of a SAFD restaurant. It can be seen that out of 459 respondents 181 respondents (39.4%) refer to offers always and 24.6% people (113) refer it often. There were 23.7% respondents who responded that they sometimes refer to offers by SAFD restaurant on their respective social media pages and 10% respondents (46) responded that they follow the offers rarely. 2.2% respondents (10) said that they never to the offers by the SAFD restaurants on social media page.

4.1.9.1.5 Menu

Table 4.40 Aspects observed on page of SAFD : Menu					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NEVER	16	3.5	3.5	3.5
	RARELY	9	2.0	2.0	5.4
	SOMETIMES	74	16.1	16.1	21.6
	OFTEN	105	22.9	22.9	44.4
	ALWAYS	255	55.6	55.6	100.0
	Total	459	100.0	100.0	
Mean = 4.25, Mode = 5, Standard Deviation = 1.024					

(Source : Primary data)

Table 4.40 talks about ‘menu’ as a component on a social media page of a SAFD restaurant. It can be seen that out of 459 respondents 255 respondents (55.6%) responded that they always see the menu of a restaurant on social media page while 105 respondents (22.9%) responded that they see it often. It can be seen that 74 respondents (16.1%) said that they refer to the menu displayed on social media page sometimes while 9 respondents (2%) refer it rarely. 16 people responded that they never check the menu on social media page of a SAFD restaurant.

4.1.9.1.6 Facilities

Table 4.41 Aspects observed on page of SAFD: Facilities					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NEVER	10	2.2	2.2	2.2
	RARELY	27	5.9	5.9	8.1
	SOMETIMES	76	16.6	16.6	24.6
	OFTEN	131	28.5	28.5	53.2
	ALWAYS	215	46.8	46.8	100.0
	Total	459	100.0	100.0	
Mean = 4.12, Mode = 5, Standard Deviation = 1.026					

(Source : Primary data)

Table 4.41 displays how many people check the facilities available at the SAFD restaurant by going through a social media page. It can be read that 46.8% people (215) check what facilities are available at the SAFD restaurant and 28.5% respondents (131) check it often. 16.6% respondents (76) go to a social media page of a SAFD restaurant sometimes to check what facilities the restaurant provides and 5.9% respondents do it rarely. 10 respondents (2.2%) responded that they never check the social media page to find out about the facilities.

4.1.9.1.7 Timings

Table 4.42 Aspects observed on page of SAFD: Timings					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NEVER	5	1.1	1.1	1.1
	RARELY	32	7.0	7.0	8.1
	SOMETIMES	99	21.6	21.6	29.6
	OFTEN	115	25.1	25.1	54.7
	ALWAYS	208	45.3	45.3	100.0
	Total	459	100.0	100.0	
Mean = 4.07, Mode = 5, Standard Deviation = 1.022					

(Source : Primary data)

Time is one of the major components on a social media page that every restaurant includes. It can be seen from table 4.42 that out of 459 people 208 people (45.3%) responded that they always check the serving hours of the restaurants always before going to a SAFD restaurant and 25.1% check it often. It can be seen that 99 respondents (21.6%) people check it sometimes and only 7% people check it rarely. 1.1% respondents (5) responded that they never check the timings of the restaurant by visiting a social media page of a SAFD restaurant.

4.1.9.1.8 Online table booking & food ordering

Table 4.43 Aspects observed on page of SAFD: Online table booking/ food orders					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NEVER	21	4.6	4.6	4.6
	RARELY	43	9.4	9.4	13.9
	SOMETIMES	97	21.1	21.1	35.1
	OFTEN	154	33.6	33.6	68.6
	ALWAYS	144	31.4	31.4	100.0
	Total	459	100.0	100.0	
Mean = 3.78, Mode = 4, Standard Deviation = 1.125					

(Source : Primary data)

Table 4.43 shades light on the number of people refer to a SAFD restaurant's social media page to book a table and order food. It can be seen that 31.4% people (144 respondents) always use social media page to either book a table or order food and 33.6% respondents (154) use it often. On one hand 97 respondents (21.1%) use the social media platform sometimes and 9.4% people (43) use it rarely. It can be seen that out 459 respondents 21 respondents (4.6%) have never used the social media page of a restaurant for these purposes.

4.1.9.1.9 Other information

Table 4.44 Aspects observed on page of SAFD : Other Information					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NEVER	38	8.3	8.3	8.3
	RARELY	43	9.4	9.4	17.6
	SOMETIMES	133	29.0	29.0	46.6
	OFTEN	129	28.1	28.1	74.7
	ALWAYS	116	25.3	25.3	100.0
	Total	459	100.0	100.0	
Mean = 3.53, Mode = 3, Standard Deviation = 1.201					

(Source : Primary data)

Other information includes the information like the presence of the restaurants on other platforms, star ratings, etc. Table 4.44 shows the preference of the respondents about this component. It can be seen that only 25.3% respondents (116) always check this type of information and 28.1% respondents (129) refer it often. It can also be seen that out of 459 respondents 133 respondents (29%) check this information on social media page of a SAFD restaurant sometimes and 43 respondents (9.4%) rarely opt for this information. 8.3% respondents (38) never go to a social media platform to gather this information.

4.1.9.2 Components on social media page – effect on decision making

4.1.9.2.1 Customer Reviews

Table 4.45 Common Reason For changing Decision : Customer reviews					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NEVER	4	.9	.9	.9
	RARELY	10	2.2	2.2	3.1
	SOMETIMES	107	23.3	23.3	26.4
	OFTEN	93	20.3	20.3	46.6
	ALWAYS	245	53.4	53.4	100.0
	Total	459	100.0	100.0	
Mean = 4.23, Mode = 5, Standard Deviation = 0.939					

(Source : Primary data)

Reviews by customers on social media page of a SAFD restaurant are referred as an organic source and 53.4% respondents (245) always change their decisions to go to these restaurants and 20.3% respondents (93) often change their decision due to these reviews. 23.3% of respondents (107) change the decision sometimes and 2.2% respondents change the decision rarely after reading these customer reviews. 4 respondents (0.9%) never change their decisions to go to SAFD restaurant after reading these reviews. This all can be seen in table 4.45.

4.1.9.2.2 Food Bloggers Reviews

Table 4.46 Common Reason For changing Decision : Food-blogger reviews					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NEVER	20	4.4	4.4	4.4
	RARELY	43	9.4	9.4	13.7
	SOMETIMES	124	27.0	27.0	40.7
	OFTEN	137	29.8	29.8	70.6
	ALWAYS	135	29.4	29.4	100.0
	Total	459	100.0	100.0	
Mean = 3.71, Mode = 4, Standard Deviation = 1.117					

(Source : Primary data)

Table 4.46 displays how many people change their decision to go to a SAFD restaurant after referring to food bloggers reviews posted on a social media page of a SAFD restaurant. It can be seen that 29.8% people (137) often change their decisions after reading these food-bloggers' reviews and 29.4% people (135) always change their decision after reading food-bloggers reviews. These food bloggers reviews work as E-womfor a restaurant when posted on their social media page. 124 respondents (27%) responded that they change their decisions sometimes when they read these reviews and 43 respondents (9.4%) responded that they rarely change the decision. It can also be read that 4.4% (20 respondents) never changed their decision after reading these reviews.

4.1.9.2.3 Photos

Table 4.47 Common Reason For changing Decision : Photos					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NEVER	18	3.9	3.9	3.9
	RARELY	22	4.8	4.8	8.7
	SOMETIMES	123	26.8	26.8	35.5
	OFTEN	153	33.3	33.3	68.8
	ALWAYS	143	31.2	31.2	100.0
	Total	459	100.0	100.0	
Mean = 3.83, Mode = 4, Standard Deviation = 1.048					

(Source : Primary data)

Table 4.47 shows how many people change their decision after viewing the photos uploaded on a social media page of a SAFD restaurant. 31.2% respondents (143) said that they always change their decision after seeing the photo and 33.3% respondents often change this decision. Out of 459 respondents 123 respondents change their decision sometimes and there were 22 respondents (4.8%) who have changed their decision rarely. 18 respondents (3.9%) said that they never change their decision after viewing the photos on social media page of a SAFD restaurant.

4.1.9.2.4 Offers

Table 4.48 Common Reason For changing Decision :Offers					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NEVER	21	4.6	4.6	4.6
	RARELY	49	10.7	10.7	15.3
	SOMETIMES	112	24.4	24.4	39.7
	OFTEN	121	26.4	26.4	66.0
	ALWAYS	156	34.0	34.0	100.0
	Total	459	100.0	100.0	
Mean = 3.75, Mode = 5, Standard Deviation = 1.166					

(Source : Primary data)

The next component discussed is ‘offers’ which can be seen in table 4.48. It can be understood that 34% of respondents (156) always change the decision when they see any offer on a social media page of a SAFD restaurant and 26.4% of respondents (121) said they often change the decision after seeing these offers. 24.4% of respondents (112) responded that they change their decision sometimes and 49 respondents (10.7%) said they change decision rarely after reading the offers posted on a social media page of a SAFD restaurant. Out of 459 respondents 21 respondents responded that they never change the decision even after referring to these offers.

4.1.9.2.5 Menu

Table 4.49 Common Reason For changing Decision : Menu					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NEVER	19	4.1	4.1	4.1
	RARELY	25	5.4	5.4	9.6
	SOMETIMES	61	13.3	13.3	22.9
	OFTEN	139	30.3	30.3	53.2
	ALWAYS	215	46.8	46.8	100.0
	Total	459	100.0	100.0	
Mean = 4.10, Mode = 5, Standard Deviation = 1.088					

(Source : Primary data)

Table 4.49 shades light on how ‘menu’ as a component of social media page of a SAFD restaurant affects the decision making. 46.8% of respondents (215) always change their decision after checking the menu on social media page and 30.3% of respondents (139) often change the decision after reading the menu displayed on social media page of a SAFD restaurant. Out of 459 respondents 61 respondents change their decision sometimes while 25 respondents (5.4%) responded that they rarely change the decision due to this component. 4.1% of respondents (19) never change their decision even after reading the menu displayed on social media page of a SAFD restaurant.

4.1.9.2.6 Facilities

Table 4.50 Common Reason For changing Decision : Facilities					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NEVER	14	3.1	3.1	3.1
	RARELY	35	7.6	7.6	10.7
	SOMETIMES	107	23.3	23.3	34.0
	OFTEN	137	29.8	29.8	63.8
	ALWAYS	166	36.2	36.2	100.0
	Total	459	100.0	100.0	
Mean = 3.88, Mode = 5, Standard Deviation = 1.079					

(Source : Primary data)

Table 4.50 is about the decision changes made after checking the facilities enlisted on a social media page of a SAFD restaurant. It can be seen that 36.2% people (166) always change their decision to go to a particular SAFD restaurant depending on this component while 29.8% people (137) change this decision often. Out of 459 respondents 107 respondents (23.3%) responded that they change this decision sometimes and 7.6% respondents (35) changed their decision rarely. People changing their decision due to these facilities enlisted on social media page were 3.1% that it 14 respondents out of 459.

4.1.9.2.7 Timings

Table 4.51 Common Reason For changing Decision : Timings					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NEVER	13	2.8	2.8	2.8
	RARELY	45	9.8	9.8	12.6
	SOMETIMES	107	23.3	23.3	35.9
	OFTEN	136	29.6	29.6	65.6
	ALWAYS	158	34.4	34.4	100.0
	Total	459	100.0	100.0	
Mean = 3.83, Mode = 5, Standard Deviation = 1.095					

(Source : Primary data)

The table 4.51 talks about ‘timing’ as a component on social media page of a SAFD restaurant and it’s effect on decision making. It can be seen that out of 459 respondents 158 respondents (34.4%) always change their decision depending on this component while 136 respondents (29.6%) change the decision to go to SAFD restaurant often after checking the timings. 23.3% respondents (107) said that they change this decision of going to the restaurant sometimes and 9.8% respondents (45) change this decision rarely. There 13 respondents (2.8%) who never change their decision because of this component.

4.1.9.2.8 Online table booking/ food order

Table 4.52 Common Reason For changing Decision : Online table booking/ food orders					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NEVER	26	5.7	5.7	5.7
	RARELY	57	12.4	12.4	18.1
	SOMETIMES	113	24.6	24.6	42.7
	OFTEN	147	32.0	32.0	74.7
	ALWAYS	116	25.3	25.3	100.0
	Total	459	100.0	100.0	
Mean = 3.59, Mode = 4, Standard Deviation = 1.157					

(Source : Primary data)

The effect of online table booking or food ordering through social media page of SAFD restaurant on decision making can be seen from table 4.52. 25.3% of respondents (116) said that they always change their decision depending on this factor while 147 respondents (147) said they change the decision often when it comes to online table booking or food ordering through social media page. Out of 459 respondents 113 respondents (24.6%) responded that they change the decision sometimes and 57 responded that they change the decision rarely considering this component. 5.7% of respondents (26) responded that they never change the decision depending on this component.

4.1.9.2.9 Other information

Table 4.53 Common Reason For changing Decision : Other information					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NEVER	41	8.9	8.9	8.9
	RARELY	59	12.9	12.9	21.8
	SOMETIMES	136	29.6	29.6	51.4
	OFTEN	114	24.8	24.8	76.3
	ALWAYS	109	23.7	23.7	100.0
	Total	459	100.0	100.0	
Mean = 3.42, Mode = 3, Standard Deviation = 1.231					

(Source : Primary data)

Table 4.53 considers ‘other information’ as a component on social media page of a SAFD restaurant. It can be seen that 41 respondents contributing to 8.9%, responded that they never change the decision depending on this component and only 59 respondents (12.9%) responded that they change the decision rarely depending on this component. There were 29.6% respondents (136) who change their decision sometimes depending on this factor while 114 respondents (24.8%) change the decision often. 23.7% respondents (109) replied that they always change their decision to go to a SAFD restaurant in Pune city after referring other information about the restaurant posted on a social media page of a SAFD restaurant.

4.1.10 Other media choices

This section looks at other media options customers refer to while gathering and evaluation of information. These options have been considered to make it easier to compare different media choices available for advertisement. These media choices are the traditional media like print media, broadcast media, etc.

4.1.10.1 Print media

Table 4.54 Print Media					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NEVER	26	5.7	5.7	5.7
	RARELY	58	12.6	12.6	18.3
	SOMETIMES	148	32.2	32.2	50.5
	OFTEN	114	24.8	24.8	75.4
	ALWAYS	113	24.6	24.6	100.0
	Total	459	100.0	100.0	
Mean = 3.50, Mode = 3, Standard Deviation = 1.157					

(Source : Primary data)

Table 4.54 shades light on ‘print media’. It can be seen that highest number of respondents that is 148 (32.2% of total sample), sometimes refer to print media while 24.8% respondents often prefer to refer print media which includes newspapers, magazines, etc. 24.6% of respondents (113) always refer to print media while it can be seen that 58 respondents (12.6%) rarely refer to these advertising channels. Only 5.7% respondents replied that they never prefer print media compared to social media marketing.

4.1.10.2 Broadcast media

Table 4.55 Broadcast Media					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NEVER	22	4.8	4.8	4.8
	RARELY	76	16.6	16.6	21.4
	SOMETIMES	119	25.9	25.9	47.3
	OFTEN	128	27.9	27.9	75.2
	ALWAYS	114	24.8	24.8	100.0
	Total	459	100.0	100.0	
Mean = 3.51, Mode = 4, Standard Deviation = 1.170					

(Source : Primary data)

Broadcast media includes the advertisement efforts through television, radio, etc. Table 4.55 displays how many people prefer this media choice. It can be seen that only 24.8% respondents (114) prefer this choice always and 27.9% respondents responded that they often prefer to refer to this type of advertisement option. Out of 459 respondents, 119 respondents (25.9%) replied that that prefer broadcast media to social media sometimes while 76 respondents (16.6%) prefer it rarely. It can also be seen that 22 respondents (4.8%) do not prefer broadcast media at all.

4.1.10.3 Display media

Table 4.56 Display Media					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NEVER	16	3.5	3.5	3.5
	RARELY	58	12.6	12.6	16.1
	SOMETIMES	159	34.6	34.6	50.8
	OFTEN	114	24.8	24.8	75.6
	ALWAYS	112	24.4	24.4	100.0
	Total	459	100.0	100.0	
Mean = 3.54, Mode = 3, Standard Deviation = 1.096					

(Source : Primary data)

Table 4.56 talks about display media as a media option. It can be read that 24.4% of respondents (112) always prefer this media over social media when it comes to SAFD restaurants and 24.8% of respondents (114) replied that often rely on this media choice. Out of 459 respondents, 159 replied that they prefer this media sometimes which comes to 34.6% while people using it rarely were 12.6% (58 respondents). It can be seen that 16 respondents (3.5%) said that they never prefer display media which includes signboards, hoardings, etc.

4.1.10.4 Electronic Media

Table 4.57 Electronic Media					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NEVER	27	5.9	5.9	5.9
	RARELY	77	16.8	16.8	22.7
	SOMETIMES	126	27.5	27.5	50.1
	OFTEN	115	25.1	25.1	75.2
	ALWAYS	114	24.8	24.8	100.0
	Total	459	100.0	100.0	
Mean = 3.46, Mode = 3, Standard Deviation = 1.199					

(Source : Primary data)

Electronic media includes SMS, MMS, Audio recordings, telecommunication, etc. It can be seen from table 4.57 that 24.8% respondents (114) always prefer electronic media while 115 respondents (25.1%) prefer it often. One on side 27.5% respondents prefer this type of media sometimes, people using it rarely are 16.8% which comes to 77 respondents out of 459. It can be read that out of 459 respondents, 27 respondents (5.9%) never prefer to make decision based on advertisements on these media.

4.1.10.5 Special Event

Table 4.58 Special Events					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NEVER	25	5.4	5.4	5.4
	RARELY	19	4.1	4.1	9.6
	SOMETIMES	138	30.1	30.1	39.7
	OFTEN	142	30.9	30.9	70.6
	ALWAYS	135	29.4	29.4	100.0
	Total	459	100.0	100.0	
Mean = 3.75, Mode = 4, Standard Deviation = 1.091					

(Source : Primary data)

A lot of time SAFD restaurant participate in special events in the city like food festivals, music festivals, etc. as an effort to advertise the restaurant. Table 4.58 shows whether people think that's a better way to publicise or not. It can be seen that only 29.4% of respondents responded that it's always better way of advertising and 30.9% have a positive inclination towards it. 30.1% respondents (138) think it works sometimes and out of 459 respondents, 19 respondents have selected 'rarely' for special events. 5.4% respondents (25) responded that they will never prefer to make the decision depending on the restaurant's participation in these events.

4.1.10.5 Word of Mouth

Table 4.59 Word of Mouth					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NEVER	11	2.4	2.4	2.4
	RARELY	15	3.3	3.3	5.7
	SOMETIMES	72	15.7	15.7	21.4
	OFTEN	124	27.0	27.0	48.4
	ALWAYS	237	51.6	51.6	100.0
	Total	459	100.0	100.0	
Mean = 4.22, Mode = 5, Standard Deviation = 0.986					

(Source : Primary data)

Table 4.59 displays the choice of people to consider information received through ‘Word Of Mouth’ while selecting a SAFD restaurant. It can be seen that 51.6% of respondents (237) think it’s always a good option while 124 people (27% respondents) think it is often a better option to consider information received through word of mouth. 15.7% respondents (72) consider this option sometimes and 3.3% respondents (15) consider ‘word of mouth’ rarely while making a decision. Out 459 respondents only 11 people responded that they never consider this as a better option. The ‘word of mouth’ concept also included E-WoM which can be seen in the case of better social media marketing output and hence this factor has also been considered for the study.

4.1.10.6 Review Websites

Table 4.60 Review of Websites					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NEVER	19	4.1	4.1	4.1
	RARELY	21	4.6	4.6	8.7
	SOMETIMES	111	24.2	24.2	32.9
	OFTEN	123	26.8	26.8	59.7
	ALWAYS	185	40.3	40.3	100.0
	Total	459	100.0	100.0	
Mean = 3.95, Mode = 5, Standard Deviation = 1.095					

(Source : Primary data)

All the restaurants in SAFD sector have their presence on the review websites like Zomato, Swiggy, etc. There the researcher wants to consider these websites as they are used as a way to advertise the restaurant to attract customers. Table 4.60 shows that 40.3% of respondents (185) always take decision after referring to these websites as well as social media pages and 123 respondents (26.8%) refer it often. It can be seen that out of 459 respondents 111 respondents (111) refer these websites sometimes and 4.6% respondents use it rarely. 4.1% respondents said that they never use these websites in conjunction with the social media pages of SAFD restaurants.

4.2 Analysis of Data collected from Restaurants

4.2.1 Restaurant demographics

This section includes the demographical variables about the restaurants. These variables have been considered by the researchers to find out whether these have an effect on the social media marketing strategy of a SAFD restaurant in Pune.

4.2.1.1 Year of establishment

Table 4.61 YEAR OF ESTABLISHMENT OF RESTAURANT					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2000 & Before 2000	5	7.5	7.5	7.5
	2001-2005	5	7.5	7.5	14.9
	2006-2010	6	9.0	9.0	23.9
	2011-2015	16	23.9	23.9	47.8
	2016 & Above	35	52.2	52.2	100.0
	Total	67	100.0	100.0	
Mean = 4.06, Mode = 5, Standard Deviation = 1.266					

(Source : Primary data)

Table 4.61 displays the time since when the restaurant has been operational. It can be seen from the table that 7.5% of the restaurants (5 restaurants) were in existence even before year 2000 and same numbers of restaurants were established between year 2001 and 2005. There were 6 restaurants (9%) which were opened between year 2006 to 2010. Out of 67 restaurants 16 restaurants were established between year 2011 to 2015 which comes to 23.9% of the total sample size and 35 restaurants were opened after 2016 which comes to 52.2%.

