

**THE IMPACT OF SOCIAL MEDIA ON CONSUMER BEHAVIOR IN CHOOSING
RESTAURANTS IN BANGLADESH
BUS400: INTERNSHIP REPORT**

Company: Control N Digital Limited



Prepared for:

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13 August 2017

Letter of Transmittal

13th August 2017

Dr. Khan MD. Raziuddin Taufique
Assistant Professor
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Sub: Submission of the Internship Report

Dear Sir,

I have the pleasure to submit my Internship report on Control N Digital Limited, a requirement for my graduation. I am fortunate enough that I found an experienced, efficient and professional team in one of the digital marketing companies of Bangladesh. I have tried my best to make this report informative, practical, reliable and relevant as possible.

I appreciate your valuable advice, cooperation, patience and suggestions regarding this report, which will definitely help me to go ahead as a brilliant guideline.

I honestly hope that this report will reflect the idea about the functions of marketing and account management along with the critical problems that I have faced in their service activity. I hope you will find this worth all the labor and effort that I have given to complete the report.

Sincerely,

Sadat Kabir Rudro
ID- 12104079
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Acknowledgement:

I am thankful and grateful to my honorable Faculty, Dr. Khan MD. Raziuddin Taufique for giving me the opportunity to do my Internship under his supervision and complete the report on the topic I have worked on. On the design of this report, I am truly grateful for the patience he has shown me during this semester and for the step by step guidance which led to the completion of this report. I would like to give warm thanks to my Honorable Supervisor Mr Maher Sayeed Chowdhury, Creative Director and Imran Khan, Creative Manager, for helping me when I needed and all the officials and staffs of Control N Digital Limited for their friendly behavior, heartiest cooperation and other services during my internship period.

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Executive Summary

Over the past few years, internet has taken the world by a storm and a new phenomenon known as social media has changed the course of our lives. Each and every aspect of today's world has been affected by social media, including the restaurant industry. Social media has transferred power from organizations towards individuals and communities, creating a power shift to the users end. The objective of this research is to highlight and explore several key factors affecting consumer choice in restaurant in Bangladesh's context. A sample of 116 subjects, using convenience sampling and via questionnaire is used to understand the relative importance of key attributes and their impact on consumer behavior in restaurant selection. The result reveal the impact of eWOM, online reviews, food packaging, restaurant brand color and Search Engine Optimization (SEO) to attract consumes. Additionally, this paper aims to develop a better understanding of the importance of social media to promote business that can be applied by restaurant owners to help them achieve their marketing objective.

1.1 Introduction of Control N

Control N started its journey through a brand during the last spell of 2013 which later went fully commercial in January 2014. Control N is the newest addition in the marketing industry of Bangladesh.

In the last few years the rate of internet usage and internet penetration in Bangladesh has grown rapidly. The importance of digital presence cannot be ignored by the brands that are operating in the country. Brands need to interact with the consumer on the digital media but very few brands have either the capability or knowledge about how the digital ecosphere works. To meet this gap in the market place and manage and measure interaction on the digital platform Control N Digital started its operation. Control N Digital is a full service digital services agency, providing end-to-end marketing solutions in the digital space. They serve their clients across the digital universe, covering search, social, display and mobile marketing.

Table 1: Company Profile of Control N Digital:

Address	House 1B, Road 8, Block-I, Banani. Dhaka 1213, Dhaka, Bangladesh.
Telephone No.	+880 2 987 0828, +880 2 987 1729
Email	info@controln.net
Website	www.controln.net
Year of establishment	2013
Total Employees	50+
Prime Service	Digital marketing

The Managerial Directory:

- Chairman and CFO – Mr Kazi M. Ahmed
- Managing Director – Mr Shams Adnan
- Creative Director, CCO – Mr Maher S. Chowdhury
- Business Development Director – Mr Raiyan Yousuf

1.2 Works and Responsibility

- **Managing Director:** Managing director is the person who runs the company. He formulates and successfully implements company policy; directs strategy towards the profitable growth and operation of the company; implements developing strategic operating plans.
- **Creative Director:** The person who leads the creative of the company. He ensures the timely development and execution of plan, campaigns, and projects to assure earnings, growth, and profit goals are achieved.
- **Associate Art Director:** The person who looks after the plans, campaigns, projects, give approval to the designs and other creative staffs.
- **Creative Consultant:** A Creative Consultant's job is to generate new appealing idea, good and engaging product. Their main target is to make products that directly appeal to the target market.
- **Operations Manager:** Operation Manager runs daily operations so that the company's visions and financial goals. Operation manager handle all management activities and determine staff needed accomplish goals, select and hire new employees, assign responsibilities and works to the entire staffs.

- **Senior Brand Executives & Brand Executives**: Their work is to drive business growth through initiatives, packaging, market research, branding products etc.
- **Senior Web Designers & Web Designers**: Their work is to design new websites, maintenance of those websites etc.
- **Visualizer**: Visualizers are a bunch of talented and skilled peoples, who bring new ideas, conceptualize how ads would look, with the objectives in mind.
- **Content Creator**: Content creators create contents for advertisements in digital marketing industries. They develop goals for each campaign and ensure that they are reached.
- **Photographer**: Photographers play a vital role in digital marketing industry. They click photo of products and other staffs which are needed for ads.
- **Graphics Designer**: They design ads which are visualized by the visualize using designing software.

1.3 Goal of the Organization

To satisfy the valued customers, meeting their expectations by providing quality services on time and offering them the best value in terms of standard, quality, price, environment and other ethical practices.

1.4 Strategic Objectives

- Gaining competitive advantage by lowering overall cost compared to that of competitors.
- Overtaking competitors by proving quality customer service.
- Achieving technological leadership among the peer group.
- Strengthening the company's brand position in national and international market.
- Keeping good relation with valued and top priority customers.
- Providing necessary support to the customers.

1.5 Departments of Control N digital

Control N Digital is one of the leading digital marketing agencies of Bangladesh. It comprises with different departments to ensure sound and smooth operations at the company and also to run the company efficiently. All these units are monitored by the directors of the company. To operate this company efficiently Control N Digital has the following departments:

- **HR Department**

Human resource department (HRD) employees are involved with recruitment, training, career development, compensation and benefits, employee relations, industrial relations, employment law, compliance, disciplinary and grievance issues, redundancies etc. The department involves in keeping up to date with areas such as employment law, which changes often.

- **Content Department**

Content department of Control N has two different types of sector. They are content development team and Community response team. Main duty of their content team is to provide contents for the clients. On the other hand a main responsibility of community response team is providing information to the customers, answering different queries of customers which have been asked through Facebook pages.

- **Strategy Department**

Strategy and planning department is one of the major departments of this company. This team is considered as the backbone of Control N. They are responsible for giving campaign plans and approvals for clients. They are also responsible for setting different routes to serve effectively and efficiently customers. Moreover they are also responsible for making pitch/presentations for new clients. ‘

- **Client Service Department**

Client service department is responsible for maintaining external communication with the clients. They always communicate with the clients regarding different advertisement. This team is considered as a bridge between content department and clients. Clients communicate with them and tell their requirements. Then they give brief to the content team regarding these requirements. After that they send the creative to the clients and take approvals from them.

- **Design Department**

Design Department is responsible for all the creatives that we create for the brands. After the getting the contract from the brand, the strategy team sits with the designer team and give them the brief about the brand what sort of design they require. Then according to the brand's requirement they start designing. Our designers are very good at what they do. Their designs make the complicated content resonate with the audiences and for this they also do research. They create Facebook posts, templates, brochures, attractive colorful menus, web designing, flash banners etc. according to the client's requirement.

- **Media Analysis Department**

Our media analysis team ensures the optimal use of our media budget. From boosting the social media posts to get insights from the community management is their main job. Analyzing the financial documents and taking necessary step for a brand is what they do.

- **Web Department**

Control N Digital has a team of web developers who make websites, apps and different necessary software according to the brand's requirement.

1.6 Services:

1.6.1 Digital Marketing

- Marketing Strategy
- Campaign Strategy
- Campaign Management
- Content Strategy
- Community Management
- Media Buying

1.6.2 Web & Mobile App Development:

- App development
- Website Development
- WordPress Web Development
- Domain and Hosting

1.6.3 Visual Design:

- Logo design
- Visual identity design
- Brand Strategy

1.6.4 Content:

- Content Strategy
- Copywriting

1.6.5 Video & Photography:

- Video Production
- In-house Photography
- Storyboarding
- Scripting

1.7 Working cycle of Control N:

While working there, I developed a working cycle of Control N Digital. It is given below:

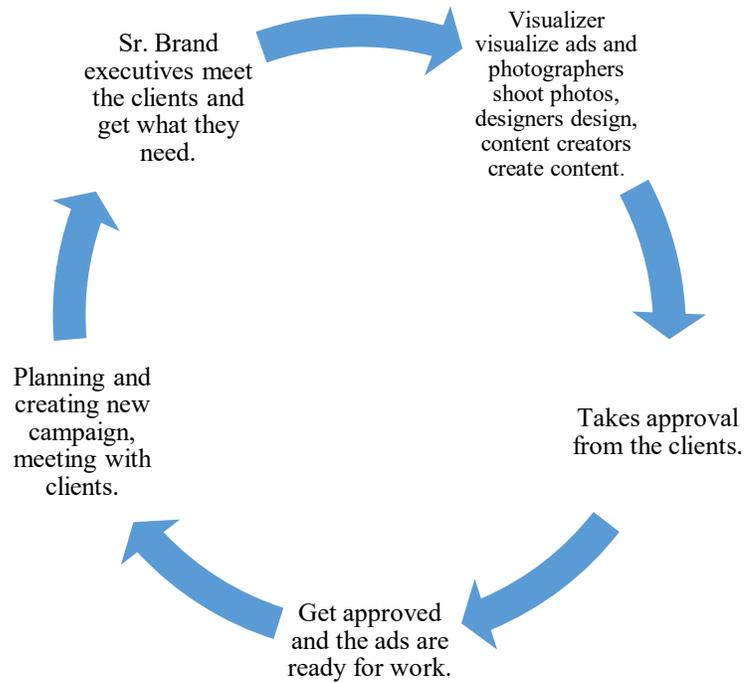


Figure 1.7: Work flow of Control N Digital Limited

Table 2: Organizational Hierarchy:

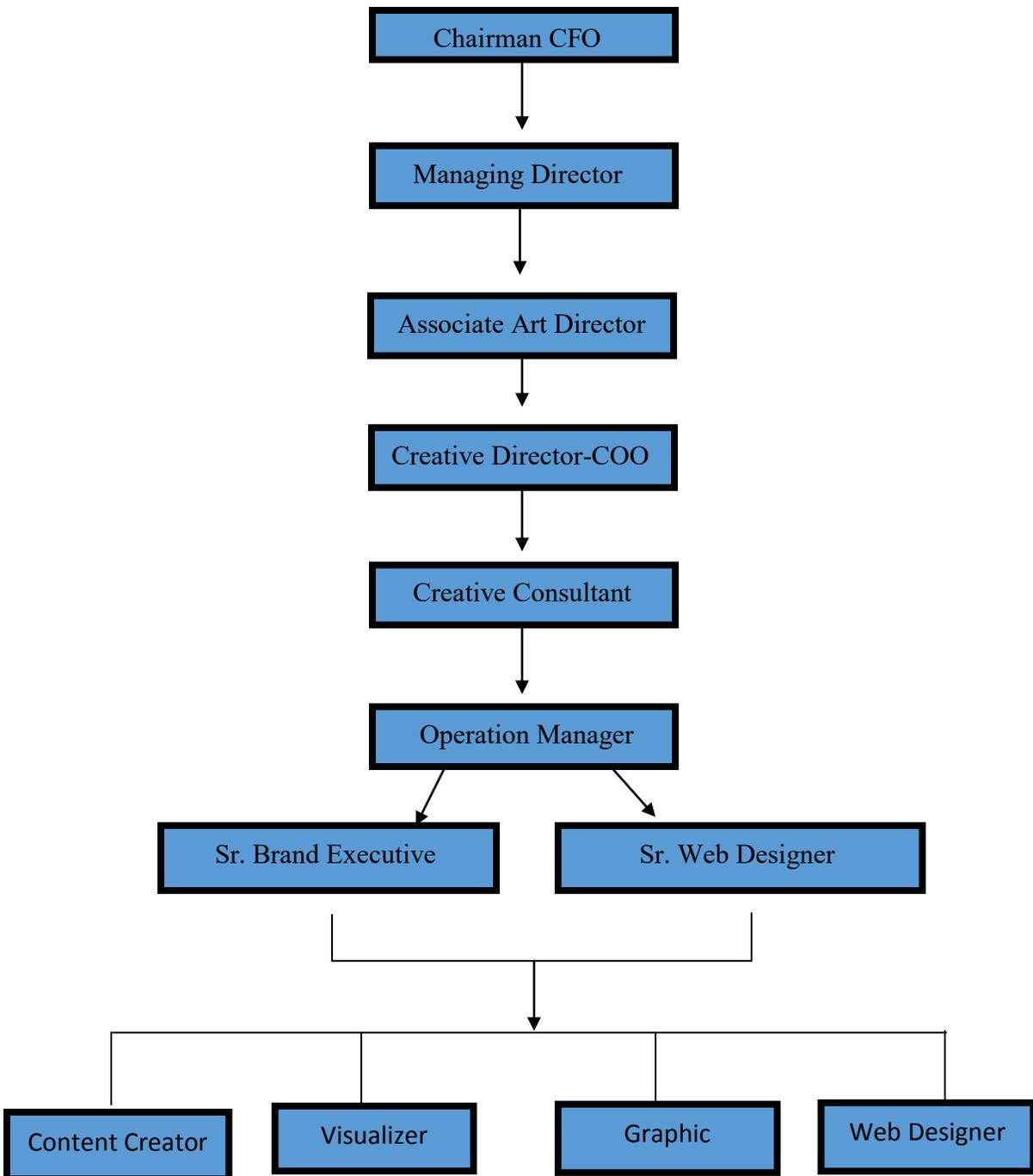


Table 3 List of clients

Fresh	Persona	Save the Children	LankaBangla Securities Limited	Radio ABC 92.4FM
KAI Aluminium	BRAC Bank	Absolute Thai	BBQ Bangladesh	Papertech Industries Limited
Steeltech	Zois	Watercress Restaurant	Cold Stone Creamery	Brazil Churrasco
Lotus Etang	Dusai	Sonali Life Insurance Company Limited	Long Beach Hotel	Firehouse Steak
Little Steps	Rollout	Elachi times	AirAsia	Khazana Mithai
HPE	Orange and Half	Sonali Beauty care	Long Beach Hotel	Royal Tulip
Fearless Strokes	NovoAir	PEAL	Amari Dhaka	Altech
Mentors	Infinite Sports	Fahrenheit Restaurant		

1.8 My Contribution:

I joined the host organization as a content intern. I worked not only in the content side as well as the strategy team. I had to deal with one or more parts of most of the productions being produced. The work list consists of scriptwriting, and concept development as well as visualizing and bringing up new ideas and polishing others ideas. Adding to that I had to design campaigns for different clients throughout. For getting new clients, we do pitches or presentations to impress the client to grab them and I always helped the team through campaigns and creative ideas.