4.2.1.2 Size of restaurant

Table 4.62 SIZE OF THE RESTAURANT					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	30 - 45 COVERS	2	3.0	3.0	3.0
	45 - 60 COVERS	13	19.4	19.4	22.4
	MORE THAN 60 COVERS	52	77.6	77.6	100.0
	Total	67	100.0	100.0	
Mean = 4.75, Mode = 5, Standard Deviation = 0.503					

(Source : Primary data)

Size of restaurant means number of people served at the restaurant at a same time. It can be seen from table 4.62 that out of 67 restaurants 52 restaurants (77.6%) can accommodate more than 60 people at a time while 19.4% restaurants (13) can accommodate between 45 to 60 covers/ customers. There were only 2 SAFD restaurants in Pune city which have capacity of 30-45 customers which comes to 3% while there were no restaurants which were smaller than 30 customer capacity.

4.2.1.3 Dedicated Website

Table 4.63 DEDICATED WEBSITE					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	30	44.8	44.8	44.8
	NO	37	55.2	55.2	100.0
	Total	67	100.0	100.0	
Mean = 1.55, Mode = 2, Standard Deviation = 0.501					

(Source : Primary data)

Website is one of the ways to make the restaurant visible. It was observed that only 44.8% of the restaurants that is 30 restaurants do have dedicated website which is used for marketing purposes and 55.2% of restaurants (37) do not have their own dedicated website.

4.2.1.4 Social Media Question in Feedback

Table 4.64 SOCIAL MEDIA QUESTION IN FEEDBACK					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	63	94.0	94.0	94.0
	NO	4	6.0	6.0	100.0
	Total	67	100.0	100.0	
Mean = 1.06, Mode = 1, Standard Deviation = 0.239					

(Source : Primary data)

It was an attempt by the researcher to find out whether the restaurant management tries to find out if the customers come to the restaurants referring to social media page of the respective restaurant. Out 67 restaurants 63 restaurants (94%) responded that they ask this question in their feedback form and only 6% restaurants (4) did not ask this question in a feedback form of the restaurant. It is one of the factors through which the success of a social media campaign can be judged.

4.2.2 Presence of the restaurant on social media platform

This section tries to find out whether the restaurants have their dedicated pages on the social media platforms chosen for this study which has been discussed in this chapter before as well as in last chapters. The researcher wants to find out whether there are some social media platforms which are used more frequently than other and hence this section has been included in the study.

4.2.2.1 Social Media Page

Table 4.65 SOCIAL MEDIA PAGE FOR YOUR RESTAURANT					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	67	100.0	100.0	100.0
Mean = 1, Mode = 1, Standard Deviation = 0.00					

(Source : Primary data)

It can be seen from table 4.65 that all of the restaurants in the sample size do have social media page of their own restaurant on at least one social media platform. There was not a single restaurant that did not have a social media page for the restaurant.

4.2.2.2 Social Media Platform - Facebook

Table – 4.66 SOCIAL MEDIA PLATFORM PRESENCE - FACEBOOK					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	67	100.0	100.0	100.0
Mean = 1, Mode = 1, Standard Deviation = 0.00					

(Source : Primary data)

Table 4.66 shades light on how many restaurants have their presence on Facebook. Rana (2018) mentions that Facebook is the most preferred social media platforms for marketing purposes. The same has been found out from this data. All of the SAFD restaurants in Pune city do have their dedicated social media page on Facebook.

4.2.2.3 Social Media Platform – Instagram

Table – 4.67 SOCIAL MEDIA PLATFORM PRESENCE - INSTAGRAM					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	57	85.1	85.1	85.1
	NO	10	14.9	14.9	100.0
	Total	67	100.0	100.0	
Mean = 1.15, Mode = 1, Standard Deviation = 0.359					

(Source : Primary data)

The second platform considered was Instagram. It can be seen from the table 4.67 that out of 67 restaurants 57 restaurants do have their page on Instagram which comes to 85.1% while there were 10 restaurants (14.9%) which do not have their page on this platform. This platform still remains at the second rank when it comes to the presence of the restaurants on social media platforms.

4.2.2.4 Social Media Platform – youtube

Table – 4.68 SOCIAL MEDIA PLATFORM PRESENCE - YOUTUBE					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	7	10.4	10.4	10.4
	NO	60	89.6	89.6	100.0
	Total	67	100.0	100.0	
Mean = 1.90, Mode = 2, Standard Deviation = 0.308					

(Source : Primary data)

Youtube is the only video-centric social media platform considered for this study as it was found out by Khare & Alkonda (2021) that this social media platforms is used the most for videos and video related efforts. It can be read from table 4.68 that 89.6% of the restaurants (60) do not have their own page on this platform and only 7 restaurants (10.4%) do have their page on youtube. The page on youtube is called as ‘Channel’.

4.2.2.5 Social Media Platform – Twitter

Table – 4.69 SOCIAL MEDIA PLATFORM PRESENCE - TWITTER					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	9	13.4	13.4	13.4
	NO	58	86.6	86.6	100.0
	Total	67	100.0	100.0	
Mean = 1.87, Mode = 2, Standard Deviation = 0.344					

(Source : Primary data)

Table 4.69 talks about whether the SAFD restaurants in Pune city have their presence on Twitter or not. The data tells that only 13.4% of the SAFD restaurants in Pune city (9 restaurants) have their page on Twitter and majority of the restaurants that is 58 restaurants (86.6%) do not have their dedicated page on this social media platform.

4.2.2.6 Social Media Platform – Pinterest

Table – 4.70 SOCIAL MEDIA PLATFORM PRESENCE - PINTEREST					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	4	6.0	6.0	6.0
	NO	63	94.0	94.0	100.0
	Total	67	100.0	100.0	
Mean = 1.94, Mode = 2, Standard Deviation = 0.239					

(Source : Primary data)

Pinterest is another photo-centric social media considered for this study. Table 4.70 shows that only 4 SAFD restaurants in Pune city have their page on this platform which comes to only 6% of the sample size while 94% of the SAFD restaurants (63) do not have the page on this social media platform.

4.2.2.7 Most Number of Followers

Table 4.71 MOST NUMBERS OF FOLLOWERS					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	FACEBOOK	54	80.6	80.6	80.6
	INSTAGRAM	13	19.4	19.4	100.0
	Total	67	100.0	100.0	
Mean = 1.19, Mode = 1, Standard Deviation = 0.398					

(Source : Primary data)

This factor was considered to check if the number of followers/ people who like the page affects on the decision making. It can be observed that out of 67 restaurants, 54 restaurants responded that they have most number of followers on Facebook which was followed by Instagram. It was seen that no restaurant representative responded that they have most number of followers on other social media platforms.

4.2.3 Frequency of using social media for marketing

The researcher wants to find out which social media platform is often used for marketing activities by SAFD restaurants in Pune city. It was an attempt to find out if this frequency affects the success of social media marketing efforts.

4.2.3.1 Platform – Facebook

Table 4.72 SOCIAL MEDIA PLATFORM - FACEBOOK					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SOMETIMES	4	6.0	6.0	6.0
	OFTEN	19	28.4	28.4	34.3
	ALWAYS	44	65.7	65.7	100.0
	Total	67	100.0	100.0	
Mean = 4.60, Mode = 5, Standard Deviation = 0.605					

(Source : Primary data)

Facebook has come as the most preferred platform to carry out the marketing activities on. It can be read from table 4.72 that 65.7% of the restaurants which is 44 restaurants out of 67, always use Facebook for uploading marketing material while 28.4% restaurants (19) use it often. There were 4 restaurants (6%) which use this platform sometimes to carry out marketing activities. No restaurant responded for rarely or never for using this platform for marketing.

4.2.3.2 Platform – Instagram

Table 4.73 SOCIAL MEDIA PLATFORM - INSTAGRAM					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SOMETIMES	13	19.4	19.4	19.4
	OFTEN	24	35.8	35.8	55.2
	ALWAYS	30	44.8	44.8	100.0
	Total	67	100.0	100.0	
Mean = 4.25, Mode = 5, Standard Deviation = 0.766					

(Source : Primary data)

Table 4.73 shows how often restaurants use Instagram as their preferred social media platform to carry out marketing related activities. Out of 67 restaurants 30 restaurants

always use this platform for marketing their restaurant which comes to 44.8%. The restaurant using this platform ‘often’ were 24 (35.8%). 13 restaurants (19.4%) use Instagram sometimes towards marketing efforts when it comes to social media marketing. Like last platform option, no restaurant answered negatively for this platform as well.

4.2.3.3 Platform – youtube

Table 4.74 SOCIAL MEDIA PLATFORM - YOUTUBE					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NEVER	60	89.6	89.6	89.6
	RARELY	3	4.5	4.5	94.0
	SOMETIMES	3	4.5	4.5	98.5
	OFTEN	1	1.5	1.5	100.0
	Total	67	100.0	100.0	
Mean = 1.18, Mode = 1, Standard Deviation = 0.575					

(Source : Primary data)

Table 4.74 displays how many restaurants use youtube to carry out the marketing activities. It can be seen that no restaurant uses this platform always while only 1 restaurant (1.5%) use youtube often to carry out their marketing activities. 3 restaurants responded that they use this platform sometimes which counts to 4.5% of total sample size and same number of restaurants responded they use this platform rarely. Majority of the restaurants which is 60 restaurants (89.6%) responded that they never use youtube for marketing purposes.

4.2.3.4 Platform – Twitter

Table 4.75 SOCIAL MEDIA PLATFORM – TWITTER					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NEVER	59	88.1	88.1	88.1
	RARELY	6	9.0	9.0	97.0
	SOMETIMES	1	1.5	1.5	98.5
	OFTEN	1	1.5	1.5	100.0
	Total	67	100.0	100.0	
Mean = 1.16, Mode = 1, Standard Deviation = 0.510					

(Source : Primary data)

The above table 4.75 shows the frequency of use of Twitter. It can be seen that most restaurants from the sample size that is 59 restaurants (88.1%) never use Twitter for marketing purposes. While 6 restaurants (9%) use this platform rarely. There was 1 restaurant each who responded that they use this platform sometimes or often which is 1.5% for each category. There was not a single restaurant found to be using this platform always to carry out any marketing activities for the restaurant.

4.2.3.5 Platform – Pinterest

Table 4.76 SOCIAL MEDIA PLATFORM - PINTEREST					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NEVER	65	97.0	97.0	97.0
	RARELY	1	1.5	1.5	98.5
	SOMETIMES	1	1.5	1.5	100.0
	Total	67	100.0	100.0	
Mean = 1.04, Mode = 1, Standard Deviation = 0.272					

(Source : Primary data)

It can be seen from table 4.75 that all the restaurants were on negative spectrum of the scale when it comes to using Pinterest to carry out marketing activities for SAFD restaurants in Pune city. There was only 1 restaurant (1.5%) which uses this platform sometimes and 1 restaurant uses it rarely. Out of 67 restaurants, 65 restaurants

responded that they never use this platform for any marketing activities, which comes to 97%.

4.2.4 Purpose of Using Social Media

These factors are the reasons for which a restaurant uses the social media. These are the marketing activities like promoting offers, inviting reviews, etc. Once the purpose of using social media is clear, the next step will be to find the efficiency of the platform and hence this section has been included in the questionnaire.

4.2.4.1 Promoting Offers

Table 4.77 PROMOTE OFFERS					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SOMETIMES	9	13.4	13.4	13.4
	OFTEN	24	35.8	35.8	49.3
	ALWAYS	34	50.7	50.7	100.0
	Total	67	100.0	100.0	
Mean = 4.37, Mode = 5, Standard Deviation = 0.714					

(Source : Primary data)

These include the product and service related offers published on social media pages of the SAFD restaurants. It can be seen that 50.7% restaurants (34) always promote their offers on social media platform to attract customers while 35.8% restaurants (24) promote it often. There were 9 restaurants which use social media to promote the offers which counts to 13.4% of total sample size.

4.2.4.2 Reviews

Table 4.78 REVIEWS ON SOCIAL MEDIA PAGE					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	RARELY	1	1.5	1.5	1.5
	SOMETIMES	19	28.4	28.4	29.9
	OFTEN	36	53.7	53.7	83.6
	ALWAYS	11	16.4	16.4	100.0
	Total	67	100.0	100.0	
Mean = 3.85, Mode = 4, Standard Deviation = 0.702					

(Source : Primary data)

These reviews consider both types of reviews which are reviews by customers and reviews by food bloggers. Table 4.78 shades light on whether reviews are gathered on social media page by the restaurants or not. It can be read that 16.4% restaurants (11) always get and publish the reviews about their product and service on social media page of their restaurants while 53.7% restaurants (36) do it often. There were 19 restaurants (28.4%) which get the reviews on their social media page sometimes and only 1.5% restaurants (1) get the reviews rarely.

4.2.4.3 Restaurant Promotion

Table 4.79 PROMOTING A RESTAURANT					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	RARELY	2	3.0	3.0	3.0
	SOMETIMES	7	10.4	10.4	13.4
	OFTEN	21	31.3	31.3	44.8
	ALWAYS	37	55.2	55.2	100.0
	Total	67	100.0	100.0	
Mean = 4.39, Mode = 5, Standard Deviation = 0.797					

(Source : Primary data)

When asked about whether the social media helps in promoting a restaurant, 55.2% restaurants (37) responded that it always helps them to promote a restaurant and 31.3% restaurants (21) said that social media often helps in promoting a restaurant.

There were 7 restaurants (10.4) which responded that it helps them sometimes. Out of 67 restaurants, only 2 restaurants (3%) responded that social media rarely helps in promoting a restaurant. This information can be found in table 4.79.

4.2.4.4 Getting Repeat Customers

Table 4.80 TO GET REPEAT CUSTOMERS					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	RARELY	5	7.5	7.5	7.5
	SOMETIMES	13	19.4	19.4	26.9
	OFTEN	26	38.8	38.8	65.7
	ALWAYS	23	34.3	34.3	100.0
	Total	67	100.0	100.0	
Mean = 4.00, Mode = 4, Standard Deviation = 0.921					

(Source : Primary data)

Repeat customers are those customers who revisit the restaurant again depending on the past experiences. Table 4.80 shows that out of 67 restaurants, 23 restaurants (34.3%) always get the repeat customers referring to social media while 26 restaurants (38.8%) replied that they get the repeat customers often through social media platform. There were 13 restaurants (119.4) which responded that they get repeat customers sometimes while 5 restaurants (7.5) said that they rarely get repeat clientele because of social media platforms.

4.2.4.5 Increasing Footfall

Table 4.81 INCREASING THE FOOTFALL					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SOMETIMES	8	11.9	11.9	11.9
	OFTEN	31	46.3	46.3	58.2
	ALWAYS	28	41.8	41.8	100.0
	Total	67	100.0	100.0	
Mean = 4.30, Mode = 4, Standard Deviation = 0.675					

(Source : Primary data)

Increase in footfall also means attracting or fetching new customers. Table 4.81 shows that 41.8% restaurants that is 28 restaurants think that the footfall always increases because of the marketing efforts on social media while 31 restaurants (46.3%) think the footfall often increases due to the social media marketing efforts. Out of 67 restaurants only 8 restaurants (11.9%) responded that the footfall increase sometimes.

4.2.5 Efficiency of Social Media Platforms

The restaurants were asked to rate each social media platform for the efficiency referring to the marketing effort. This is an attempt to find out which of the social media is the most efficient and preferred by SAFD restaurants in Pune city.

4.2.5.1 Efficiency of Facebook

Table 4.82 EFFICIENCY OF FACEBOOK					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	DISAGREE	1	1.5	1.5	1.5
	SOME WHAT AGREE	10	14.9	14.9	16.4
	AGREE	23	34.3	34.3	50.7
	STRONGLY AGREE	33	49.3	49.3	100.0
	Total	67	100.0	100.0	
Mean = 4.31, Mode = 5, Standard Deviation = 0.783					

(Source : Primary data)

As seen in table 4.81, only 1 restaurant's respondent (1.5%) feel that Facebook do not help in marketing the restaurant well and 10 restaurants (14.9%) somewhat agree to the efficiency of this platform. 34.3% restaurants which is 23 restaurants agree that Facebook does help in marketing the restaurant while 33 restaurants (49.3%) strongly agree to this statement. This data also supports the observation by Rana (2018) where the author mentions the efficiency of this platform makes it the most frequently used platform.

4.2.5.2 Efficiency of Instagram

Table 4.83 EFFICIENCY OF INSTAGRAM					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	DISAGREE	3	4.5	4.5	4.5
	SOME WHAT AGREE	23	34.3	34.3	38.8
	AGREE	31	46.3	46.3	85.1
	STRONGLY AGREE	10	14.9	14.9	100.0
	Total	67	100.0	100.0	
Mean = 3.72, Mode = 4, Standard Deviation = 0.775					

(Source : Primary data)

Table 4.83 shows what restaurants think about efficiency of Instagram as a social media marketing platforms. It can be seen that out of 67 restaurants 10 restaurants strongly agree that Instagram helps in marketing the restaurants while 31 restaurants (46.3%) agree to the efficiency of this platform. There 23 restaurants (34.3) which were neutral when it was asked to them and 3 restaurants disagreed that Instagram helps in marketing a restaurant. Instagram was one of the two photocentric social media platforms in this study.

4.2.5.3 Efficiency of YouTube

Table 4.84 EFFICIENCY OF YOUTUBE					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STRONGLY DISAGREE	19	28.4	28.4	28.4
	DISAGREE	47	70.1	70.1	98.5
	SOME WHAT AGREE	1	1.5	1.5	100.0
	Total	67	100.0	100.0	
Mean = 1.73, Mode = 2, Standard Deviation = 0.479					

(Source : Primary data)

Table 4.84 talks about the responses of the restaurants in reference to youtubeas a marketing platform. It can be read that 19 restaurants strongly disagree to the statement that youtube helps in marketing a restaurant while 47 restaurants (70.1%) disagree to this statement. There was only 1 restaurant (1.5%) who somewhat agreed

to the efficiency of this platform. This was the only video-centric platform in this study.

4.2.5.4 Efficiency of Twitter

Table 4.85 EFFICIENCY OF TWITTER					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STRONGLY DISAGREE	47	70.1	70.1	70.1
	DISAGREE	19	28.4	28.4	98.5
	SOME WHAT AGREE	1	1.5	1.5	100.0
	Total	67	100.0	100.0	
Mean = 1.31, Mode = 1, Standard Deviation = 0.499					

(Source : Primary data)

When asked about Twitter in the same reference as last three platforms only 1 restaurant (1.5%) somewhat agreed that Twitter helps in marketing a restaurant while 19 restaurants (28.4%) disagreed to the statement. Majority of the restaurants that is 47 restaurants which comes to 70.1% of sample size replied that they strongly disagree that Twitter helps in marketing a restaurant when social media marketing is referred. This can be seen in Table 4.85.

4.2.5.5 Efficiency Of Pinterest

Table 4.86 EFFICIENCY OF PINTEREST					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STRONGLY DISAGREE	63	94.0	94.0	94.0
	DISAGREE	4	6.0	6.0	100.0
	Total	67	100.0	100.0	
Mean = 1.06, Mode = 1, Standard Deviation = 0.239					

(Source : Primary data)

All the restaurants were on negative spectrum of the scale while talking about whether Pinterest helps in marketing a restaurant. 94% restaurants which is 63 restaurants strongly disagreed to this statement while 4 restaurants (6%) disagreed to this

statement. It was also seen in the previous discussion that Pinterest is also at the bottom of the preferred social media platforms for SAFD restaurants in Pune city.

4.2.6 Efficiency of Facebook

After studying all the social media platforms and observing the data gathered from the other questionnaire for pilot study, Facebook was chosen as a choice to study. The pilot studies as well as the responses from customers make it clear that Facebook is the most preferred social media platform. Taking this into consideration, the researcher wants to find out whether the views are mutually shared by the restaurant representatives or not. So, this section focuses on the same thought-line.

4.2.6.1 Reviews on Facebook Page

Table 4.87 REVIEWS ON FACEBOOK PAGE					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SOMETIMES	6	9.0	9.0	9.0
	OFTEN	31	46.3	46.3	55.2
	ALWAYS	30	44.8	44.8	100.0
	Total	67	100.0	100.0	
Mean = 4.36, Mode = 4, Standard Deviation = 0.644					

(Source : Primary data)

Table 4.87 shows how many restaurants get the restaurants reviews on their page on this social media which then acts as a E-wom. The table shows that 44.8% of the restaurants that is 30 restaurants, always get the restaurants reviews on their Facebook page and 46.3% restaurants i.e. 31 restaurants get the reviews often. There were only 6 restaurants (9%) which responded that they get the reviews on their social media page sometimes.

4.2.6.2 Better Social Media Platform for Marketing

Table 4.88 BETTER SOCIAL MEDIA FOR MARKETING					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SOMETIMES	8	11.9	11.9	11.9
	OFTEN	40	59.7	59.7	71.6
	ALWAYS	19	28.4	28.4	100.0
	Total	67	100.0	100.0	
Mean = 4.16, Mode = 4, Standard Deviation = 0.618					

(Source : Primary data)

It can be seen from table 4.88 that out of 67 restaurants, 19 restaurants which comes to 28.4% of sample size think that Facebook is always an better option for marketing the restaurant when social media marketing is considered. 59.7% of the restaurants (40) often prefer this social media platform than other available social media platforms for carrying out marketing efforts and 11.9% restaurants (8 restaurants) use this platform sometimes for marketing purposes.