My contribution was worth of a three-month period where my only task was to serve my team members with utmost support and help them to ease their workload. I was mainly taken as an intern to help the team in their working processes. So, I was rotated among these four teams during my internship. They are following:

- Content Team
- Client Service Team
- Creative Team
- Strategy Team

I had mostly worked on the content team and client service team. But I had also worked on the other teams and contributed according to my level best.

Initially, I did not have to put much effort as my job was to observe my fellow colleagues and gather as much knowledge about how the whole content department works are processed. So, in the first few weeks, as I was mostly working with some officers to gather knowledge about organizational working process and later I was able to learn a lot about the organization's culture. But later on, it got really busy as I was given some responsibilities at the same time I also had to work with the other teams in their works. As an intern, my main responsibility was to assist my superior with their work. Throughout my internship program, I have tried my level best to contribute as much as I could for the betterment of the organization. My target was to create such as an impression among the employees of the department that whenever I left the organization after completing the internship, they can feel the necessity of mine.

2. The Project

2.1 Introduction:

Over the past few years we have seen the growth of social media and its impact (*Tiago et al., 2015*). In today's world, every day in every 60 seconds on Facebook 510,000 comments are posted, 293,000 statuses are updated, and 136,000 photos are uploaded. Google now processes over 40,000 search queries every second on average, which translates to over 3.5 billion searches per day and every second, on average, around 6,000 tweets are tweeted on Twitter which corresponds, over 350,000 tweets sent per minute, 500 million tweets per day and around 200 billion tweets per year. Dhaka, being the third most densely populated city in the world, with 23,234 people living per square km area, in a recent survey was ranked second in terms of the most active Facebook users in the world. Bangladesh has a population of 164 million among which 63.3 million are internet users. And among those 63.3 million, 26 million are active social media users.

The main assumption here is that potential customers are highly dependent on Social Media these days to acquire information regarding anything at all. Before actually going to purchase a product or service, customers rely more on the reviews provided by the previous users rather than the information provided by the businesses. As a new restaurant, promoting yourself in social media is the most effective way to start off the business since most of the customers- if not all- are surfing on the Web, are that is where they concentrate the most.

Furthermore, the introduction of food delivery services such as Food Panda and HungryNaki have revolutionized the online food ordering scenery of our country. Through the technological development of apps, people can order and get the foods delivered to them without even leaving the house and that has heavily influenced the restaurant industry of Bangladesh.

Small businesses such as food carts are highly dependent on Social Media to reach to their customers to inform them of their existence. There are food carts who constantly change their locations and Social Media are the platform for them to let their location known to their customers. And with the power of social media, through the posts and comments, often these carts turn into successful business ventures and even turning into restaurants. There are many food selling businesses in Bangladesh who do not possess a physical selling point but only relies on social media to get orders and to deliver.

The numbers have changed the marketing scene of Bangladesh. Giving reviews on various social media platforms about the restaurants have increased interaction and communication between individuals and businesses, thus providing with a more direct path. These days the more the number and guests a restaurant have, the more popular it is deemed (*Zhang et al., 2010*). For that, restaurant managers should focus on social media strategies so that they can communicate with guests without time restriction (*Kim & Ko, 2012*)

2.2 Problem Statement:

The biggest problem here in our country is, as the importance and popularity of social media users and reviews increases, the number of fake profiles, information overload, spam comments, influenced unfair paid reviews are increasing as well. People writes negative reviews about restaurants just to defame them for personal gain or just to have a laugh for themselves. As a consequence, at times it gets confusing for customers to decide which reviews to believe in. Another problem is that, the pictures shown online to advertise a product does not always match in reality. This unethical behavior often deceives the consumers and this unwanted experience creates a negative attitude towards social media for the consumers.

Thus, this study investigates the factors of social media that influence consumer's decision making process while choosing restaurants in Bangladesh.

2.3 Purpose of the Study:

2.3.1 Internship:

This report is initiated as a part of my BBA program by accomplishment of three months successful internship program.

2.3.2 Research:

The objective of my research is to analyze the impact social media has on consumer decision process in Bangladesh while choosing restaurants. How an interactive Facebook post can

increase footfall in restaurants, finding and tapping the right market at the right time can change the future for a business. To improve the restaurant sector and to provide with research facts that would help further researches.