4.2.6.3 Footfall

Table 4.89 FOOTFALL REFERRING TO FACEBOOK PAGE					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	RARELY	5	7.5	7.5	7.5
	SOMETIMES	19	28.4	28.4	35.8
	OFTEN	39	58.2	58.2	94.0
	ALWAYS	4	6.0	6.0	100.0
	Total	67	100.0	100.0	
Mean = 3.63, Mode = 4, Standard Deviation = 0.714					

(Source : Primary data)

Table 4.89 shades light on how many restaurants attract customers with the use of marketing on Facebook page of the restaurant. It can be seen that majority of the restaurants that is 39 restaurants (58.2%) often get the customers who have referred their social media page and 19 restaurants (28.4%) get these customers sometimes.

There were 4 restaurants who responded that they always get the customers who have referred their page while for 5 restaurants (7.5%) this type of customers is rare.

4.2.6.4 Ease of Using a Platform

Table 4.90 EASE OF USE					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SOMETIMES	3	4.5	4.5	4.5
	OFTEN	41	61.2	61.2	65.7
	ALWAYS	23	34.3	34.3	100.0
	Total	67	100.0	100.0	
Mean = 4.30, Mode = 4, Standard Deviation = 0.551					

(Source : Primary data)

It can be seen from table 4.90 that out of 67 SAFD restaurants in Pune, 23 restaurants i.e. 34.3% think this platform is always preferred because it is very easy to use and 41 restaurant representatives (61.2%) feel it often is. There were 3 representatives think that it is the case sometimes. It was observed by Rehman et al. (2014) that the prime reason of Facebook being the most used platform is that it is the easiest of all the platforms to use.

4.2.6.5 Better Reach

Table 4.91 BETTER REACH					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	RARELY	1	1.5	1.5	1.5
	SOMETIMES	4	6.0	6.0	7.5
	OFTEN	39	58.2	58.2	65.7
	ALWAYS	23	34.3	34.3	100.0
	Total	67	100.0	100.0	
Mean = 4.25, Mode = 4, Standard Deviation = 0.636					

(Source : Primary data)

As per table 4.91, 34.3% restaurant representatives always choose Facebook as they think Facebook has better reach than other social media platforms while 58.2% of

representatives (39 restaurants) feel this is often the case. There were 4 restaurants (6%) that use it responded that this platform has a better reach in some cases while 1 restaurant representative responded it with ‘rarely’.

4.2.7 Comparison of the media

The researcher wanted to find out which of the marketing media has better results while attracting customers. All the traditional media like print, electronic, etc were included and other newer media like review website was included as well. E-wom was also included as it was found through the literature review that E-wom plays a major role in attracting new customers through referrals.

4.2.7.1 Social Media

Table 4.92 ATTRACTING CUSTOMERS - SOCIAL MEDIA					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SOMETIMES	5	7.5	7.5	7.5
	OFTEN	17	25.4	25.4	32.8
	ALWAYS	45	67.2	67.2	100.0
	Total	67	100.0	100.0	
Mean = 4.60, Mode = 5, Standard Deviation = 0.629					

(Source : Primary data)

Table 4.92 displays how many restaurants think social media is better than other media choices. It can be seen that majority of the restaurants that is 67.2% restaurants (45) always think it is the most beneficial media while 17 restaurants often feel it is a better media choice compared to other media. Out of 67 restaurants, 5 restaurants responded that social media works better sometime for attracting customers.

4.2.7.2 Print Media

Table 4.93 ATTRACTING CUSTOMERS - PRINT MEDIA					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	RARELY	19	28.4	28.4	28.4
	SOMETIMES	40	59.7	59.7	88.1
	OFTEN	8	11.9	11.9	100.0
	Total	67	100.0	100.0	
Mean = 2.84, Mode = 3, Standard Deviation = 0.618					

(Source : Primary data)

Table 4.93 shades light on how print media is perceived by restaurant representatives. It can be read that out of 67 restaurants, 19 restaurants (28.4%) think that Print media rarely help in attracting customers and 40 restaurants (59.7%) think that print ads help sometimes. There were 8 restaurants (11.9%) that print media often helps in attracting customers. This media includes printed efforts like ads in newspapers, magazines, news articles, etc.

4.2.7.3 Broadcast Media

Table 4.94 ATTRACTING CUSTOMERS - BROADCAST MEDIA					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NEVER	4	6.0	6.0	6.0
	RARELY	35	52.2	52.2	58.2
	SOMETIMES	21	31.3	31.3	89.6
	OFTEN	7	10.4	10.4	100.0
	Total	67	100.0	100.0	
Mean = 2.46, Mode = 2, Standard Deviation = 0.765					

(Source : Primary data)

Broadcast media includes the options like TV commercials, radio ads, etc. Table 4.94 displays the perception towards broadcast media to attract customers. It can be read that only 7 restaurants i.e. 10.4% of sample size think that it helps often to attract the customers while 21 restaurants i.e. 31.3% restaurants think it works sometimes only. There were 35 restaurants (52.2%) that think broadcast media works rarely while 4

restaurants (6%) think this media option never helps in attracting customers when compared with other media options.

4.2.7.4 Display Media

Table 4.95 ATTRACTING CUSTOMERS – DISPLAY MEDIA					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NEVER	9	13.4	13.4	13.4
	RARELY	32	47.8	47.8	61.2
	SOMETIMES	19	28.4	28.4	89.6
	OFTEN	7	10.4	10.4	100.0
	Total	67	100.0	100.0	
Mean = 2.36, Mode = 2, Standard Deviation = 0.847					

(Source : Primary data)

This category of media includes hoardings, flex, banners, etc. Out of 67 restaurants, 9 restaurant representatives (13.4%) responded that using hoarding, flex, etc. Never help in attracting customers to a SAFD restaurant while 32 restaurant representatives (47.8% of sample size) responded that it works rarely. There were 19 restaurant representatives that thought it works sometimes to attract customers and 7 restaurant representatives thought it often works for their restaurant.

4.2.7.5 Electronic Media

Table 4.96 ATTRACTING CUSTOMERS – ELECTRONIC MEDIA					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NEVER	9	13.4	13.4	13.4
	RARELY	42	62.7	62.7	76.1
	SOMETIMES	15	22.4	22.4	98.5
	OFTEN	1	1.5	1.5	100.0
	Total	67	100.0	100.0	
Mean = 2.12, Mode = 2, Standard Deviation = 0.640					

(Source : Primary data)

Table 4.96 shows how restaurants think about the electronic media helping them getting customers to the restaurant. This media type includes options like sending SMS, recorded phone calls, etc. It can be seen that there was only 1 restaurant (1.5%) that thought this way often helps them to attract customers while 15 restaurants (22.4%) thought it does not work always. On one hand 42 restaurants (62.7%) responded that it rarely works for them on the other hand 9 restaurant representatives (13.4%) said using SMS, phone calls never gets customers for them.

4.2.7.6 Special Events

Table 4.97 ATTRACTING CUSTOMERS – SPECIAL EVENTS					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NEVER	15	22.4	22.4	22.4
	RARELY	23	34.3	34.3	56.7
	SOMETIMES	21	31.3	31.3	88.1
	OFTEN	8	11.9	11.9	100.0
	Total	67	100.0	100.0	
Mean = 2.33, Mode = 2, Standard Deviation = 0.960					

(Source : Primary data)

It was seen at the time of pilot study that some SAFD restaurants in Pune city participate at various special events like Food festivals, Wine festivals, etc. Hence the researcher included it to compare with the social media marketing for the effectiveness of it. Table 4.97 shades light on the same variable. It can be read that only 11.9% restaurants (8 restaurants) responded that these events often help to attract customers by participating in while 21 restaurants (31.3%) responded it sometime helps them. There were 23 restaurants (34.3%) that thought these participations rarely helped them in getting customers to their restaurants and 22.4% restaurants (15) replied participation in such events never help in attracting the customers.

4.2.7.7 Word Of Mouth

Table 4.98 ATTRACTING CUSTOMERS - WORD OF MOUTH					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NEVER	1	1.5	1.5	1.5
	RARELY	7	10.4	10.4	11.9
	SOMETIMES	26	38.8	38.8	50.7
	OFTEN	26	38.8	38.8	89.6
	ALWAYS	7	10.4	10.4	100.0
	Total	67	100.0	100.0	
Mean = 3.46, Mode = 3, Standard Deviation = 0.876					

(Source : Primary data)

For restaurant industry, word of mouth plays an important role in spreading the information about the restaurant. It has also been seen extensively in chapter 2 (Literature Review). This includes the traditional person to person way as well as E-wom. Table 4.98 shows that 10.4% restaurants (7) think this always helps in attracting customer and restaurants responding for often and sometimes were same that is 26 respondents each (38.8% for each option). There were 7 restaurants (10.4%) for whom word of mouth rarely works and out of 67 restaurants, only 1 restaurant responded that it never helps then to attract customers.

4.2.7.8 Review Websites

Table 4.99 ATTRACTING CUSTOMERS - REVIEW WEBSITES					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	RARELY	2	3.0	3.0	3.0
	SOMETIMES	17	25.4	25.4	28.4
	OFTEN	45	67.2	67.2	95.5
	ALWAYS	3	4.5	4.5	100.0
	Total	67	100.0	100.0	
Mean = 3.73, Mode = 4, Standard Deviation = 0.592					

(Source : Primary data)

Zomato, Swiggy, TripAdvisor are some of the examples of the review websites which primary focus on rating the restaurant while informing the users about the restaurant. Recently the application versions of these websites have also been developed as food delivery apps. Table 4.99 displays that for 3 restaurants (4.5%) these websites always help to attract customers while 45 restaurant representatives (67.2%) answered these websites often help to attract customers. 25.4% restaurant representatives (17) replied that these websites help them to attract customers sometimes only 2 restaurants (3%) replied that these websites rarely help them in attracting the customers.

4.3 Hypothesis Testing

The hypothesis created for this study has been tested using different statistical tools/tests. These tools/ tests have been thoroughly discussed in Chapter 3 (Research Methodology)

4.3.1 Hypothesis 1

H_0 : There is no significant impact of social media page of a stand-alone fine-dine restaurant used as a marketing tool on the consumer purchase decision.

H_1 : There is a significant impact of social media page of a stand-alone fine-dine restaurant used as a marketing tool on the consumer purchase decision.

Both the questionnaires were considered for testing this particular hypothesis and have been tested separately to check the hypothesis for both sample sizes. The detailed testing is as follows –

RESTAURANT QUESTIONNAIRE

Q. 16 from Restaurant Questionnaire has been considered and a Chi-square test has been conducted.

Table 4.100 Test Statistics – Hypothesis 1					
	Do you use social media to promote offers	Do you get restaurant reviews on your social media page	Do you consider that social media helps in promoting a restaurant	Does your social media page help you to get repeat customers	So you think social media helps in increasing the footfall
Chi-square	14.179	39.209	44.224	16.522	14.000
Df	2	3	3	3	2
Asymp. Sig.	.001	.000	.000	.001	.001

(Source : Primary data)

The significance value should be less than 0.05 in order to reject the null hypothesis and accept the alternate hypothesis. In this case it can be seen that the significance value is less than 0.05 in all the cases and hence in this case the null hypothesis is rejected and the alternate hypothesis is accepted. Hence it is proved that there is a

significant impact of social media page of a standalone fine-dine restaurant used as a marketing tool on the consumer purchase decision.

CUSTOMERS QUESTIONNAIRE

Q. 16 B, C, D & E from the Customers questionnaire has been considered and a Chi-square test has been conducted.

Table 4.101 Test Statistics Hypothesis 1 (Customer)				
	Refer to social media platform/page of SAFD	Page of SAFD on social media is a good Option for decision making	Change in decision due to social media (SM)	Use of page to write reviews
Chi-square	99.377	190.096	81.686	29.464
Df	4	4	4	4
Asymp. Sig.	.000	.000	.000	.000

(Source : Primary data)

The significance value should be less than 0.05 in order to reject the null hypothesis and accept the alternate hypothesis. In this case it can be seen that the significance value is less than 0.05 in all the cases and hence in this case the null hypothesis is rejected and the alternate hypothesis is accepted. It is proved that there is a significant impact of social media page of a stand-alone fine-dine restaurant used as a marketing tool on the consumer purchase decision.

4.3.2 Hypothesis 2

H_0 : There is no significant impact of demographic factors on use of social media page of a stand-alone fine-dine restaurant to make a decision about visiting the restaurant.

H_2 : There is a significant impact of demographic factors on use of social media page of a stand-alone fine-dine restaurant to make a decision about visiting the restaurant.

Q. 16 C and Q. 4, 5, 6, 7, 8 and 9 from the customers questionnaire have been considered and a crosstab Chi-Square Test has been conducted.

Table 4.103 COMPARISON OF DEMOGRAPHIC FACTORS WITH USE OF SOCIAL MEDIA PAGE IN DECISION MAKING – Hypothesis 2

PARTICULARS	CHI-SQUARE VALUE
Age	0.000
Gender	0.005
Marital Status	0.000
Number of Family Members	0.002
Educational Qualification	0.000
Monthly Family Income	0.009

(Source : Primary data)

The significance value should be less than 0.05 in order to reject the null hypothesis and accept the alternate hypothesis. In this case it can be seen that the significance value is less than 0.05 in all the cases and hence in this case the null hypothesis is rejected and the alternate hypothesis is accepted. It is proved that there is a significant impact of demographic factors on use of social media page of a stand-alone fine-dine restaurant to make a decision about visiting the restaurant.

4.3.3 Hypothesis 3

H₀: There is no significant impact of Facebook as a marketing tool than other social media platforms for stand-alone fine-dine restaurants.

H₃: There is a significant impact of Facebook as a marketing tool than other social media platforms for stand-alone fine-dine restaurants.

Q.18 From the Restaurant Questionnaire has been considered for testing of this hypothesis and a Z Test has been conducted.

Table 4.104 One-Sample Test – Hypothesis 3							
	Test Value = 0						
	Z	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference		
					Lower	Upper	
DO YOU GET RESTAURANT VIEWS ON YOUR FACEBOOK PAGE	55.363	66	.000	4.358	4.20	4.52	
DO YOU THINK FACEBOOK IS A BETTER SOCIAL MEDIA PLATFORM THAN OTHER SOCIAL MEDIA PLATFORMS FOR MARKETING	55.168	66	.000	4.164	4.01	4.31	
DO YOU GET FOOTFALL REFERRING TO FACEBOOK PAGE OF YOUR RESTAURANT	41.563	66	.000	3.627	3.45	3.80	
DO YOU THINK FACEBOOK IS EASIER TO USE THAN OTHER SOCIAL MEDIA PLATFORM	63.869	66	.000	4.299	4.16	4.43	

Table 4.104 One-Sample Test – Hypothesis 3							
	Test Value = 0						
	Z	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference		
					Lower	Upper	
DO YOU GET RESTAURANT VIEWS ON YOUR FACEBOOK PAGE	55.363	66	.000	4.358	4.20	4.52	
DO YOU THINK FACEBOOK IS A BETTER SOCIAL MEDIA PLATFORM THAN OTHER SOCIAL MEDIA PLATFORMS FOR MARKETING	55.168	66	.000	4.164	4.01	4.31	
DO YOU GET FOOTFALL REFERRING TO FACEBOOK PAGE OF YOUR RESTAURANT	41.563	66	.000	3.627	3.45	3.80	
DO YOU THINK FACEBOOK IS EASIER TO USE THAN OTHER SOCIAL MEDIA PLATFORM	63.869	66	.000	4.299	4.16	4.43	
DO YOU THINK FACEBOOK HAS BETTER REACH THAN OTHER SOCIAL MEDIA TO CHOOSE IT AS A MARKETING TOOL	54.756	66	.000	4.254	4.10	4.41	

(Source : Primary data)

The significance value should be less than 0.05 in order to reject the null hypothesis and accept the alternate hypothesis. In this case it can be seen that the significance value is less than 0.05 in all the cases and hence in this case the null hypothesis is rejected and the alternate hypothesis is accepted. It is proved that there is a significant impact of Facebook as a marketing tool, than other social media platforms for standalone fine-dine restaurants.

4.3.4 Hypothesis 4

H₀: There is no significant effect of social media as a marketing tool than other traditional marketing media when it comes to attracting customers of a stand-alone fine-dine restaurant.

H₄: There is a significant effect of social media as a marketing tool than other traditional marketing media when it comes to attracting customers of a stand-alone fine-dine restaurant.

Q. 19 From the Restaurant Questionnaire has been considered and a Mode Test has been conducted.

Table 4.105 Statistics of Hypothesis 4			
	N		Mode
	Valid	Missing	
WHICH MARKETING MEDIA HELP YOUR RESTAURANT IN ATTRACTING CUSTOMERS - SOCIAL MEDIA LIKE FACEBOOK, INSTAGRAM	67	0	5
WHICH MARKETING MEDIA HELP YOUR RESTAURANT IN ATTRACTING CUSTOMERS - PRINT MEDIA LIKE NEWSPAPERS, PAMPHLETS	67	0	3
WHICH MARKETING MEDIA HELP YOUR RESTAURANT IN ATTRACTING CUSTOMERS - BROADCAST MEDIA LIKE TV AND RADIO	67	0	2

WHICH MARKETING MEDIA HELP YOUR RESTAURANT IN ATTRACTING CUSTOMERS - DISPLAY MEDIA LIKE HOARDINGS, FLED	67	0	2
WHICH MARKETING MEDIA HELP YOUR RESTAURANT IN ATTRACTING CUSTOMERS - ELECTRONIC MEDIA LIKE TELEPHONE, SMS	67	0	2
WHICH MARKETING MEDIA HELP YOUR RESTAURANT IN ATTRACTING CUSTOMERS - SPECIAL EVENTS LIKE FESTIVAL, FAIR	67	0	2
WHICH MARKETING MEDIA HELP YOUR RESTAURANT IN ATTRACTING CUSTOMERS - WORD OF MOUTH	67	0	3
WHICH MARKETING MEDIA HELP YOUR RESTAURANT IN ATTRACTING CUSTOMERS - REVIEW WEBSITES	67	0	4

(Source : Primary data)

The above table shows the mode values. It can be seen that only in the case of social media like Facebook, Instagram; the mode value is 5 which means that social media like Facebook, Instagram always help their restaurant in attracting customers. Hence it is proved that there is a significant effect of social media in reference to Facebook as a marketing tool than other traditional marketing media when it comes to attracting customers of a stand-alone fine-dine restaurant. The below percentage analysis table also confirms the same.

Marketing Media	Always	Often	Sometimes	Rarely	Never
Social Media like Facebook, Instagram	45	17	5	0	0
Print Media like Newspapers, Pamphlets	0	8	40	19	0
Broadcast Media like TV and Radio	0	7	21	32	4
Display Media like Hoardings, FLED	0	7	19	32	9
Electronic Media like Telephone, SMS	0	1	15	42	9
Special events like festival, fair	0	8	21	23	15
Word of Mouth	7	26	26	7	1
Review Websites	3	45	17	2	0

(Source : Primary data)

The above table clearly shows that majority of the respondents have clearly stated that social media platforms like Facebook; Instagram always helps the restaurant to attract customers.

4.3.5 Hypothesis 5

H₀: There is no significant influence of demographic factors on change in decision made about visiting a stand-alone fine-dine restaurant after referring its social media page.

H₅: There is a significant influence of demographic factors on change in decision made about visiting a stand-alone fine-dine restaurant after referring its social media page.

Q. 16 D and Q. 4, 5, 6, 7, 8 and 9 from the customers' questionnaire has been considered and a crosstab Chi-Square Test has been conducted.

Table 4.106 COMPARISON OF DEMOGRAPHIC FACTORS CHANGE IN DECISION MAKING AFTER REFERRING SOCIAL MEDIA PAGE – Hypothesis 5

PARTICULARS	CHI-SQUARE VALUE
Age	0.000
Gender	0.003
Marital Status	0.000
Number of Family Members	0.025
Educational Qualification	0.000
Monthly Family Income	0.000

(Source : Primary data)

The significance value should be less than 0.05 in order to reject the null hypothesis and accept the alternate hypothesis. In this case it can be seen that the significance value is less than 0.05 in all the cases and hence in this case the null hypothesis is rejected and the alternate hypothesis is accepted. It is proved that there is a significant influence of demographic factors on change in decision made about visiting a fine-dine stand-alone restaurant after referring its social media page.

4.3.6 Hypothesis 6

H_0 : There is no significant change in the customer buying behavior after visiting a social media page of a stand-alone fine-dine restaurant.

H_6 : There is a significant change in the customer buying behavior after visiting a social media page of a stand-alone fine-dine restaurant.

Q.16 D from the Customers questionnaire has been considered and a Z Test has been conducted.