2.4 Literature Review

This paper focuses on identifying the attributes of social media that influence consumers purchase decision in terms of restaurants. The current study mostly focuses on the five attributes of social media and justifies its impact on consumer behavior.

2.4.1 Social Media as a Means of Electronic Word of Mouth (eWOM):

Social media has become significant push in consumer decision making, including such areas as increasing awareness, sharing information, forming opinions and attitudes, purchasing, and evaluating post-purchase experience (*Mangold and Faulds 2009*). In particular, consumers have become highly dependent on social media reviews when they plan a trip or make a hotel or restaurant reservation (*Jeong and Jang 2011; Kim, Mattila, and Baloglu 2011*), and many rely on the Internet to choose a restaurant (*Kimes 2011*). According to *Pantelidis (2010)*, travelers trust the messages and comments posted by other consumers on social media than the reviews given by actual travel agent website reviews.

Social media has become an inseparable entity for the outgoers. People constantly post pictures of themselves, the places they visit and that is major marketing seller point from a restaurants perspective. People do not need to specifically tell others about a place, the new diners can simply be attracted by seeing pictures of the restaurants and its foods. Electronic word of mouth also helps to create a loyal customer base. Online brand communities create “oppositional loyalty” (*Muniz 2001*, p. 412). This type of loyalty encourages users to perceive the competitors in a negative light and thus limits the user to use the competitors’ products which keeps other business from entering the market (*Thompson and Sinha 2008*). If a customer is treated well at a restaurant, and the food quality and service was satisfactory, they usually post about it in Social Media and that enhances the reputation of the restaurant. If there is a negative post about the restaurant later by some other customer, the satisfied customer will talk about his positive experience and will try to defend the restaurants good name. Social media bandwagon is a real thing these days, especially in Bangladesh. Creating a buzz about the restaurant on the social

media can boom the business in a day. And since social media is free, it reaches the customers in the most cost effective way.

2.4.2 Online Reviews:

The number of reviews and guests is the reflection of a restaurants popularity. (*Zhang et al., 2010*).

The success of restaurants in Bangladesh at the moment depends highly on social media. All the restaurants are trying to focus on having a positive image on the social media because that gives them the upper hand over the competitors. According to the system, customers can give reviews on anything about a restaurant, let it be the food quality, service or even just the parking lot space facility. Keeping an updated social media profile is one of the important things they can do right now. Replying to queries on time, have a good customer relationship online- all has emerged as unavoidable attributes. Managers have to reply to diners because poorly managed social network can even destroy a business (*Kim et al., 2015*)

For some tourist cities, good reviews work as the main means of their promotion (*Pantelidis, 2010*). It is the quality of service and food that motivates the diners to leave comments (*Longart, 2010*). According to *Lang (2011)*, guest satisfaction depends on the friendly behavior of the waiting staff and how they welcome and interact with the guests, hygiene, outcome of service encounter, and the price that leaves a print of the restaurant on the mind of a customer which motivates them to say good things about it. Bangladesh's Steak House- one of the finest steak places of the country is the perfect example how deadly bad reviews can be for a restaurant no matter how well established it is. With expanding customer involvement in online reviews, researchers have delineated the online reviews attributes from a variety of perspectives, for example, the number of reviews (*Dellarocas et al., 2007; Yim et al., 2014*), the response to negative reviews from hotel management (*Kim et al., 2015*), the positive online reviews of a hotel's product (*Ye et al., 2009*), and the over- all valence of a set of reviews on a hotel (positive or negative) (*Sparks and Browning, 2011*). Research has identified the number of reviews a product/service receives from customers as one of the most critical review attributes (*Dellarocas et al., 2007; Duan et al., 2008*).

2.4.3 Packaging of Food:

Another important factor is the packaging of products while delivering. Even though not all consumers evaluate packaging in the same way but it is important that the designer understands the consumers past experiences, needs and wants and the post-purchase use. Since ordering foods online does not require the consumer to go to the physical shop, the package containing the goods would be the reflection of the restaurant. The package truly is a critical element of the business, and it must communicate the advantages of the products inside. Day by day nuclear families and the bachelors of the city are getting dependent on the online food services and convenience of the packaging has become one of the key drivers for food choice. And recent surveys suggest that this demand for convenience is going to have a long term effect on the industry since these young consumers are going to carry this habit till their old age and new consumers will get accustomed to this behavior (*IGD, 2002a*). According to *IGD (2002a)*, the number of these young consumers are driving towards a more informal dining and the traditional fixed meal times are at a decline. Due to this trend, it is must for packaging to be convenient so the consumers would not have to face must hassle to get rid of the remaining. If the packaging of a certain restaurant stands out, the consumer will have a positive perception about that restaurant thinking that it was caring enough towards its consumers.

Packaging size and shapes affects consumer judgment because these ordered foods needs to be carried around and it should look appealing because many consumers can be concerned about their status quo. Proper packaging gives the consumers the idea that they are getting the value for their money which creates a loyal base (Prendergast and Marr, 1997). Since these packages are carried around, product information should be clearly visible which also works as a marketing perspective.

2.4.4 Restaurant Color:

Color has been one of the most important psychological factors for a person on how to perceive a certain object. Colors have been linked to health for centuries, ancient Egyptian doctors bathed their patients in colors of light to heal. Colors are related to culture and religion. According to *Wiegersma and Van der Elst (1988)*, blue is the most preferred color in most of the cultures in general. As for religions, Muslims view green as a sacred color, like white is to Christians and orange to Hindus. Colors are also associated with emotions. Yellow, orange and blue are generally accepted as “happy” colors, whereas red, black and brown are known as “sad” colors. *Kotler (1973)* stated that colors help grab attention, convey messages more meaningfully and creates the feeling that might increase the possibility of a purchase.

Colors affect the restaurants and its customers too. The red color stimulates appetite because it affects our metabolism, making it the most popular color choice among restaurants. The color yellow is the most affective to grab attention, which generates the idea of need- which is why it is mostly used by fast-food chains. Fine-dining restaurants use blue because it calms and relaxes the customers. This comforting state is likely to increase with the proper combination of lightning inside the restaurants. And comfort leads to longevity which leads to more sales. However, excessive use of blue can be an appetite suppressant (*Kido, 2000*). Every restaurant should have a brand color. Brand colors hold value to its customers. While creating a logo for the brand, color must be considered with high importance because even if someone forgets the name of a brand, they can easily identify the brand from its logo. Both Coca-Cola and KFC use the color red to represent them the customers can easily distinguish between the two from the structure of their logos. It is even more important for the social pages of restaurants because it is the first impression for the new customers. Establishing a brand color is difficult but when it's done right, it leaves a print on consumer minds.

2.4.5 SEO and Boosting

Hotels are integrating SEM as an essential part of their comprehensive marketing strategy (*O'Connor 2009; Paraskevas et al. 2011*). *Fesenmaier et al. (2011)* believed that SEM has become one of the most important components of a company's overall Internet marketing strategy.

SEO gives restaurants the option to reach to their customers in both organic and paid methods. When looking for a new restaurant, the first name that comes up on a google search is widely considered as the most reliable source and favorable place to go. Breaking the clutter is one of the major challenges the restaurants are struggling with these days. The restaurants can “boost” their posts and products so they occur more on the newsfeeds of their target market. Through SEO, if one person googles a necessary item, i.e- a pair of shoes, then shoe related pages will occur in those individuals newsfeed through paid advertisement options.

A well-planned SEO campaign typically begins with a keyword analysis, in which the appropriate key words are mined and assessed. Website content is then crafted to include the keywords in titles, tags, and other text. Companies has the option to choose paid advertisement where a search engine is paid to show text advertisement to a certain keyword (*Rutz & Bucklin, 2011*). The success of an SEO can be measured by the amount of traffic in a website, number of searches for that specific keyword, clicks, length of staying in that looked-up page, impressions, and the statistics and findings of these SEOs are often made available through the search engines themselves.

“Boosting” is a form of paid placemenet advertisement where the businesses can pay various Social Media to promote their products more often. One can specifically select the amount of money the can boost, the radius of the area they want the people to reach, the specific target group according to their personal preferences, and for how long the advertisement will keep popping up. The more you pay, the more it shows. Businesses use Boosting to reach to the customers whom they have not reached yet. Even if someone has not liked the page of a certain

restaurant, through boosting that page would come up on that individual's newsfeed as Sponsored ad, turning him/her to a potential customer.

2.5 Methodology:

This part of the report talks about the methods I used to collect information, analyze them and conclude to seek extended knowledge on why and how social Media are creating an impact on restaurants and both its existing and potential customers. The study uses both primary and secondary data. An online questionnaire using Google Forms has been developed to survey the respondents and conduct the research.

2.5.1 Questionnaire Development and Instrument:

The data has been collected through a structured questionnaire which was designed based on the objective of the paper. There were a total of 21 questions; related to the 5 variables which focuses on the preferences of the respondents. The measurement of the questionnaire items in this study is mostly by means of "five-point of Likert scale from 1 to 5 rating from "Strongly Disagree" to "Strongly Agree" and "Always" to "Rarely".

2.5.2 Sampling:

The research involved convenience sampling. This process is also known as non-probability sampling. On convenience sampling the population that is convenient to reach is usually targeted. No additional requirements are needed to research on this primary data source.

2.5.2.1 Size: The study is focused on Dhaka. A total of 116 respondents participated in the survey.

2.5.2.2 Technique: Convenience sampling method was to choose the 116 respondents.

2.5.2.3 *Demographic*: The sample population most consists of college students, university students and the recently graduated students who have joined the job sector. The population can be identified as food enthusiasts in nature.