Table 4.107 One-Sample Test – Hypothesis 6						
	Test Value = 0					
	Z	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Change in decision due to social media (SM)	61.740	458	.000	3.388	3.28	3.50

(Source : Primary data)

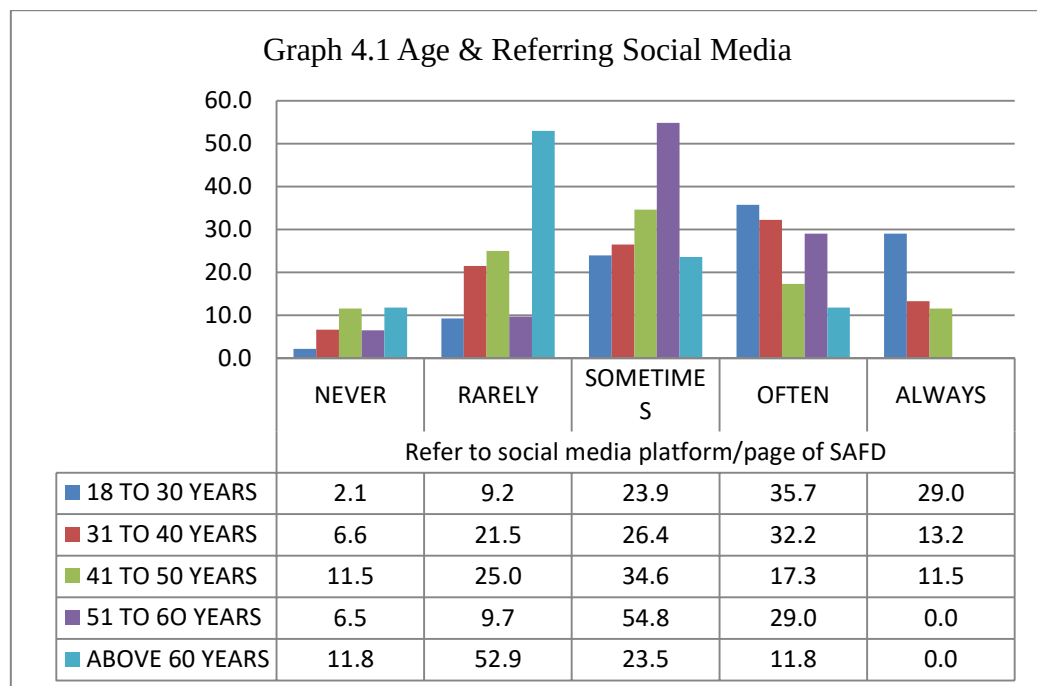
The significance value should be less than 0.05 in order to reject the null hypothesis and accept the alternate hypothesis. In this case it can be seen that the significance value is less than 0.05 in all the cases and hence in this case the null hypothesis is rejected and the alternate hypothesis is accepted. It is proved that there is a significant change in the customer buying behavior after visiting a Facebook page of a stand-alone fine-dine restaurant.

4.4 Finding & Observations

This chapter focuses on the findings and observation of the researcher after processing and analyzing the data which has been discussed in previous chapter. These findings and observations have been derived after carefully examining the data.

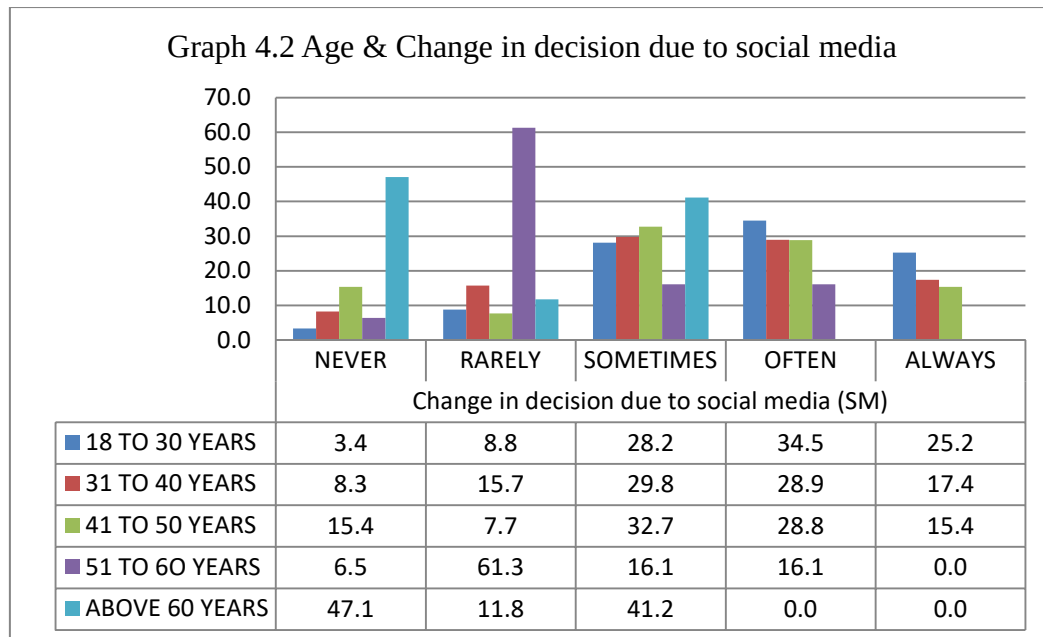
4.4.1 Findings from customer data

4.4.1.1 Customer demographics



(Source : Primary data)

It can be seen from graph 4.1 that age has the most influence on people aged between 18-30 years followed by people between 31 to 40 years. People from these groups are the most likely to refer social media pages of SAFD restaurants while people above 60 years are the people who refer it the least.

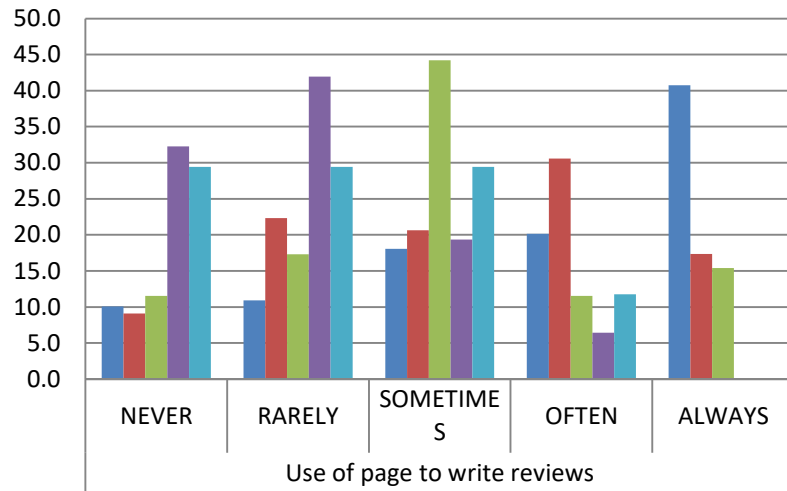


(Source : Primary data)

Graph 4.2 shades light on the relation between the age group and change in decision due to social media marketing. It was found that the decision of going to SAFD restaurant change more often for the people aged between 18-30 years after referring to the social media page. Similar trend can be seen in people aged between 31-40 years but not as rigorous as the previous age group. It can also be seen that this decision never change for people above 60 years.

As per graph 4.3 people aged between 18-30 years are the ones who always write reviews on the social media page of a SAFD restaurant followed by people aged between 31-40 years. It was found that people aged above 50 years write the reviews very rarely. People who fall under the age group of 41-50 years write the reviews sometimes. But it was also observed that people above age of 60 years do not write the reviews as frequently as people from rest of the age groups.

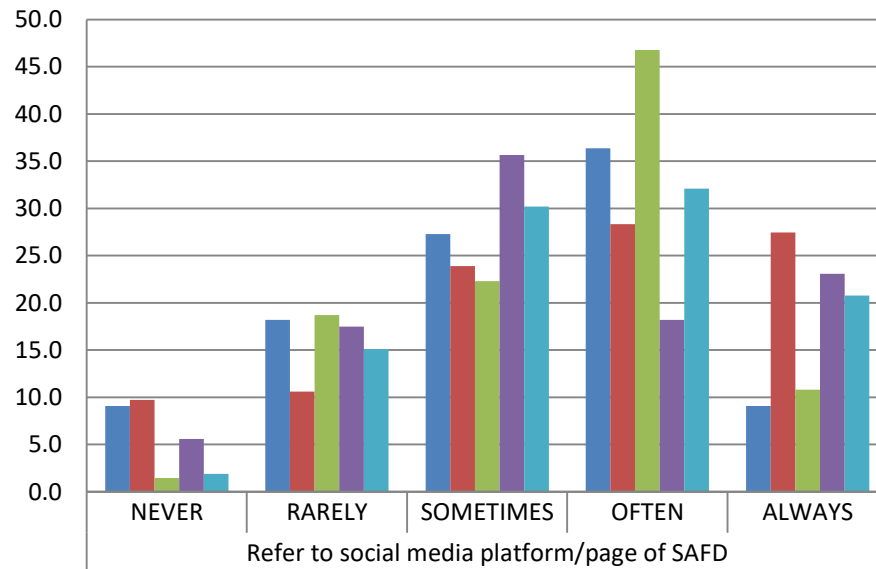
Graph 4.3 Age & Reviews



	NEVER	RARELY	SOMETIMES	OFTEN	ALWAYS
18 TO 30 YEARS	10.1	10.9	18.1	20.2	40.8
31 TO 40 YEARS	9.1	22.3	20.7	30.6	17.4
41 TO 50 YEARS	11.5	17.3	44.2	11.5	15.4
51 TO 60 YEARS	32.3	41.9	19.4	6.5	0.0
ABOVE 60 YEARS	29.4	29.4	29.4	11.8	0.0

(Source : Primary data)

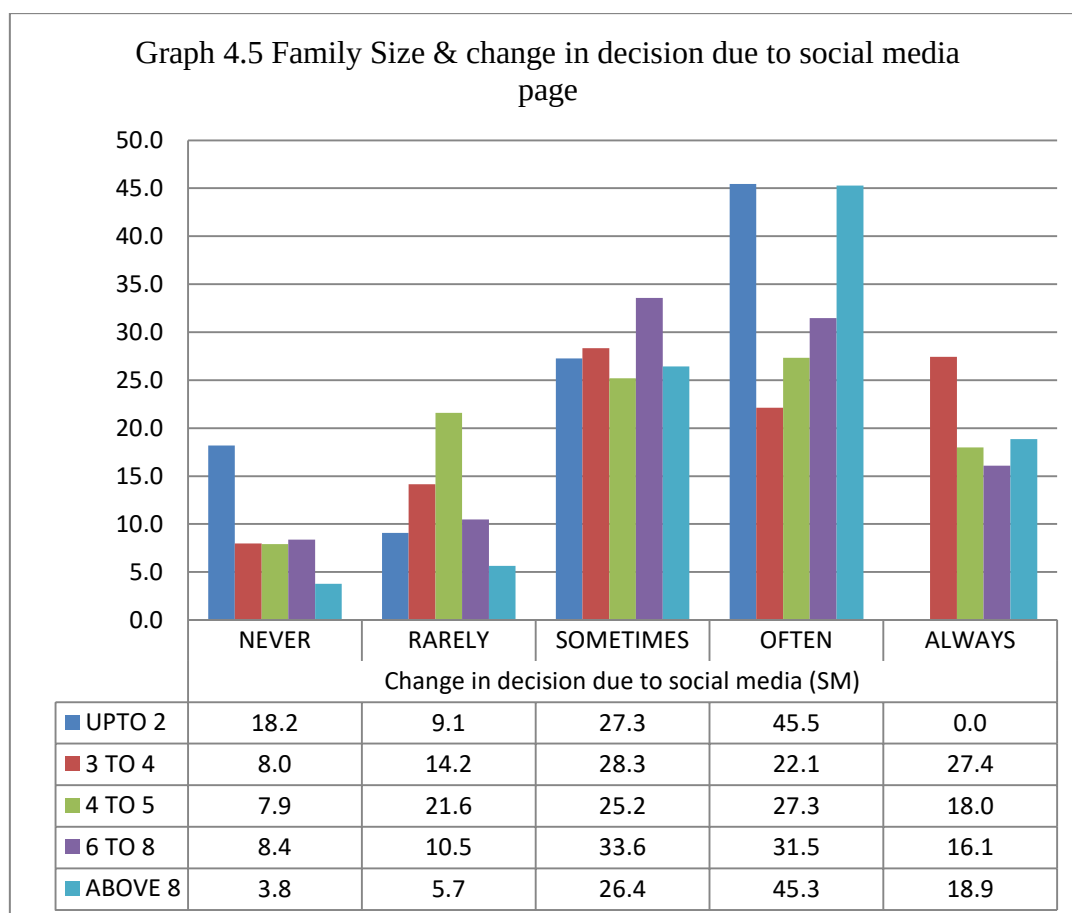
Graph 4.4 Family size and social media reference



	NEVER	RARELY	SOMETIMES	OFTEN	ALWAYS
UPTO 2	9.1	18.2	27.3	36.4	9.1
3 TO 4	9.7	10.6	23.9	28.3	27.4
4 TO 5	1.4	18.7	22.3	46.8	10.8
6 TO 8	5.6	17.5	35.7	18.2	23.1
ABOVE 8	1.9	15.1	30.2	32.1	20.8

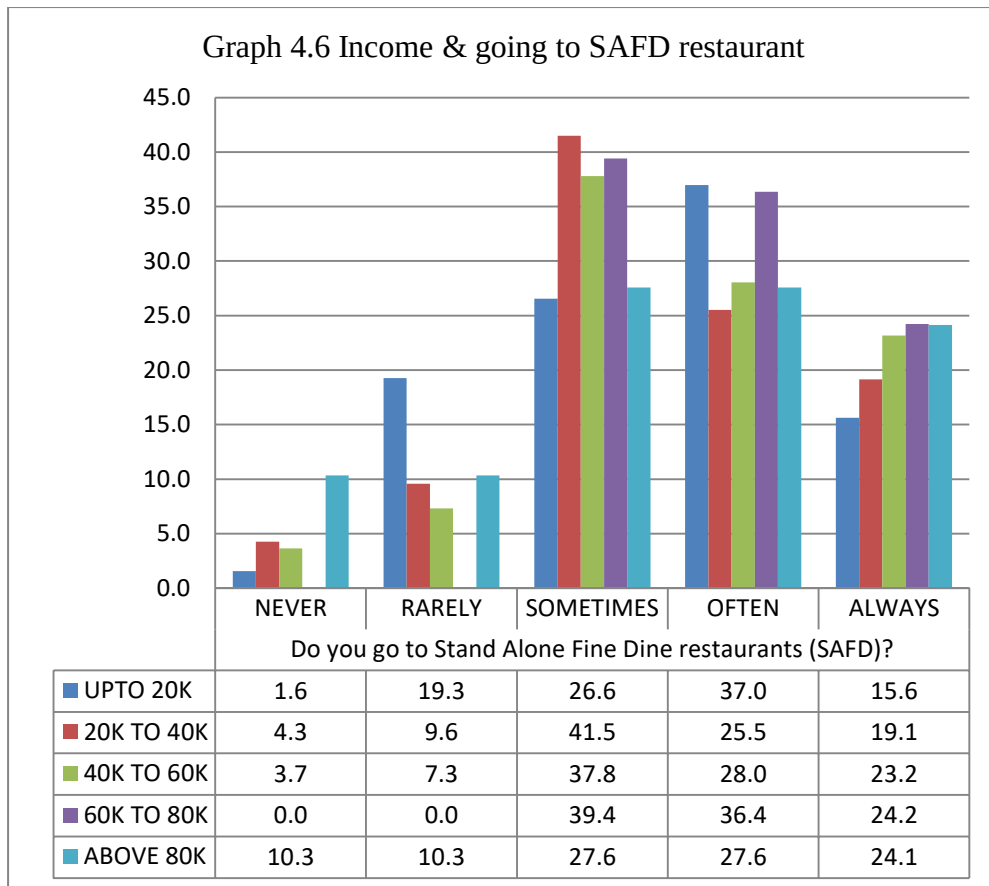
(Source : Primary data)

It was found through the data gathered that the family size changes the habit of referring social media page of a restaurant while choosing one for a meal. The families of 3 to 5 people were found to use social media more while bigger families of more than 6 people do not refer to social media pages of SAFD restaurants as much. Graph 4.4 illustrates this usage of families.



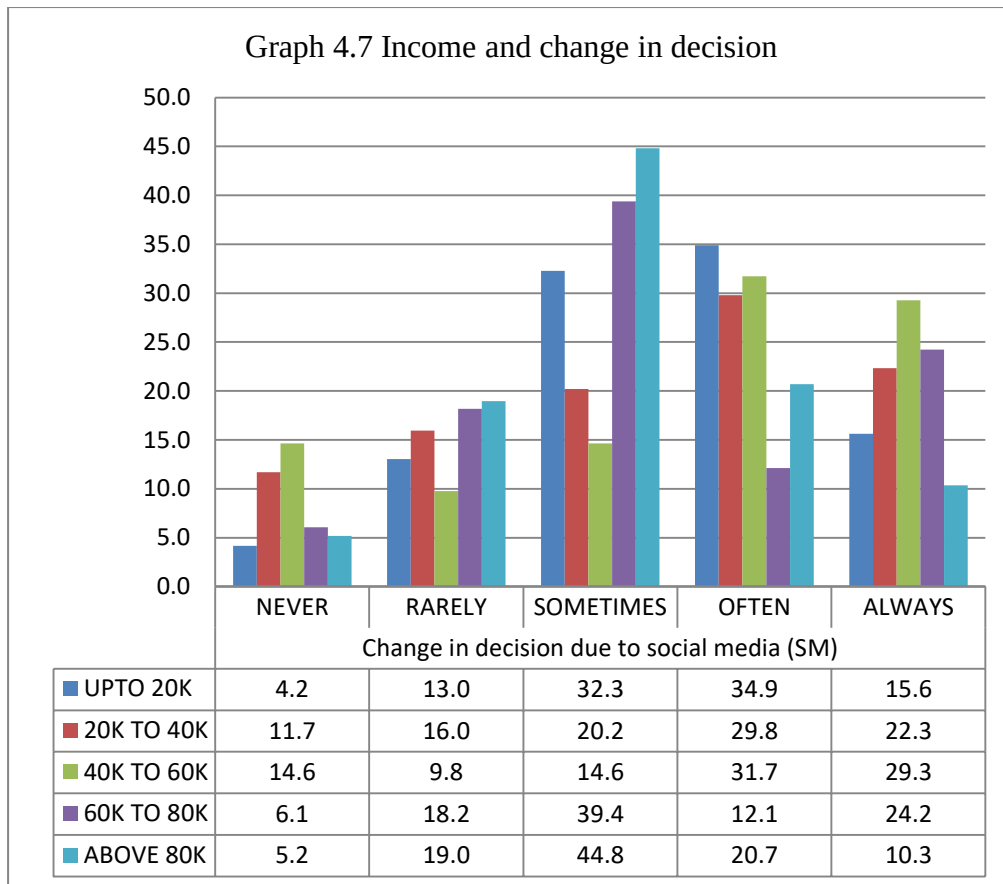
(Source : Primary data)

The findings have been shown in graph 4.5. It was found out that smaller the families more are the chances of changing the decision after referring to a social media page of a SAFD restaurant. It was seen that the families of 3 to 4 people the families which have the greater impact of social media when it comes to changing decision, the same phenomena was observed in families with more than 8 people. The social media pages were found to have influence on rest of the family sizes as well.



(Source : Primary data)

Graph 4.6 shows how income influences the habit of going out to a SAFD restaurant. It was found out that people who earn more than 60 thousand per month go to SAFD restaurants more frequently than other income groups. It was also seen that people earning up to 20 thousand a month are the ones who go to such restaurants the least as most of the people in this income group were students who were dependant on their parents for money. In concurrence with this habit, it was found that people earning between 20 to 60 thousands per month change the decision to go to a stand-alone fine-dine restaurant more often than people earning more than 60 thousand a month. This changing behaviour has been displayed in graph 4.7.



(Source : Primary data)

4.4.1.2 Social media platforms

It was found that Facebook ranks first when it comes to social media platform usage followed by Instagram at second place. YouTube was on a third place according to this study and Twitter was on fourth place. Pinterest was at the bottom as this platform is restricted to photos or videos only with very limited word count to write information. Following are the top 5 reasons found out through study to use social media platforms frequently –

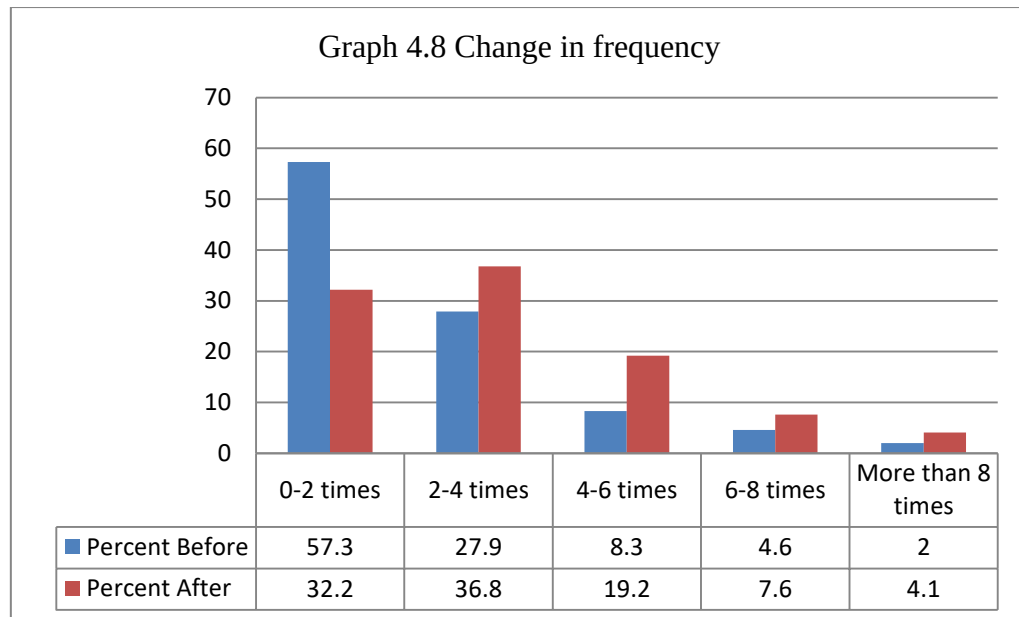
- a. Ease of use
- b. Easy to access a platform
- c. Guiding source
- d. Entertainment
- e. Connecting with people

It was observed that people who use social media for longer time tend to use social media for information gathering and evaluation of options when they decide to go to a SAFD restaurant. People who use the social media platforms for more than 4 years are well aware of the social media pages of restaurants and are more tend to share

experiences, reviews on the social media pages which later acts as E-WoM for a restaurants. This phenomenon has also been observed by Sathe & Randhave (2018). This E-WoM helps the restaurants to spread the information more effectively.