2.5.3 Data Collection:

Data collection has been done from various sources that can be divided in two categories:

2.5.3.1 Primary Sources:

- Online conversations with individual respondents
- Face to face conversations with a restaurant owner
- Online survey

2.5.3.2 Secondary Sources:

- Journals
- Websites of different companies

2.5.4 Data Analysis:

During the development of the questionnaire, they were thoroughly checked and edited, and it was made mandatory to answer all the questions. Data were analyzed using different descriptive statistics including frequency, percentage, and mean. Answers from open ended questions were analyzed qualitatively.

2.6 Descriptive Analysis:

2.6.1 Frequency of using Social Media:

From the data collected from the survey it was observed that, Facebook (79.3%) is the most preferred social media mean to use on a daily basis. This corresponds with the statistical fact that Dhaka is the second most active city for Facebook users. 12.1% of the rest were Instagram users and 8% are WhatsApp users. When asked how many hours they spend on social media per day, from Figure 2.6.1, we can see that a staggering 43.1% said “more than 10 hours”, that is 50 out of 116 respondents. 20.7% of the respondents chose “3 to 6 hours” and “6-10 hours”.

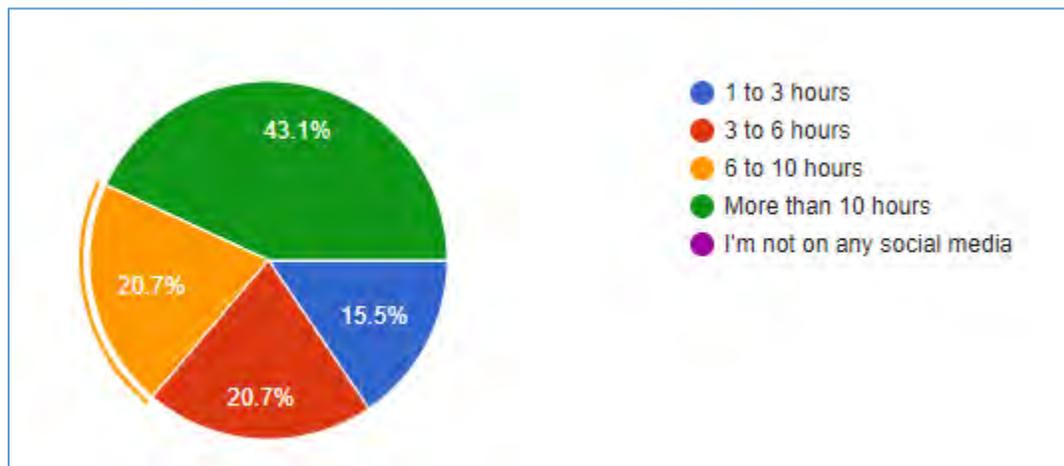


Figure 2.6.1 Time (approx.) spent on Social Media per day

2.6.2 Sources for restaurant information:

When asked how often they go to restaurants in a month, the majority of the respondents (42.2%) answered 1-3 times whereas 28.4% said 3-6 times, 19% chose 6-10 times and 9.5% said they go to restaurants more than 10 times a month. According to Figure 2.6.2.1, the majority (62.9%) of the respondents use Social Media to look for new restaurants. 25% takes information from their Family and Friends, while 12.1% does not intake information from any source. Figure 2.6.2.2 states that 57.8% of the respondents

believe that they can seek out restaurant related information actively. While 22.4% said they “Sometimes” find the information and 17.2% think they “always” do. From the rest, 1.7% states that they rarely find the relevant information. The survey also found that the majority (50%) of the respondents believe that information searching is easier via social media as compared to mass media. 42.2% agrees with the statement whereas 5.2% feels neutral about it and 2.6% disagree with the statement.

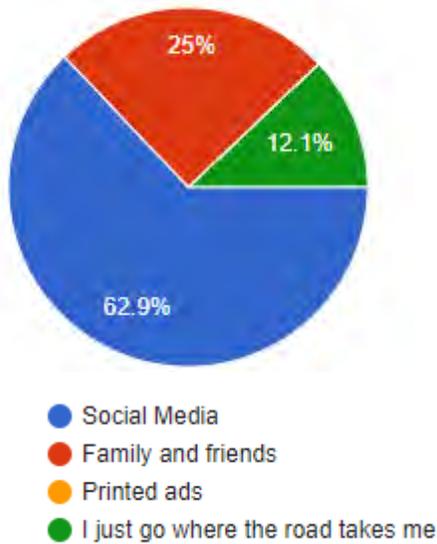


Figure 2.6.2.1: Which medium do you use to look for new restaurants usually?

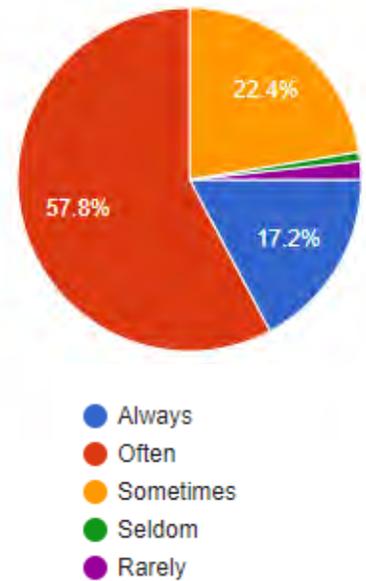


Figure 2.6.2.2: Do you think that with the social media, you are able to seek out restaurant related information actively?