It was found that people do take help of the social media platforms before going out to dine in at SAFD restaurants frequently. It was found that Facebook is used the most for this reason followed by Instagram. Facebook gives a vast array of the information related to a SAFD like menu, timings, chatbot, table booking, reviews and offers whilst the reviews, bookings were found to be missing from Instagram platform. YouTube stands at third rank and it is often used only to gather the information about particular dish or cuisine. Twitter and Pinterest were used the least by users as they are not that often used even by the SAFD restaurants. It was also found that using social media as a reference source do have an effect on frequency of dining out. The frequency was found to be increased after utilising social media. Following table shows this change in frequency after visiting social media pages of the SAFD restaurants.

Table 4.108 Change in frequency of visiting SAFD restaurants (Source : Primary data)			
	Percent Before	Percent After	Change
0-2 times	57.3	32.2	-78.0
2-4 times	27.9	36.8	24.2
4-6 times	8.3	19.2	56.8
6-8 times	4.6	7.6	39.5
More than 8 times	2	4.1	51.2



(Source : Primary data)

Graph 4.8 shows the change in the frequency when people use social media before making a decision to dine out at SAFD restaurants in Pune city. It can be seen that except for people who used to dine for 0-2 times a month all other frequencies have changed positively. The frequency of people going out for 4-6 times has increased by 56.8% and the frequency for people going for more than 8 times a month has increased by 51.2%. 39.5% increase can be seen in people going out to SAFD restaurants for 6-8 times a month and 24.2% increase in people going out for 2-4 times.

4.4.1.3 Occasions

It was observed that people refer to the social media page of a SAFD restaurant the most when they go out for a meal with their families. The relationship can be seen between this habit and family size is directly proportional. After family with dinner, people prefer going to a social media page when they go out with friends. It was also seen that there are a lot of people who refer to social media when they go out to celebrate a special event and also when people seek for a change in daily routine. Whilst going to celebrate an event, people usually go to a place that they have already been through, so the past experiences help in making decision as well. People do not visit a social media page of a SAFD restaurant much when they go out for business dinner or even for casual social gatherings.

4.4.1.4 Components on social media

This study also has considered different components on social media. Following is the chronology of these components frequently used by users when they visit a social media page of a SAFD restaurant. The chronology is as follow

1. Customers written by other customers on a social media page of a SAFD restaurant
2. Menu displayed by a restaurant
3. Facilities mentioned on a social media page
4. Service timings
5. Promotional offers by the restaurants posted on a social media page
6. Photos uploaded on a social media page by a restaurant as well as by other customers
7. Reviews by food bloggers on a social media page
8. Online table bookings and food ordering
9. Other marketing efforts like live sessions, demonstrations, etc.

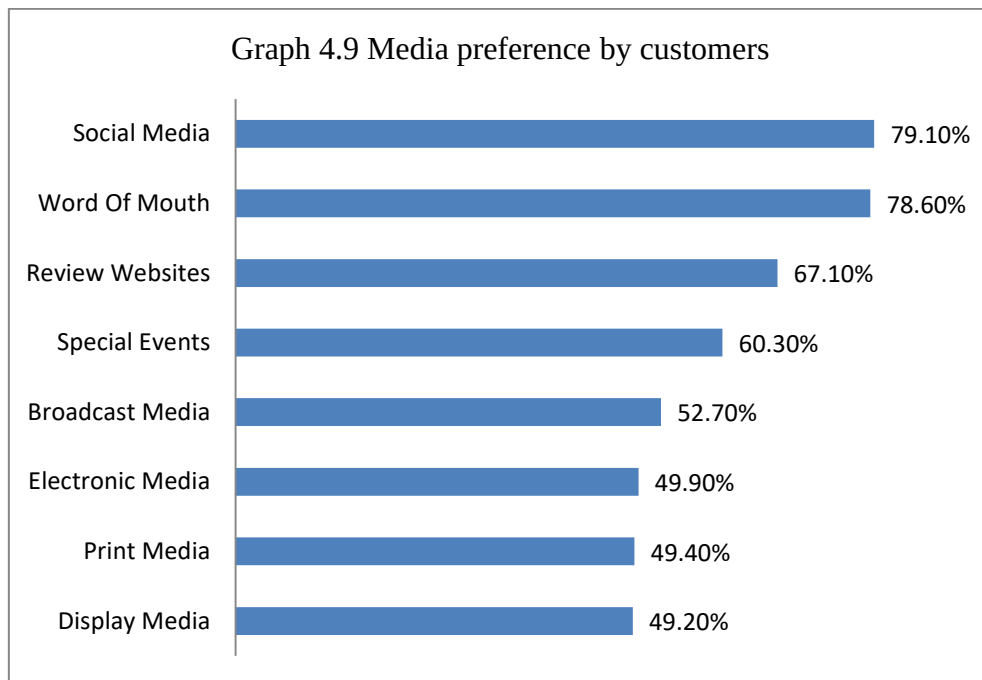
Customer reviews are preferred by most of the people as they are considered as organic reviews without any manipulation. Paid reviews which are food bloggers or critic reviews are paid versions intended towards marketing efforts and hence they can be seen at lower ranking. It can be seen that even though there different websites social media platforms are used for this purpose as well as these pages provide different information can be gathered at the same time once a page is visited. The same can be observed about the facilities which are mentioned on these social media pages of SAFD restaurants. A lot of effort is taken by the restaurants to promote different deals and offers to attract customers. These deals are often posted on social media pages of SAFD restaurant as it has better reach and it is less costly than other media channels. Some restaurants create these deals and offers exclusively for social media pages.

Being a part of service industry, physical evidence becomes an important factor while taking marketing efforts. Photos prove to be a better option to provide this evidence to customers to gain their trust. Photos by customers and professional photographers hired by restaurants help in providing the physical evidence customers seek and hence, proves to be one of the major components of the social media pages of SAFD restaurant. Online bookings and food ordering come at lower ranks as there are various other websites and teleservices which are preferred by customers than using

social media pages for this purpose. Other marketing efforts seem to be at the end of the trail as they are found not to be used as frequently as other components.

4.4.1.5 Media Preference

The study also revealed which media customers use the most for reference while making a choice to go to a SAFD restaurant in Pune city. This referring is a part of consumer behaviour at stage 2 – information search & stage 3 – evaluation of alternatives which are discussed in detail in chapter 1 – Introduction.



(Source : Primary data)

It was found out that social media is referred the most by customers in Pune city when the choice is to be made to go to a SAFD restaurant or order from the restaurant. The close second was Word of mouth. The word of mouth also provides the actual testimony of the people who have visited the restaurant and hence has been a close contender for top rank. Different websites like zomato, trip advisor, etc. which are termed as review websites in this study are ranked at third position. It was found that traditional media types like print media or display media are at the bottom of the ranking.

4.4.2 Findings from Restaurant Data

4.4.2.1 SAFD restaurants in Pune city

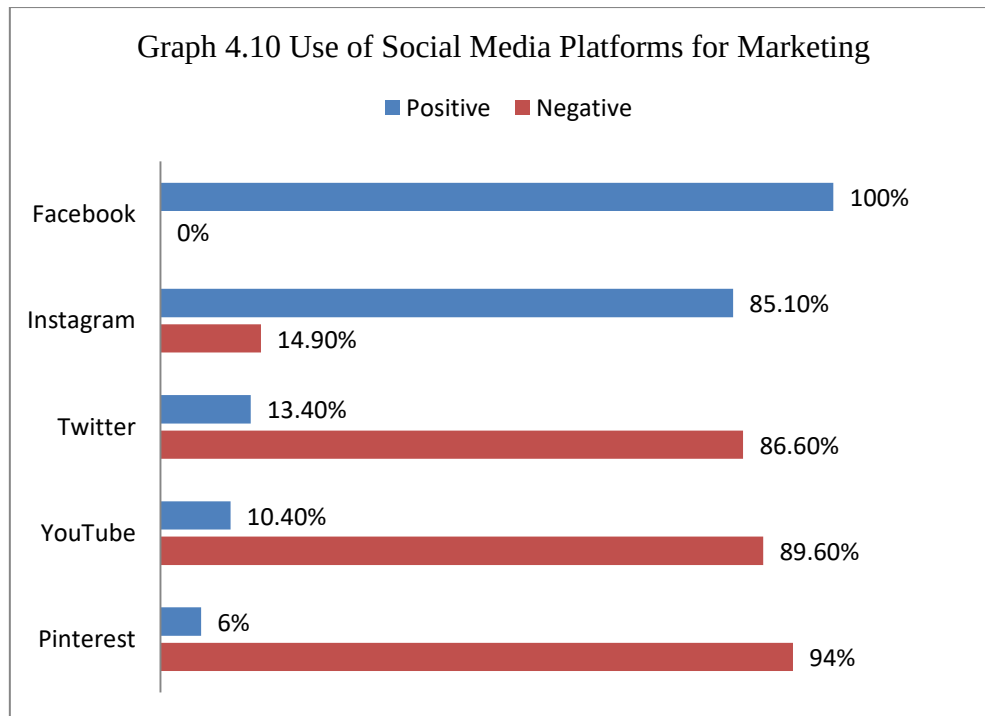
As discussed in chapter 1, stand-alone fine-dine is one of the flourishing restaurant category. Pune is not an exception for this. It was found that this type of restaurants have started opening doors more commonly after 2015. A considerable amount of SAFD restaurants have started their operation since 2015. It was also seen that most of these restaurants fall under large restaurant. Around 75% of these restaurants have a seating capacity of more than 60 pax and hence called as large restaurants. The cuisines they served are varied like India, Thai, Chinese, French, Contemporary, and so on.

All of the SAFD restaurants in Pune city were found taking the help of the viral media that is social media. It was observed that the restaurant which has opened after 2015 make the most use of the social media for marketing purposes. Each and every stand-alone fine-dine restaurant is present one at least one social media platform and have been taking help of the media to market themselves. But more than half of these restaurants do not have their own website operated by themselves.

To find out whether the efforts on the social media have been noticed by customers or not, most of the restaurants ask whether their customers have referred to their social media page before visiting a restaurant or ordering from the restaurant.

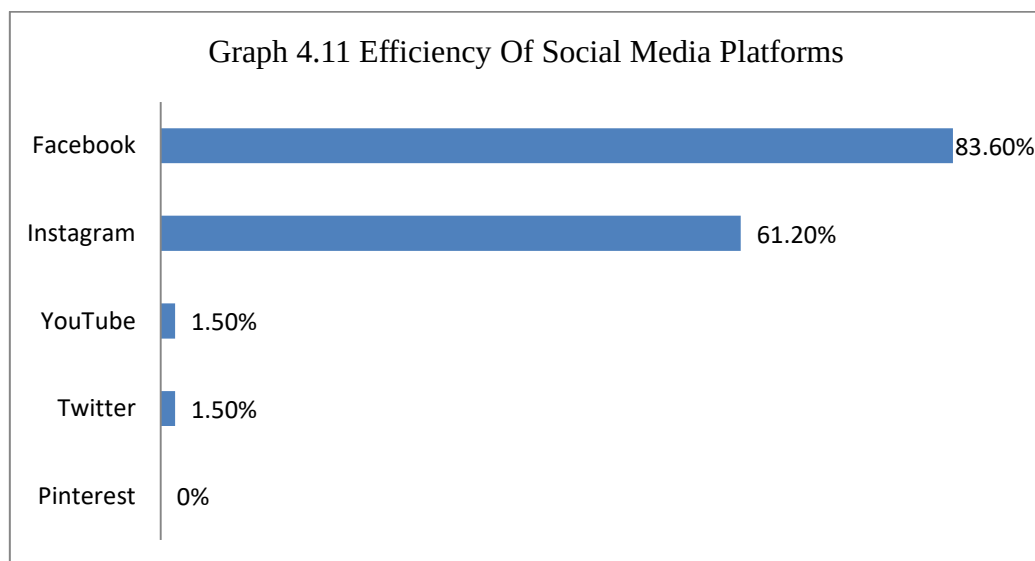
4.4.2.2 Usage of Social Media by SAFD restaurants in Pune city

Even though all the SAFD restaurants use one or more social media platforms, not all the restaurants use all the platforms. Graph 4.10 shows different social media platforms used by these restaurants. It can be seen that Facebook is used by all the SAFD restaurants followed by Instagram. The only video centric platform in this study was YouTube and it was observed that it is not a popular platform for marketing purposes. Twitter and Pinterest were the least used social media platforms by SAFD restaurants for marketing purposes.



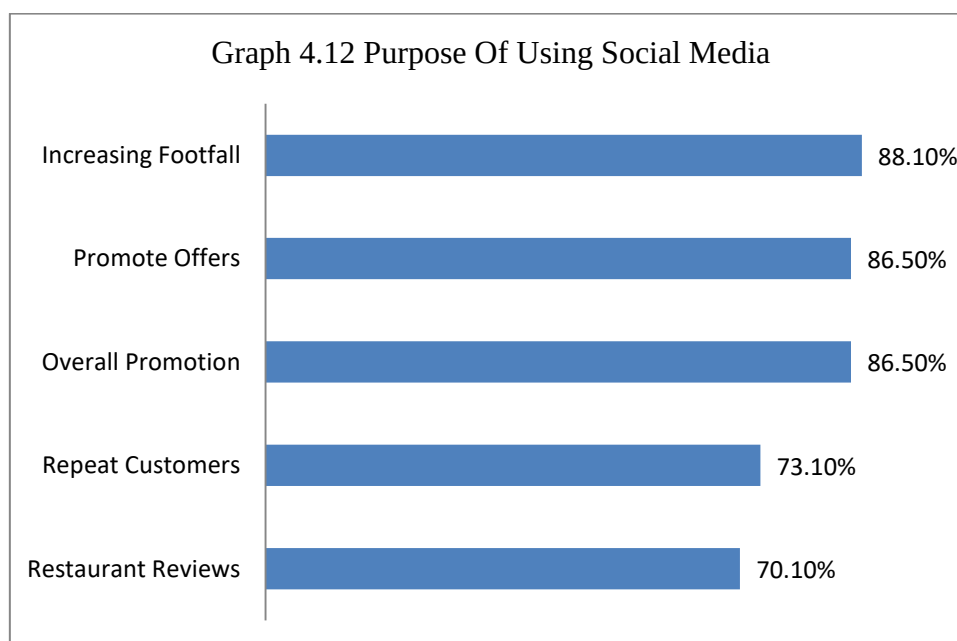
(Source : Primary data)

The data collected also shades light on which platform works the best for the SAFD restaurants as a marketing tool. Graph 5.11 illustrates the efficiency perceived by the restaurant representatives. It was found that Facebook tops in this category as well with 83.6% sample saying it is an efficient platform. Instagram stands on second place with 61.2%. As per the observation YouTube & Twitter both are perceived as not efficient. It was also found through the hypothesis testing that Facebook is the most efficient social media platform.



(Source : Primary data)

Even though the primary purpose of using social media platforms is to increase presence and spread information about the restaurant, it is not restricted to that. It can be seen from graph 4.12 that 88.10% restaurants use it as it increases the footfall for the restaurant. This means most of the customers visiting restaurant visit it after checking the social media page of the restaurant. Promoting offers and overall promotion are next ranked purposes of the social media.



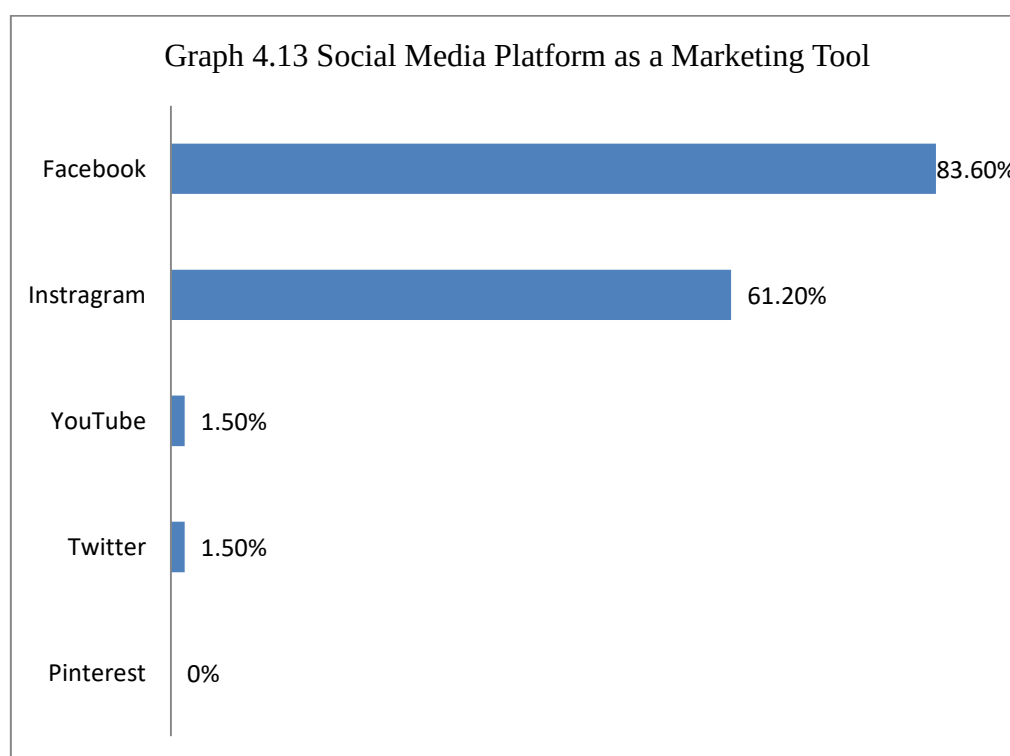
(Source : Primary data)

It was found that for 73.1% restaurants also think it is a better mean to engage customers and convert them into a loyal repeat customer of the restaurant. Getting reviews can be found at the bottom of the ranking as the restaurants do use different review websites for getting restaurants and only display few selected reviews on the social media page.

4.4.2.3 Social Media Platform's Success As A Marketing Tool

It was found out that Facebook has been the most effective social media platform used as a marketing tool. 83.6% SAFD restaurants in Pune city strongly believe that Facebook when used as a marketing tool has better results than any other media. Instagram which is another photocentric social media owned by the same company stands at second rank with 61.2% while YouTube and Twitter stand at third rank with same percentage of SAFD restaurants that is 1.5% each. It was also found that no

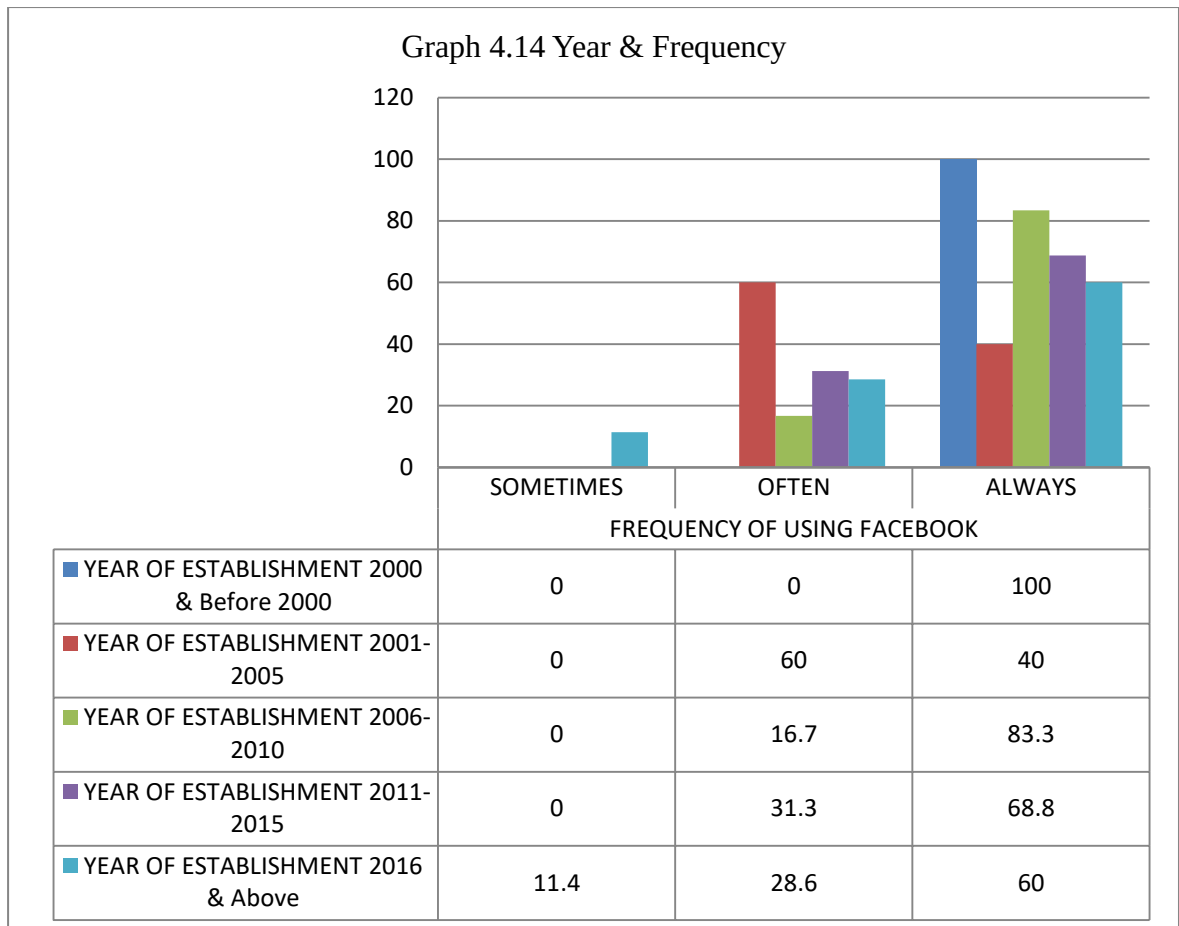
SAFD restaurant in Pune city thinks that Pinterest helps in marketing a restaurant. Graph 5.13 shows these same results.



(Source : Primary data)

4.4.2.4 Facebook as a marketing tool

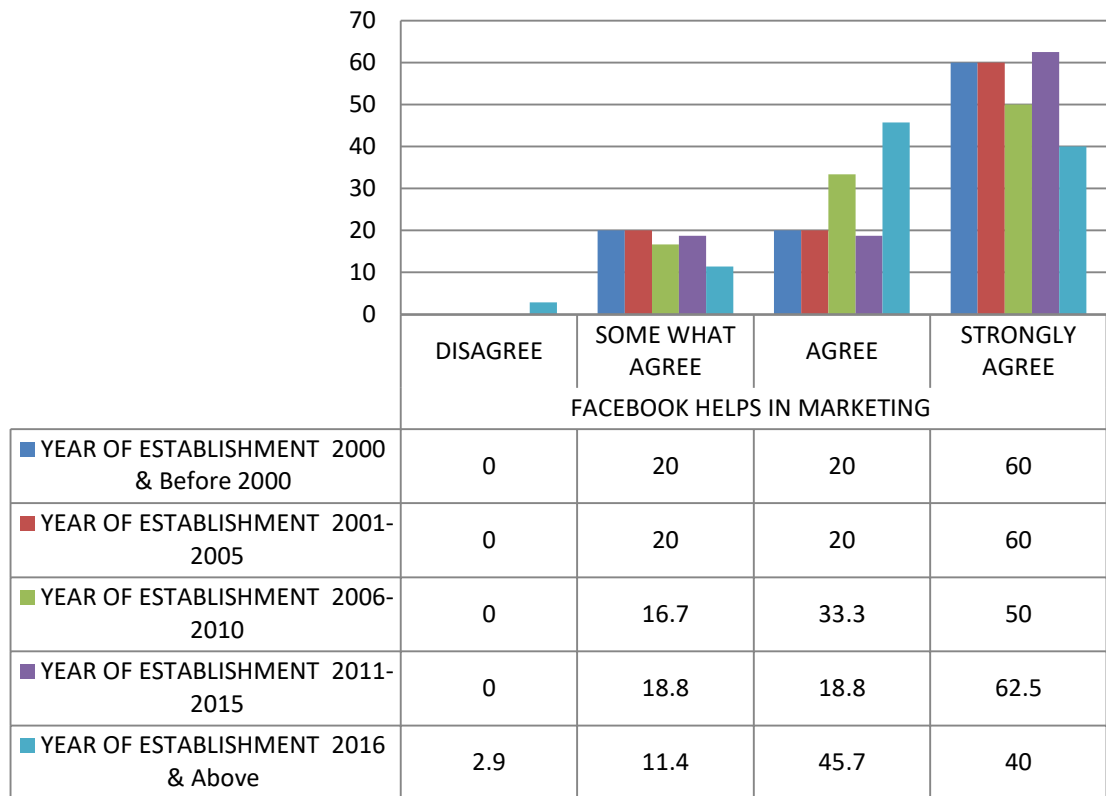
Graph 4.14 shows the relation between the year of establishment of the restaurant with how often these restaurants use Facebook as a marketing tool. It was found that all the restaurants established before the year 2000 always use Facebook as their preferred social media platform for marketing purposes. It was seen that 60% of restaurants established between year 2001 and 2005 use this platform often and 40% of these restaurants use this platform always. There were 83.3% of the restaurants established between year 2006 to 2010 which uses Facebook always and remaining 16.7% restaurants use this platform often. It was found that 31.3% of the restaurants established between year 2011 and 2015 use this platform often and the rest of the 68.8% of the restaurants established in this period use it always. It was observed that 60% of the restaurant opened after 2016 use Facebook always and 28.6% of the restaurants use it often. On other hand there were 11.4% of the restaurants established between 2016 onwards use Facebook sometimes.



(Source : Primary data)

The age of the restaurants also has been checked for the success of the Facebook as a marketing tool. It can be seen in graph 4.15 that 60% of the restaurants established before year 2000 strongly agree to the point that this platform helps in marketing a restaurants. Same responses were gathered from the restaurants established between year 2001 & 2005. 50% of the restaurants established between year 2006 & 2010 think that Facebook always helps in marketing. From all the restaurants established between 2011 & 2015, 62.2% restaurants strongly agreed that Facebook helps marketing a restaurant and from the restaurants established between 2016 onwards this percentage has gone down to 40%. Rest of the restaurants opened during this period were also on positive side of the spectrum.

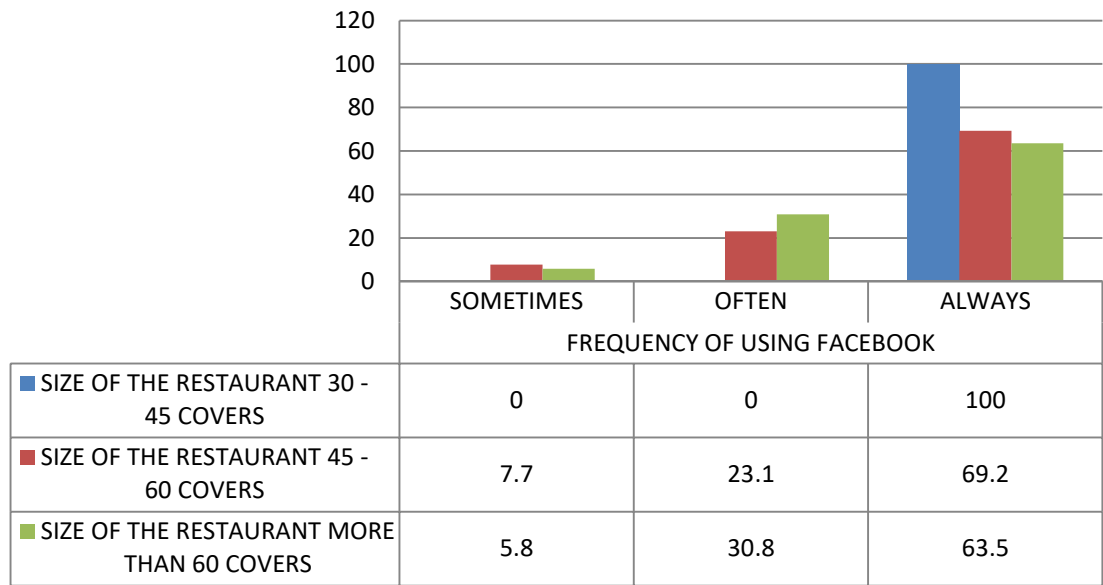
Graph 4.15 Year of Establishment and Perception About Facebook



(Source : Primary data)

It was found that size of the restaurant also an influence on using Facebook for marketing purposes. It was found that all the smaller restaurants i.e. restaurants with seating capacity of up to 45 covers always use Facebook for marketing. 69.2% of the restaurants with size of 45-60 covers found to use this platform always and 23.1% of these restaurants use this platform often. There 63.5% of the big restaurants (restaurants with more than 60 covers) always use Facebook as preferred social media platform for marketing purposes and 30.8% of these big restaurants often use this platform for marketing purposes. (Refer Graph 4.16)

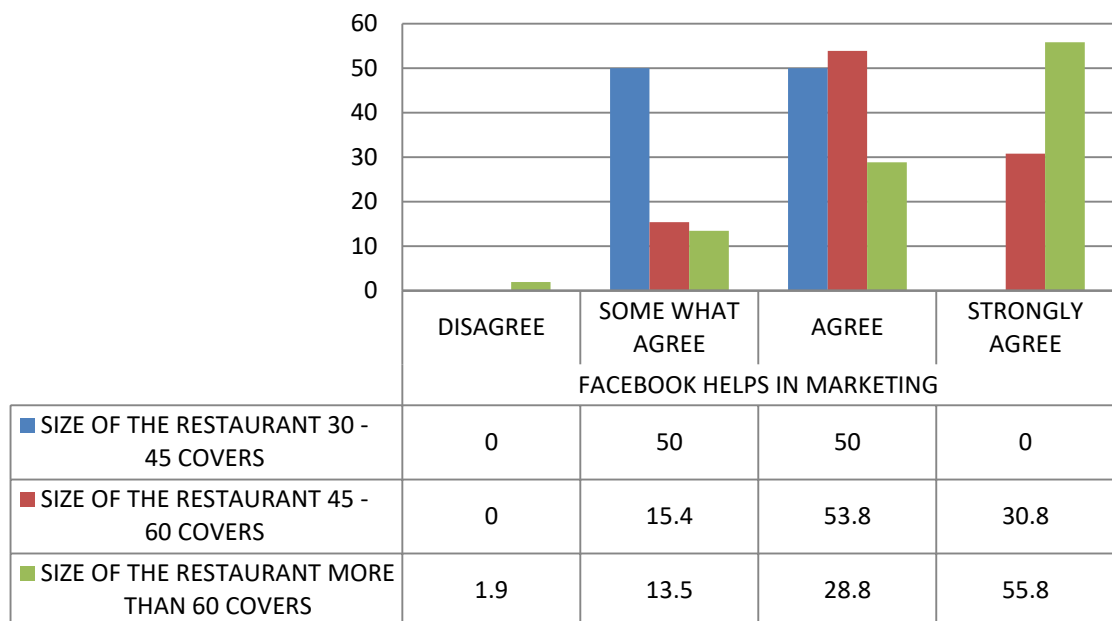
Graph 4.16 Size of a Restaurants & Frequency



(Source : Primary data)

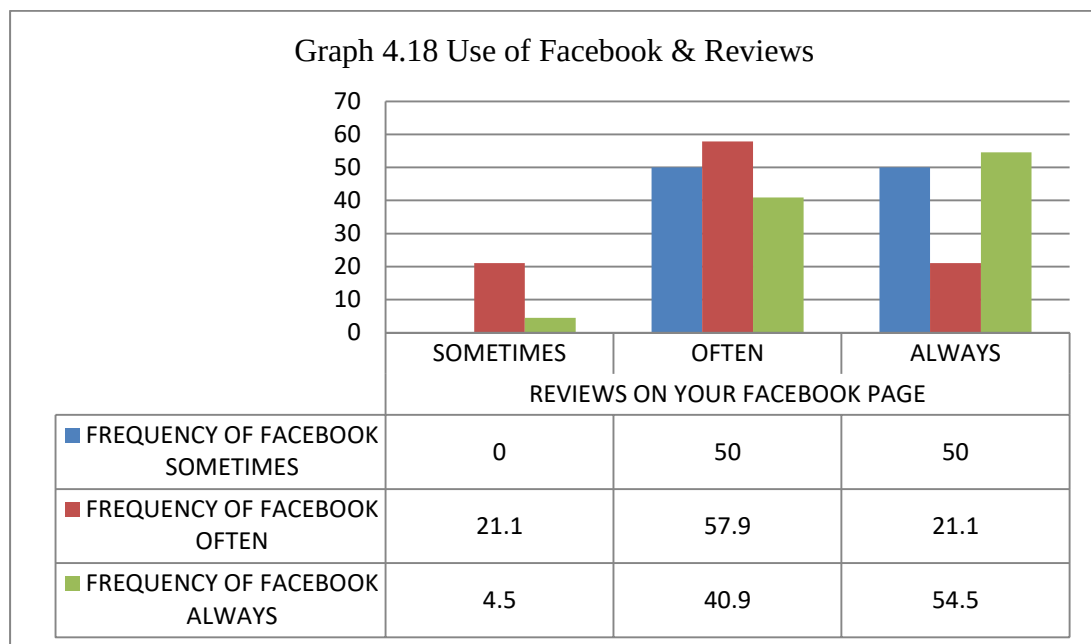
It was found that 50% the smaller restaurant representatives agree that Facebook helps in marketing a restaurants and the rest somewhat agree to it. The medium sized restaurants agreeing to this fact were 53.8% and 30.8% of these restaurants strongly agree to it. Majority of the big sized SAFD restaurants i.e. 55.8%, strongly agree that Facebook helps in marketing of a restaurants on other hand 28.8% agree and 13.5% somewhat agree to this statement. This same has been portrayed in graph 4.17.

Graph 4.17 Size & Perception About Facebook



(Source : Primary data)

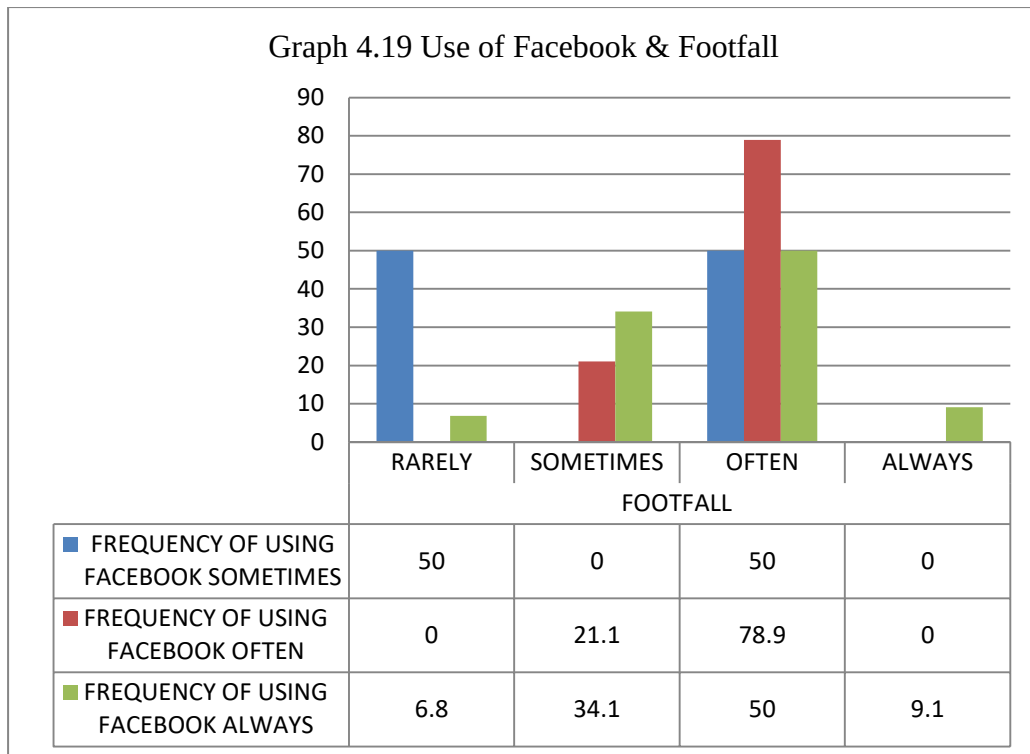
It was found that using Facebook often do have a positive effect on the different aspects of marketing. The first one is about spreading word of mouth using electronic or internet media which is often termed as E-Word Of Mouth (E-WoM). When it comes to Facebook page of a SAFD restaurant, the reviews by customers and bloggers published on these pages make the information viral whilst fitting in to the concept of E-WoM.



(Source : Primary data)

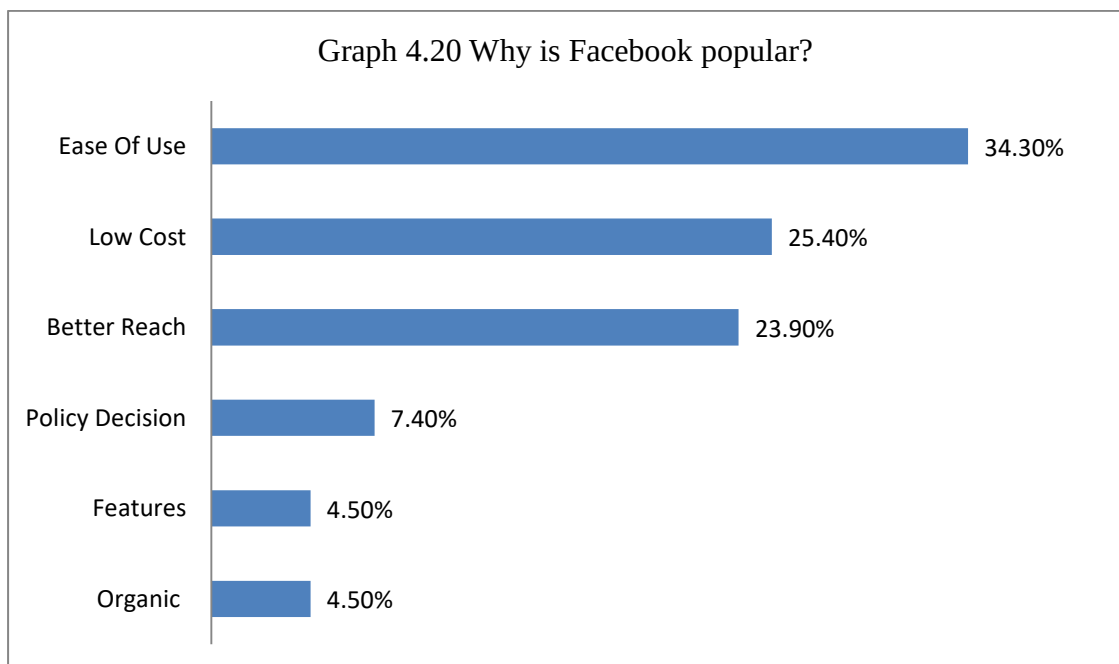
It was found that the restaurant using Facebook have highest number of reviews on their Facebook which is around 54.5% while the restaurants which often use this platform often get these reviews. It was found that for the restaurants which use Facebook more frequently get the better amount of reviews on their Facebook page. This all can be read from graph 4.18.

Another benefit found of using Facebook for marketing more frequently is that it helps to attract customers. It can be read from graph 4.19 that the restaurants which have used Facebook get better numbers of customers. There were 50% restaurants which have used this platform sometimes and have got the customers in restaurants often because of these efforts. This percentage has gone up to 78.9% for the restaurants who have used Facebook for marketing purposes often. There were around 60% of the restaurants who have always used Facebook and have got better results in attracting customers to the restaurant.



(Source : Primary data)

It was found that Facebook is the most popular social media platform used for marketing purposes by stand-alone fine-dine restaurants in Pune city. The top two reasons for which are - ease of use and cost effectiveness of the platform.



(Source : Primary data)

It can be seen from graph 4.20 that the top reason for this platform amongst SAFD restaurants is that it is easier to use than other platforms. 34.4% restaurant representatives think it is easier to use than other platform followed by low cost involved in using this platform (25.4%). Better reach is the reason which stands at the third rank with 23.9% restaurant representatives thinking that Facebook has better reach and which has already been discussed in Chapter 1. 7.4% restaurant use it because it is a policy laid down by either the owners or management while 4.5% restaurants use this platform because of the features of this platform while same amount of restaurants i.e 4.5% use it because it provide unbiased and organic way to provide information and as a feedback system.

Chapter 5

Conclusion & Recommendations

After carefully studying the data the researcher has derived the following conclusions. The researcher has also given some recommendations.

5.1 Conclusion 1 - Impact of social media on decision making process

While going through the process of decision making, one tries to find out the information about the requirement and need he or she has recognized. Social media comes handy at this stage as the information is readily available just on one click. The information that has been published by SAFD restaurants on their social media pages can be accessed by a potential customer and restaurants often upload photos and videos which act as a physical evidence. This all information can be accessed irrespective of time and space if the user has an interface to check it on. Therefore social media platforms are becoming one of the major components of gathering the information about the product and services offered by these stand-alone fine-dine restaurants.

Another stage of customer's decision making process where social media pages by SAFD restaurants play a vital role is while evaluating the information searched by customers. The virtual or interfacial word of web makes it easier to compare the information between different service and product providers at a same time. Customers often rely on the social media pages for real time information and gathering physical evidences.

It can be said that once the information is compared, potential customers also check the reviews of SAFD restaurants. The reviews provide insight of the restaurants in reference with the facilities, food and service provided and overall experience. It becomes crucial for the customers to gather these reviews as they pay considerable amount of money when they visit a stand-alone fine-dine restaurants.

Only once all the alternatives have been evaluated a customer makes a decision of choosing a stand-alone fine-dine restaurant to go to. So it can be said that social media pages of these restaurants have a great effect on this process.

Recommendation

It shall become a priority of the restaurant managers or owners to use the social media and keep the information about the restaurant readily available on social media platforms by updating the page regularly. This will also help the restaurant by providing real time information than historic information. In case of special events and offers, making sure that historic data is erased becomes another important task for the management or social media handler so that no confusion is created.

Keeping the social media page organized and updated will help the customers to make the decision of going to a restaurant. Social media will also help the customers to access the information about different aspects of the restaurant at same time just on one click. So it becomes mandatory for the restaurant to include as much information on social media page as possible. Any changes about restaurant operations like hours of operations, change in policy, change in menu, etc. should be updated without wasting any time. Reviews by customers shall be scrutinized before publishing on the page so that restaurant will have choice of using the reviews which provide authentic information and help other users to compare the options and make the decision.

5.2 Conclusion 2 - Influence of demographics on social media's use for decision making

Age is one of the most prominent demographic factors when it comes to using social media platforms while making a decision to go to a SAFD restaurant in Pune City. Users aged between 31 years to 50 years make the most use of different social media platforms as a reference source to gather the information about the restaurants. This information is the used to make the decision mostly on basis of the reviews written by other users, marketing material uploaded by restaurants, photos and menus.

The same age group also writes the reviews on social media platforms more often than other age groups. This is mostly because people falling in this age groups use social media more often and more aware of the features and usage of the social media platforms. These reviewers also upload the photos on the social media page of a restaurant while tagging the restaurant in their posts.

It has been concluded that smaller families (up to 4 members) go to SAFD restaurants more frequently than bigger families. The same variable also affects the decision to go to a SAFD restaurant. The decision to go to a stand-alone fine-dine restaurant is often

changed because of the family size. Smaller families with young adults change the decision frequently after referring to a social media page of the restaurant. These families refer facilities, menus, prices and reviews on social media page of the restaurant. It was also concluded that these same smaller families go to SAFD restaurants more frequently. The frequency of eating out at a SAFD restaurant of these families has positively changed since the usage of social media referencing.

A smaller family going out to a SAFD restaurants has increased since the use of social media by customers has increased. Same trend can be seen in married people. Married people go often to SAFD restaurants than singles. It was also seen that undergraduates often resort to social media for gathering the information and comparing it with options while making a decision to go to a SAFD restaurant.

A restaurant should be able to convert this market segment in loyal and frequent customers by using various strategies like offering loyalty points, special discounts on special events, etc. These initiatives have been utilized by star hotels and coffee shops in hospitality but are ignored by fine-dine restaurant segment. Once these customers have been converted into loyal customers, spreading the word through word of mouth or E-WoM becomes very easy. Like hotels and coffee shops, SAFD restaurants can also start with loyalty programs making sure customers visit again and again.

Recommendation

Restaurants can target the younger population as they have found to be more active on social media with more friends and followers. This will help a restaurant to reach to the age group which might have some influence on taking decision to go to but have more awareness of the social media's role in gathering information and comparing it. People from high income group visit SAFD restaurants more frequently than other income groups. Most of these people also fall in age group of 31 to 50 years. As the spending power and disposable income of the family rises, the frequency of going out to a SAFD restaurant increases as well. It was seen generally that people working in private service sector do have higher disposable income. Most of these people also come from smaller families where the awareness about social media is generally more. People from lesser income groups not going frequently to a stand-alone fine-dine restaurant creates an opportunity for the restaurants to attract more clientele from other income groups as those income groups have not yet been tapped by the

restaurants. This also will help SAFD restaurants to gain some business during pandemic times. Getting people in the restaurants from higher-middle income group can be a challenging tasks but it is possible to overcome the challenge by aggressive marketing planned considering this income group. The social media can be utilized better considering this income group. Platform like Facebook can be used to target specific demographic set of customers.

5.3 Conclusion 3 - Facebook as a marketing tool

In Pune, Facebook is the most famous social media platform amongst stand-alone fine-dine restaurants used for marketing purposes. Some features like selection of target market to flash the marketing efforts, chatbot, Facebook analytics about certain marketing campaigns have made this platform more popular than other social media platforms. Though some of these features are paid features the price is not very high. Investing in these low cost marketing efforts are preferred by these restaurants as it can perfectly fit within the marketing budget of the restaurant without exceeding the budget.

This platform has also helped many of the restaurants during the pandemic times of COVID-19 as many restaurants constantly used it to promote hygiene and sanitation practices conducted at the restaurant, informing customers that they can order for home deliveries during lockdowns. This has helped the restaurants to rebuild the trust in the minds of people to revisit the restaurant.

It was also seen that using Facebook is easier than other social media platforms. So creating, publicizing and spreading the marketing campaigns without help of specialist has given the prime edge to this platform. The platform also does not restrict the user, the restaurant management in this case, with word count or post type. After looking at the increased use of Facebook for marketing purpose the company has also started a new feature called as Facebook Market place which acts like a Market space of different products at a single touch. This has been one of the latest added features of Facebook which was rolled out in 2021.

Recommendation

Facebook shall be utilized by the SAFD restaurants more for marketing purposes. Restaurant can also add the links of their Facebook page on other platforms they are utilizing which will help in moving the traffic to their Facebook page.

Taking inspiration from Facebook about making the platform easier to use, other social media platforms can also make little changes which will help the users to use it without any assistance. While this is happening, it will provide great opportunity to social media advisors and consultants to focus on more social media platforms. These intermediaries should make management understand why it is important to use other platforms in tandem with Facebook and how it will help the restaurants. These can be converted into creating more efficient and wide spread marketing campaigns for online marketing. Making the information viral becomes very easy when the information is spread through different platforms at a same time. Facebook also gives an opportunity to operate chatbots which can be utilised by SAFD restaurants in Pune city. These chatbots can be used for basic information transfer like operating hours, online booking, queries related to menu, etc. Prompt replies by these chatbots make feel customers cared for leaving better impression of the restaurant.

5.4 Conclusion 4 - Significance of Social Media as marketing tool

For customers, social media is the most preferred platform to refer compared to other social media while going out to a SAFD restaurant in Pune city. With the advancement of the technology and mobile phones getting smarter, the information can be surfed from anywhere irrespective of the geographical boundaries. With every SAFD restaurant having their own page on different social media makes it very easy for the customers to access the information published by them. The social media is also an easier way to reach to larger population at the same time will less cost involved with it. This also includes online version of word of mouth which concluded to be better than the traditional word of mouth. It was also seen that traditional word of mouth, sometimes called as referrals is also preferred by many customers. This is because people trust first hand experiences of others that just believing on the advertisements and promotions. Other traditional media like print media, broadcast media are preferred less by the people.

Most of the restaurants use these social media platforms predominantly for attracting new customers and promote offers. Customers who visit restaurants usually follow the social media pages of the restaurants so that gathering of the information and comparing the information while making decision to go to a SAFD restaurant in future becomes easier for them. Lot of restaurants encourage patrons visiting to their

restaurants to follow and like the pages of the restaurants on different social media platforms to a certain extent. It was seen that these encouragements are not enough to utilise these social media pages for any other purpose than just gathering the information by customers. So even if the restaurants promote different offers, it is not well received by customers many a times as the information is lost when there are too many posts and the efforts are not consistent.

Recommendation

Social media shall be used by the restaurants as their primary way of marketing their restaurant. As social media has got the better reach than traditional media choices and as people prefer referring to it, the visibility of the restaurant will also increase. Taking advantage of this phenomenon, restaurants can take video and written testimonies instead of just relying on the feedbacks and referrals. These video testimonies of customers can then be uploaded on the social media pages of the restaurants. Restaurants can also ask their customers to share these testimonies on their own social media accounts.

Many of the restaurants still do not have their own pages/accounts on some of the social media platforms. Restaurants can create their pages or accounts on as many social media platforms as possible. This will help in increasing the virtual presence of the restaurants and will benefit customers who do not use a particular platforms as they won't be missed out on the information.

5.5 Conclusion 5 - Influence of demographics on change of decision

It was seen through the study that demographic factors play an important role when the changes are made in the decision making process after evaluating the options. It was seen that younger population (between the age of 18 years and 30 years) tend to change the decision often compared to other age groups. Another important demographic factor influencing the change in decision is family size. It was concluded that number of members affect the changes in decision often. It was concluded that bigger families that is families with more than 5 family members tend to change the decision of going to a SAFD restaurant after referring to a social media page of a SAFD restaurant. Gender and educational qualification do not influence this change to an extent. It was also seen that though the people below the income of 40

thousand go less to SAFD restaurant; they change the decision to go to a SAFD restaurant the most after referring to the social media page of the restaurant. On other hand people from higher income groups do not change the decision even after referring to the social media pages.

Recommendation

The social media analytics should be used by restaurant's social media handler which allows the page owners to select the target audience depending on amalgamation of different demographical factors as well as the habits like spending times on the platform, type of activities, connections and likes. Once the segment is chosen, marketing material to be uploaded on social media can be prepared accordingly. Facebook also gives an opportunity to flash the marketing material within selected geographical boundaries. So, using Facebook by considering these different factors will help a SAFD restaurant in Pune city to reach to a target market with ease.

5.6 Conclusion 6 - Change in buying behavior

It was concluded that there is a significant change in customer buying behavior after visiting a social media page of a SAFD restaurant. These customers fall under variety seeking behavior. 'Customer reviews' which are often termed as organic reviews is the most influencing variable due to which the change is induced. On the other hand reviews by bloggers are not considered by people much while changing this decision. Many of the people also refer the social media pages to find out the menus and facilities. It was seen that menus are also referred by customers a lot more frequently than other factors followed by facilities. The menus are uploaded by restaurants on social media pages. Many restaurants also have uploaded menus without prices. Sometimes for special events, restaurants create new menus for the duration of the event which are also displayed on their pages. Restaurants mention the facilities they offered with photos.

The users who use the social media for longer duration often resort to social media even for gathering information about the restaurants they decide to visit. This is also related while people try to find out the information about SAFD restaurants. As all the stand-alone fine-dine restaurants have their own social media pages, users do go to these pages to find the information about the restaurant. Facebook also provides an

opportunity to chat to the restaurant representatives. This does not only created the rapport between customers and restaurants but also helps customers to raise some specific queries and get the requisitions across management of the restaurants. This information is also utilized by customers to compare and evaluate the options. The social media page influences this stage and the change in decision making can be seen as the use of social media by customers increase. Though all of the SAFD restaurants have their own Facebook pages other social media platforms are not used by most of the SAFD restaurants with the same importance.

Recommendation

The void in utilization of different social media platforms at once create an opportunity to marketing consultants and agencies to create different selling points for covering all popular social medias. The selling points here means different packages developed by a consultant grouping together different social media platforms in same price and thus spreading the same marketing material on different platforms at a same time. This will not only help these intermediaries to boost the business but also to stand-alone fine-dine restaurants by increasing their presence on market space. The increase in presence will then help these restaurants to spread the information much efficiently. This presence will further help the restaurants to create brand equity. So the restaurants should consider utilizing as many social media platforms at one time as possible making sure no market segment is left out of providing information.

Many of the restaurants have not been utilizing social media platforms to its maximum utility. One of the components on these platforms which ignored by many of the restaurants is online booking. Restaurant pages should include online booking on their pages and should also encourage customers to book the table through it. Restaurants can also ask their customers to follow their pages on these different platforms. This will help the restaurants to spread the information to the target market in timely manner.

5.7 Other Learnings

1. Reviews present a great opportunity for the restaurants to virtually spread the word around. The restaurants should encourage their patrons to share more reviews while tagging the restaurant. It will not only highlight the restaurant but also will mark the presence of the customer at the restaurant making the review more trust worthy. Restaurants should also encourage users to upload the photos with the reviews as physical evidence to the readers. An initiative can be taken by SAFD restaurant by offering special discounts or rewards for the patrons who write the reviews.
2. The most organic way to spread the information about the restaurant is through getting original reviews written by customers on the social media pages as well as on review websites of the restaurants. Most of the customers write their reviews on the pages on social media pages by tagging the restaurants and uploading the photos. Some of the restaurants have linked their pages on review website.
3. Using social media for advertising and promotional activities is proving to be beneficial but many of the restaurants are not yet well versed with all the social media platforms. Due to this, many of the restaurants have not yet tried many of the social media platforms for marketing like pinterest or linked in. Though some of the restaurants ask their customers about the referral source, due to this negligence, many of the beneficial features on these social media platforms are not utilised.
4. Social media is effective when it is used consistently for marketing purposes. It was seen that many of the restaurants fail in using this media consistently. On one hand there are few restaurants which use the platform only for posting the marketing efforts on the other hand few of the restaurants only uses it to establish the brand presence. Customers tend to forget about restaurants in competitive environment if the marketing efforts are not consistent.
5. It was seen that many restaurants often ignore publishing reviews on their social media pages as some customers are equally vocal about some critical points about the restaurants in their reviews. Not all reviews are 100% positive. These critical points are perceived as negative publicity for the restaurant on social media due to which restaurants refrain from encouraging customers to write reviews. These points should be considered by the restaurant management as points to improve on

for betterment. So restaurant should stop relying just on review websites and encourage customers to share their views on social media. Some form of incentives can be offered to customers for writing the reviews on social media pages of the restaurants.

5.8 Future Scope

The social media marketing is a becoming the most popular marketing media choice surpassing other media choices. The technological advancement and e-literacy is proving to be focal point for this popularity. Though this study includes social media as a prime focus of the research, other digital media channels have not been considered for this study. These digital platforms can be studied in detail to check it's effect and influence on consumer behavior. Psychological as well as financial factors also play an important role in making a decision while buying a product or a service. Both of these factors can be taken for further study. It was not possible to cover all the strata of the hospitality industry in this research. Other sectors within hospitality industry and related to restaurants like quick service restaurants, casual restaurants, ethnic restaurants, etc. can be taken for further study. The current study has been conducted in geographies of Pune city. Similar study can be conducted in other geographical locations as well.

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Annexure

Annexure 1 – Some common types of restaurant usually found across the world are –

Bistro – Traditionally a smaller sized restaurants with basic table, chairs and simple décor, friendly and informal staff. Usually serves very basic menu items with limited choices and most of the times only non-alcoholic drinks.

Brasserie – Bigger than bistro with large and stylish dining room with long bars. These types of restaurants usually serve pre-plated one-plate food dishes. Service personnel in traditional brasseries wear traditional long half aprons with black waist-coats.

Coffee Shop – These types of restaurants are similar to previous two types but are open full day without any breaks. These restaurants serve all type of meals with breakfast through-out the day. People often go to such a restaurant for a drink or a coffee with small amount to eat.

Ethnic Restaurants – These restaurants usually specialise in one single ethnic cuisine. The décor and theme matches the food and reflect ethnic origin.

Fast Food Restaurant – The emphasis is given on time taken to serve the food once the order is placed. Usually the orders are placed by customers at a order counter and food is self-served or some service assistance can be provided. The food served in such restaurants is more assembly oriented.

Themed Restaurant – Often international in orientation. The emphasis is given more on décor and serves generic menu with or without one specific cuisine.

Cafeteria – This concept has been developed keeping in mind the non-profit making institutions like school canteens and industrial canteens. These types organisations usually serve short and fix menus.

Casual Dining – A casual dining restaurant (or sit down restaurant) is a restaurant that serves moderately-priced food in a casual atmosphere. Except for buffet-style restaurants, casual dining restaurants typically provide table service. Casual dining comprises a market segment between fast-food establishments and fine-dining restaurants. Casual-dining restaurants often have a full bar with separate bar staff, a full beer menu and a limited wine menu. They are frequently, but not necessarily, part of a wider chain, particularly in the US. In Italy, such casual restaurants are often called "trattoria", and are usually independently owned and operated.

Family Restaurants – Family style restaurants are a type of casual dining restaurants where food is often served on platters and the diners serve themselves. It can also be used to describe family-friendly diners or casual restaurants.

Fine-dine – Fine dining restaurants are full service restaurants with specific dedicated meal courses. Décor of such restaurants features higher-quality materials, with establishments having certain rules of dining which visitors are generally expected to follow, sometimes including a dress code. Fine dining establishments are sometimes called *white-tablecloth restaurants*, because they traditionally featured table service by servers, at tables covered by white tablecloths. The tablecloths came to symbolize the experience. The use of white tablecloths eventually became less fashionable, but the service and upscale ambience remained. (Lillicrap et al., 2002)

Buffet or Smorgasbord – These restaurants usually serve fixed spread of food items arranged on buffets. Customer help themselves choosing the food from the offering and pay the fixed price irrespective of their choices. The food is served unlimited.

Coffee House – Coffeehouses are casual restaurants without table service that emphasize coffee and other beverages; typically a limited selection of cold foods such as pastries and perhaps sandwiches are offered as well. Their distinguishing feature is that they allow patrons to relax and socialize on their premises for long periods of time without pressure to leave promptly after eating, and are thus frequently chosen as sites for meetings.

Destination Restaurant – This type of restaurant idea is derived from the restaurant review book called as The Michelin Star Guide. The restaurant usually offers distinctive personality, cuisine, ambience, beverage and service. Personal and attentive service is the high-light of this type of the restaurant.

Licenced Bar – Licenced environment primarily for drinking. May be simply a serving bar with standing room or through to more plush surroundings incorporating the offer of a variety of foods from simple plated food items through to full restaurant service.

Wine Bars – Often mixture of licenced bar and brasserie style operation, commonly wine themed serving variety of food.

Pubs – Traditionally, pubs were primarily drinking establishments with food in a secondary position, whereas many modern pubs rely on food as well, to the point where gastro-pubs are often known for their high-quality fine-dining style pub food and offer high prices. A typical pub has a large selection of beers and ales on tap. (Lillicrap et al., 2002)

Annexure 2 – Questionnaire for customers

A study of relevance of social media on stand-alone fine-dine restaurants in Pune city.

Respected Sir/Madam,

This survey is a part of research work titled “**A study of relevance of social media on stand-alone fine-dine restaurants in Pune city**” by Mr. Amit Khare under the guidance of Dr. Suvarna Sathe. The data collected through this questionnaire will be used strictly for research purpose only. The data will be kept confidential and anonymous at all the times and will not be used elsewhere. Data will be reported only as a collective combined total.

Kindly provide the information requested below.

Thank You,

Amit Khare

(Research Scholar – Tilak Maharashtra Vidyapeeth)

1. Name:

2. Contact No.:

3. Email Address:

4. Age

18 – 30 years	30- 40 years	40 – 50 years	50 – 60 years	Above 60

5. Gender

Male	Female	Transgender

6. Marital Status

Unmarried	Married

7. Number of family members

Upto 2	3-4	4-5	6-8	Above 8

8. Educational Qualification

Undergraduate	Graduate	Post Graduate	Professionals	Diploma Holder

9. Monthly family income

Upto 20K	20K-40K	40K-60K	60K-80K	Above 80K

10. Which of the social media platforms do you use most frequently? (✓ your answers)

	Always	Often	Sometimes	Rarely	Never
Facebook					
Instagram					
YouTube					
Twitter					
Pinterest					

11. Why do you use any of above platforms?

- A. Ease of use
- B. Accessibility
- C. Entertainment
- D. Guiding source
- E. Network & relations
- F. Other - _____

12. Since when are you on any social media platform?

- A. 0-2 years
- B. 2-4 years
- C. 4-6 years
- D. 6-8 years
- E. More than 8 years

13. Which of the following social media platform do you refer for choosing a restaurant? (✓ your answers)

	Always	Often	Sometimes	Rarely	Never
Facebook					
Instagram					
YouTube					
Twitter					
Pinterest					

14. How often you go to a restaurant in a month?

	0-2 times	2-4 times	4-6 times	6-8 times	More than 8 times
Before using a social media					
After using social media					

15. When do you refer to a social media platform for selection of a restaurant?

	Always	Often	Sometimes	Rarely	Never
Dinner with family					
Dinner with friends					
Social Gathering					
Special Event					
Change in routine					
Business Dinner					

16. Please tick (✓) your answers for the following criteria.

Criteria	Always	Often	Sometimes	Rarely	Never
How often do you go to Stand-Alone fine-dine restaurants?					
Do you refer to any social media platform while choosing a Stand-Alone Fine-dine restaurant?					
Do you think a page of a stand-alone fine-dine restaurant on a social media is a good option to make a decision whilst going out to a stand-alone fine-dine restaurant?					
Do you change your decision of going to such a restaurant after referring to a page of a Stand-Alone fine-dine restaurant on a social media?					
Do you use a page of a stand-alone fine-dine restaurant on a social media to write reviews or recommendations or feedback or upload photos, etc.?					

17. Following are different aspects observed on a page of a Stand-Alone fine-dine restaurant. Please tick (✓) your preferences for the aspects you refer to.

	Always	Often	Sometimes	Rarely	Never
Reviews by customers					
Reviews by a food blogger					
Photos on a page					
Offers on a page					
Menu of the restaurant					
Facilities at the restaurant					
Timings of the restaurant					
Online table booking or food orders					
Any other marketing efforts by a restaurant on a page on a social media					

18. What is the most common reason for changing the decision of going to a restaurant after referring to a page of a fine-dine restaurant?

	Always	Often	Sometimes	Rarely	Never
Reviews by customers					
Reviews by a food blogger					
Photos on a page					
Offers on a page					
Menu of the restaurant					
Facilities at the restaurant					
Timings of the restaurant					
Online table booking or food orders					
Any other marketing efforts by a restaurant on a page on a social media					

19. Do you think any of the choices given below are better media choices than Social media while referring to a Stand-Alone Fine-dine restaurant?

	Always	Often	Sometimes	Rarely	Never
Print media like news-papers, pamphlets					
Broadcast media like T.V., Radio					
Display media like hoardings, Flex					
Electronic media like Telephone, SMS					
Special Events like Festival, Fair					
Word of Mouth					
Review Websites					

- Thank you for your response -

Annexure 3 – Questionnaire for restaurants

A study of relevance of social media on stand-alone fine-dine restaurants in Pune city.

Respected Sir/Madam,

This survey is a part of research work titled “**A study of relevance of social media on stand- alone fine-dine restaurants in Pune city**” by Mr.Amit S. Khare under the guidance of Dr. Suvarna Sathe. The data collected through this questionnaire will be used strictly for research purpose only. The data will be kept confidential and anonymous at all the times and will not be used elsewhere. Data will be reported only as a collective combined total.

Kindly provide the information requested below.

Thank You,

Amit Khare

(Research Scholar – Tilak Maharashtra Vidyapeeth)

1. Name of the restaurant:

2. Year of establishment:

3. Address:

4. Name of the respondent:

5. Contact:

6. Email address:

7. Gender: ☐ Male ☐ Female ☐ Transgender

8. Experience as a manager: _____

0-2 year ☐ 2-4 years ☐ 4 -6 years ☐ 6-8 years ☐ More than 8
years

9. Size of the restaurant:

☐ Upto 15 covers

☐ 15-30 covers

☐ 30-45 covers

___ 45-60 covers

___ more than 60 covers

10. Does your restaurant have dedicated website?

___ Yes

___ No

11. In the feedback form of your restaurant do you ask the customers if they have referred to social media page prior to their visit?

___ Yes

___ No

12. Do you have a social media page for restaurant?

___ Yes

___ No

13. On which social media platform you have a restaurant page on?

___ Facebook

___ Instagram

___ Youtube

___ Twitter

___ Pinterest

14. On which of the following platform you have the most number of followers?

___ Facebook

___ Instagram

___ Youtube

___ Twitter

___ Pinterest

15. How often do you use the following social media platform for any marketing effort? (✓ your answers)

	Always	Often	Sometimes	Rarely	Never
Facebook					
Instagram					

YouTube					
Twitter					
Pinterest					

16. Please tick (✓) your answers for the following criteria.

Criteria	Always	Often	Sometimes	Rarely	Never
Do you use social media to promote offers?					
Do you get restaurant reviews on your social media page?					
Do you consider that social media helps in promoting a restaurant?					
Does your social media page help you to get repeat customers?					
Do you think social media helps in increasing the footfall?					

17. Do you agree that the following social media platforms help in marketing the restaurant? (✓ your answers)

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Facebook					
Instagram					
YouTube					
Twitter					
Pinterest					

18. Please tick (✓) your answers for the following criteria.

Criteria	Always	Often	Sometimes	Rarely	Never
Do you get restaurant reviews on your Facebook page?					
Do you think Facebook is a better social media platform than other					

social media platforms for marketing?					
Do you get footfall referring to Facebook page of your restaurant?					
Do you think Facebook is easier to use than other social media platforms?					
Do you think Facebook has better reach than other social media to choose it as a marketing tool?					

19. Which of the following marketing media help your restaurant the most in attracting the customers ?(✓ your answers)

	Always	Often	Sometimes	Rarely	Never
Social Media like Facebook, Instagram					
Print media like news-papers, pamphlets					
Broadcast media like T.V., Radio					
Display media like hoardings, Flex					
Electronic media like Telephone, SMS					
Special Events like Festival, Fair					
Word of Mouth					
Review Websites					

- Thank You -

Annexure 4 - Validation of Questionnaires

Test of Validity – Customers Questionnaire

Question	Correlation	Result	Validity
Age Of The Respondent	Pearson Correlation	-.349	Valid
	Sig. (2-Tailed)	.000	
	N	459	
Gender Of The Respondent	Pearson Correlation	-.063	Invalid
	Sig. (2-Tailed)	.176	
	N	459	
Marital Status Of The Respondent	Pearson Correlation	-.281	Valid
	Sig. (2-Tailed)	.000	
	N	459	
Number Of Family Members	Pearson Correlation	.077	Invalid
	Sig. (2-Tailed)	.101	
	N	459	
Educational Qualification Of The Respondent	Pearson Correlation	-.014	Invalid
	Sig. (2-Tailed)	.761	
	N	459	
Monthly Family Income	Pearson Correlation	-.070	Invalid
	Sig. (2-Tailed)	.132	
	N	459	
Which Of The Social Media Platform Do You Use Frequently - Instagram	Pearson Correlation	.358	Valid
	Sig. (2-Tailed)	.000	
	N	459	
Which Of The Social Media Platform Do You Use Frequently - Facebook	Pearson Correlation	.369	Valid
	Sig. (2-Tailed)	.000	
	N	459	
Which Of The Social Media Platform Do You Use Frequently - Youtube	Pearson Correlation	.415	Valid
	Sig. (2-Tailed)	.000	
	N	459	
Which Of The Social Media Platform	Pearson Correlation	.436	Valid

Do You Use Frequently - Twitter	Sig. (2-Tailed)	.000	
	N	459	
Which Of The Social Media Platform Do You Use Frequently - Pinterest	Pearson Correlation	.435	Valid
	Sig. (2-Tailed)	.000	
	N	459	
Why Do You Use The Mentioned Social Media Platform - Ease Of Platform	Pearson Correlation	.044	Invalid
	Sig. (2-Tailed)	.352	
	N	459	
Why Do You Use The Mentioned Social Media Platform - Accessibility	Pearson Correlation	-.003	Invalid
	Sig. (2-Tailed)	.949	
	N	459	
Why Do You Use The Mentioned Social Media Platform - Entertainment	Pearson Correlation	-.008	Invalid
	Sig. (2-Tailed)	.856	
	N	459	
Why Do You Use The Mentioned Social Media Platform - Guiding Source	Pearson Correlation	.000	Invalid
	Sig. (2-Tailed)	.996	
	N	459	
Why Do You Use The Mentioned Social Media Platform - Network And Relations	Pearson Correlation	-.019	Invalid
	Sig. (2-Tailed)	.677	
	N	459	
Why Do You Use The Mentioned Social Media Platform - Other	Pearson Correlation	.A	Cannot Be Calculated
	Sig. (2-Tailed)	.	
	N	459	
Since When Are You On Any Social Media Platform	Pearson Correlation	.208	Valid
	Sig. (2-Tailed)	.000	
	N	459	
Social Media Use Preference - Instagram	Pearson Correlation	.571	Valid
	Sig. (2-Tailed)	.000	
	N	459	
Social Media Use Preference - Face Book	Pearson Correlation	.522	Valid
	Sig. (2-Tailed)	.000	
	N	459	

Social Media Use Preference - You Tube	Pearson Correlation	.398	Valid
	Sig. (2-Tailed)	.000	
	N	459	
Social Media Use Preference - Twitter	Pearson Correlation	.512	Valid
	Sig. (2-Tailed)	.000	
	N	459	
Social Media Use Preference - Pinterest	Pearson Correlation	.431	Valid
	Sig. (2-Tailed)	.000	
	N	459	
How Often You Go To Restauarant In A Month?- Before Using A Social Media	Pearson Correlation	.206	Valid
	Sig. (2-Tailed)	.000	
	N	459	
How Often You Go To Restauarant In A Month ? - After Using A Social Media	Pearson Correlation	.356	Valid
	Sig. (2-Tailed)	.000	
	N	459	
Refering To Social Media While Visiting /Selection Of A Restaurant - Dinner With Family	Pearson Correlation	.487	Valid
	Sig. (2-Tailed)	.000	
	N	459	
Refering To Social Media While Visiting /Selection Of A Restaurant - Dinner With Friends	Pearson Correlation	.569	Valid
	Sig. (2-Tailed)	.000	
	N	459	
Refering To Social Media While Visiting /Selection Of A Restaurant - Special Gathering	Pearson Correlation	.597	Valid
	Sig. (2-Tailed)	.000	
	N	459	
Refering To Social Media While Visiting / Selection Of A Restaurant - Special Event	Pearson Correlation	.574	Valid
	Sig. (2-Tailed)	.000	
	N	459	
Refering To Social Media While Visiting /Selection Of A Restaurant - Change In Routine	Pearson Correlation	.558	Valid
	Sig. (2-Tailed)	.000	
	N	459	
Refering To Social Media While Visiting /Selection Of A Restaurant -	Pearson Correlation	.414	Valid
	Sig. (2-Tailed)	.000	

Business Dinner	N	459	
Do You Go To Stand Alone Fine Dine Restaurants (Safd)?	Pearson Correlation	.323	Valid
	Sig. (2-Tailed)	.000	
	N	459	
Refer To Social Media Platform/Page Of Safd	Pearson Correlation	.588	Valid
	Sig. (2-Tailed)	.000	
	N	459	
Page Of Safd On Social Media Is A Good Option For Decision Making	Pearson Correlation	.629	Valid
	Sig. (2-Tailed)	.000	
	N	459	
Change In Decision Due To Social Media (Sm)	Pearson Correlation	.573	Valid
	Sig. (2-Tailed)	.000	
	N	459	
Use Of Page To Write Reviews	Pearson Correlation	.590	Valid
	Sig. (2-Tailed)	.000	
	N	459	
Aspects Observed On Page Of Safd :Customer Reviews	Pearson Correlation	.627	Valid
	Sig. (2-Tailed)	.000	
	N	459	
Aspects Observed On Page Of Safd: Food-Blogger Reviews	Pearson Correlation	.643	Valid
	Sig. (2-Tailed)	.000	
	N	459	
Aspects Observed On Page Of Safd : Photos	Pearson Correlation	.645	Valid
	Sig. (2-Tailed)	.000	
	N	459	
Aspects Observed On Page Of Safd: Offers	Pearson Correlation	.659	Valid
	Sig. (2-Tailed)	.000	
	N	459	
Aspects Observed On Page Of Safd : Menu	Pearson Correlation	.494	Valid
	Sig. (2-Tailed)	.000	
	N	459	
Aspects Observed On Page Of Safd:	Pearson Correlation	.623	Valid

Facilities	Sig. (2-Tailed)	.000	
	N	459	
Aspects Observed On Page Of Safd: Timings	Pearson Correlation	.615	Valid
	Sig. (2-Tailed)	.000	
	N	459	
Aspects Observed On Page Of Safd: Online Table Booking/ Food Orders	Pearson Correlation	.533	Valid
	Sig. (2-Tailed)	.000	
	N	459	
Aspects Observed On Page Of Safd : Any Other	Pearson Correlation	.647	Valid
	Sig. (2-Tailed)	.000	
	N	459	
Common Reason For Changing Decision : Customer Reviews	Pearson Correlation	.607	Valid
	Sig. (2-Tailed)	.000	
	N	459	
Common Reason For Changing Decision : Food-Blogger Reviews	Pearson Correlation	.631	Valid
	Sig. (2-Tailed)	.000	
	N	459	
Common Reason For Changing Decision : Photos	Pearson Correlation	.585	Valid
	Sig. (2-Tailed)	.000	
	N	459	
Common Reason For Changing Decision :Offers	Pearson Correlation	.619	Valid
	Sig. (2-Tailed)	.000	
	N	459	
Common Reason For Changing Decision : Menu	Pearson Correlation	.515	Valid
	Sig. (2-Tailed)	.000	
	N	459	
Common Reason For Changing Decision : Facilities	Pearson Correlation	.626	Valid
	Sig. (2-Tailed)	.000	
	N	459	
Common Reason For Changing Decision : Timings	Pearson Correlation	.616	Valid
	Sig. (2-Tailed)	.000	
	N	459	

Common Reason For Changing Decision : Online Table Booking/ Food Orders	Pearson Correlation	.633	Valid
	Sig. (2-Tailed)	.000	
	N	459	
Common Reason For Changing Decision : Any Other	Pearson Correlation	.658	Valid
	Sig. (2-Tailed)	.000	
	N	459	
Best Choices: Print Media	Pearson Correlation	.453	Valid
	Sig. (2-Tailed)	.000	
	N	459	
Best Choices: Broadcast Media	Pearson Correlation	.527	Valid
	Sig. (2-Tailed)	.000	
	N	459	
Best Choices: Display Media	Pearson Correlation	.566	Valid
	Sig. (2-Tailed)	.000	
	N	459	
Best Choices: Electronic Media	Pearson Correlation	.610	Valid
	Sig. (2-Tailed)	.000	
	N	459	
Best Choices: Special Events	Pearson Correlation	.562	Valid
	Sig. (2-Tailed)	.000	
	N	459	
Best Choices: Word Of Mouth	Pearson Correlation	.348	Valid
	Sig. (2-Tailed)	.000	
	N	459	
Best Choices: Review Of Websites	Pearson Correlation	.644	Valid
	Sig. (2-Tailed)	.000	
	N	459	

In order to say that the question is valid to the research study the significance value should be lesser than 0.05. In this case out of the total 60 variables 50 variables are valid and 9 variables are invalid. This means that 83.33 percent of the variables are valid whereas the remaining 15

percent of the variables are invalid. Overall the questionnaire is valid since 83 percent of the questions are valid and are able to extract the information through the question.

Test of Validity – Restaurant Questionnaire

Question	Correlation	Result	Validity
Year Of Establishment Of Restaurant	Pearson Correlation	.361	Valid
	Sig. (2-Tailed)	.003	
	N	67	
Gender Of The Respondent	Pearson Correlation	.224	Invalid
	Sig. (2-Tailed)	.068	
	N	67	
Experience As A Manager	Pearson Correlation	.099	Invalid
	Sig. (2-Tailed)	.425	
	N	67	
Size Of The Restaurant	Pearson Correlation	.050	Invalid
	Sig. (2-Tailed)	.687	
	N	67	
Does Your Restaurant Have A Dedicated Website	Pearson Correlation	.050	Invalid
	Sig. (2-Tailed)	.690	
	N	67	
In The Feedback Form Of Your Restaurant Do You Ask The Customers If They Have Referred To Social Media Page Prior To Their Visit	Pearson Correlation	.502	Valid
	Sig. (2-Tailed)	.000	
	N	67	
Do You Have A Social Media Page For Your Restaurant	Pearson Correlation	.361	Valid
	Sig. (2-Tailed)	.003	
	N	67	
On Which Social Media Platform You Have A Restaurant Page On - Facebook	Pearson Correlation	.367	Valid
	Sig. (2-Tailed)	.003	
	N	67	
On Which Social Media Platform You	Pearson Correlation	-.020	Invalid

Have A Restaurant Page On - Instagram	Sig. (2-Tailed)	.875	
	N	67	
On Which Social Media Platform You Have A Restaurant Page On - Youtube	Pearson Correlation	.206	Invalid
	Sig. (2-Tailed)	.095	
	N	67	
On Which Social Media Platform You Have A Restaurant Page On - Twitter	Pearson Correlation	.035	Invalid
	Sig. (2-Tailed)	.779	
	N	67	
On Which Social Media Platform You Have A Restaurant Page On - Pinterest	Pearson Correlation	.028	Invalid
	Sig. (2-Tailed)	.825	
	N	67	
On Which Platform Do You Have The Most Number Of Followers	Pearson Correlation	-.066	Invalid
	Sig. (2-Tailed)	.598	
	N	67	
Frequency Of Using Social Media Platform For Marketing - Facebook	Pearson Correlation	.341	Valid
	Sig. (2-Tailed)	.004	
	N	67	
Frequency Of Using Social Media Platform For Marketing - Instagram	Pearson Correlation	.248	Valid
	Sig. (2-Tailed)	.043	
	N	67	
Frequency Of Using Social Media Platform For Marketing - Youtube	Pearson Correlation	-.087	Invalid
	Sig. (2-Tailed)	.485	
	N	67	
Frequency Of Using Social Media Platform For Marketing - Twitter	Pearson Correlation	-.056	Invalid
	Sig. (2-Tailed)	.654	
	N	67	
Frequency Of Using Social Media Platform For Marketing - Pinterest	Pearson Correlation	.347	Valid
	Sig. (2-Tailed)	.004	
	N	67	
Do You Use Social Media To Promote Offers	Pearson Correlation	.350	Valid
	Sig. (2-Tailed)	.004	
	N	67	

Do You Get Restaurant Reviews On Your Social Media Page	Pearson Correlation	.420	Valid
	Sig. (2-Tailed)	.000	
	N	67	
Do You Consider That Social Media Helps In Promoting A Restaurant	Pearson Correlation	.347	Valid
	Sig. (2-Tailed)	.004	
	N	67	
Does Your Social Media Page Help You To Get Repeat Customers	Pearson Correlation	.336	Valid
	Sig. (2-Tailed)	.005	
	N	67	
So You Think Social Media Helps In Increasing The Footfall	Pearson Correlation	.349	Valid
	Sig. (2-Tailed)	.004	
	N	67	
Social Media Platform Helps In Marketing The Restaurant - Facebook	Pearson Correlation	.429	Valid
	Sig. (2-Tailed)	.000	
	N	67	
Social Media Platform Helps In Marketing The Restaurant - Instagram	Pearson Correlation	..398	Valid
	Sig. (2-Tailed)	.001	
	N	67	
Social Media Platform Helps In Marketing The Restaurant - Youtube	Pearson Correlation	-.052	Invalid
	Sig. (2-Tailed)	.674	
	N	67	
Social Media Platform Helps In Marketing The Restaurant - Twitter	Pearson Correlation	.254	Valid
	Sig. (2-Tailed)	.038	
	N	67	
Social Media Platform Helps In Marketing The Restaurant - Pinterest	Pearson Correlation	.431	Valid
	Sig. (2-Tailed)	.000	
	N	67	
Do You Get Restaurant Views On Your Facebook Page	Pearson Correlation	.320	Valid
	Sig. (2-Tailed)	.006	
	N	67	
Do You Think Facebook Is A Better Social Media Platform Than Other Social Media	Pearson Correlation	.430	Valid
	Sig. (2-Tailed)	.000	

Platforms For Marketing	N	67	
Do You Get Footfall Referring To Facebook Page Of Your Restaurant	Pearson Correlation	.328	Valid
	Sig. (2-Tailed)	.007	
	N	67	
Do You Think Facebook Is Easier To Use Than Other Social Media Platform	Pearson Correlation	.315	Valid
	Sig. (2-Tailed)	.035	
	N	67	
Do You Think Facebook Has Better Reach Than Other Social Media To Choose It As A Marketing Tool	Pearson Correlation	.415	Valid
	Sig. (2-Tailed)	.000	
	N	67	
Which Marketing Media Help Your Restaurant In Attracting Customers - Social Media Like Facebook, Instagram	Pearson Correlation	.332	Valid
	Sig. (2-Tailed)	.030	
	N	67	
Which Marketing Media Help Your Restaurant In Attracting Customers - Print Media Like Newspapers, Pamphlets	Pearson Correlation	.345	Valid
	Sig. (2-Tailed)	.004	
	N	67	
Which Marketing Media Help Your Restaurant In Attracting Customers - Broadcast Media Like Tv And Radio	Pearson Correlation	.491	Valid
	Sig. (2-Tailed)	.000	
	N	67	
Which Marketing Media Help Your Restaurant In Attracting Customers - Display Media Like Hoardings. Fled	Pearson Correlation	.537	Valid
	Sig. (2-Tailed)	.000	
	N	67	
Which Marketing Media Help Your Restaurant In Attracting Customers - Electronic Media Like Telephone, Sms	Pearson Correlation	.086	Invalid
	Sig. (2-Tailed)	.491	
	N	67	
Which Marketing Media Help Your Restaurant In Attracting Customers - Special Events Like Festival, Fair	Pearson Correlation	.350	Valid
	Sig. (2-Tailed)	.004	
	N	67	
Which Marketing Media Help Your Restaurant In Attracting Customers - Word Of Mouth	Pearson Correlation	.300	Valid
	Sig. (2-Tailed)	.014	
	N	67	
Which Marketing Media Help Your	Pearson Correlation	.400	Valid

Restaurant In Attracting Customers - Review Websites	Sig. (2-Tailed)	.018	
	N	67	

In order to say that the question is valid to the research study the significance value should be lesser than 0.05. In this case out of the total 41 variables 28 variables are valid and 13 variables are invalid. This means that 68 percent of the variables are valid whereas the remaining 32 percent of the variables are invalid. Overall the questionnaire is valid since 68 percent of the questions are valid and are able to extract the information through the question.

Annexure 5 – Common Definitions

1. Social media: Social media is an umbrella term used to describe virtual environments where people engage with each other such as Twitter, Facebook, Youtube, LinkedIn, Myspace, and Instagram (Komodromos, 2014).
2. Fine-dine restaurant: Fine-dine restaurant for this research are all the restaurants with high food quality, high cost and high level of service. For the purpose of this research only the stand-alone fine-dine restaurants are considered. Fine-dine restaurants in star category hotel have been excluded.
3. Consumer behaviour: Consumer behaviour can be defined as the decision making process and physical activity involved in acquiring, evaluating, using and disposing of goods and services.
4. Consumer purchase behaviour: The act of choosing the best possible option depending on the need of a customer, from all the available options is defined as consumer purchase decision.
5. Marketing tool: Marketing tools are the tools and instruments a company uses to develop and promote their products and services.
6. Traditional Marketing tools: Traditional marketing tools for this research are all the print media tools used.

- Thank You -