2.6.3 Influence of Online Reviews in Purchase decision:

Figure 2.6.3.1 states that the majority (45.7%) of the respondent’s decision of choosing a restaurant is affected by the opinions and advices of their friends. 32.8% of the population are sometimes affected by the factor and 16.4% are highly depended on the advices. From figure 2.6.3.2 we can see that 37.9% are influenced by social media reviews to try out new restaurants. 33.6% “sometimes” get influenced by it 18.1% always feels influenced by

online reviews. According to the survey, 37.9% respondents change their initial purchase preference of restaurants after finding out information about them on social media. 37.1% often changes preference.

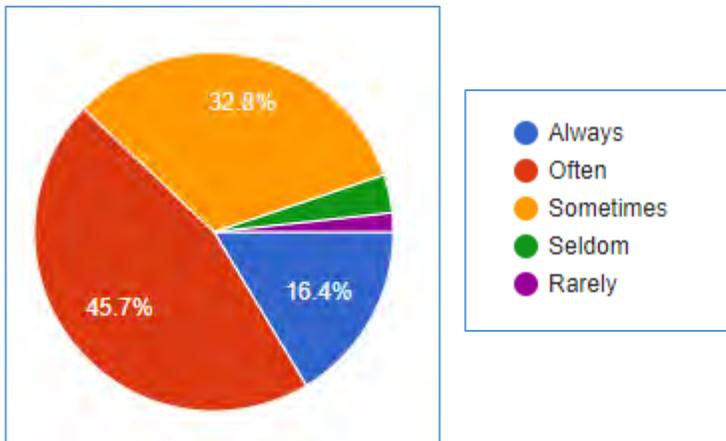


Figure 2.6.3.1: Does your “Friends” advice or feedback on social media really affect your decision before selecting any restaurant?

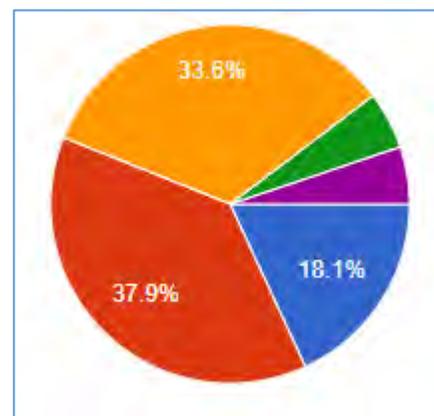


Figure 2.6.3.2: Do advertisements/blog posts/ Facebook pages/user reviews on social media influence you to try new restaurants?

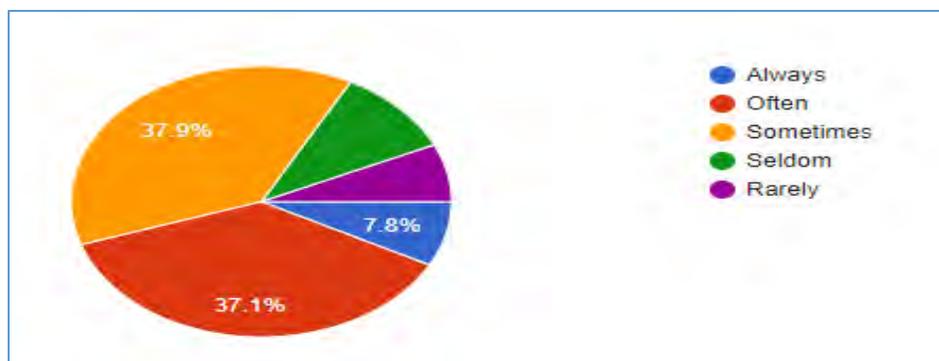


Figure 2.6.3.3: Do you change your initial purchase preference of restaurants after searching relevant information via social media?

2.6.4 Importance of colors and packaging in online food business:

It was observed in the survey (figure 2.6.4.1) that the majority (47.4%) gave the importance of color to attract customer’s attention 4 out of 5 (5 being the highest). Whereas 21.6% went with 3 and 20.7% went with 5. The survey (figure 2.6.4.2) also showed that the majority (56%) of the respondents agree with the fact that colors have an impact on perceiving ideas about a restaurant.

Among the rest, 19% strongly agrees with the fact and 19% feels indifferent about it. 5.2% disagrees with it and 0.9% strongly disagrees. When asked about the most important attributes of packaging, 50% said the carrying convenience is the most important. 24.1% stated that Graphics and color are important. 12.9% and 12.1% of the respondents chose Post Purchase usefulness and packaging material quality respectively. When asked if the respondents would order food from a restaurant based on their packaging of food, the majority (53.4%) said no, but 31% and 15.5% answered “maybe” and “yes” respectively.

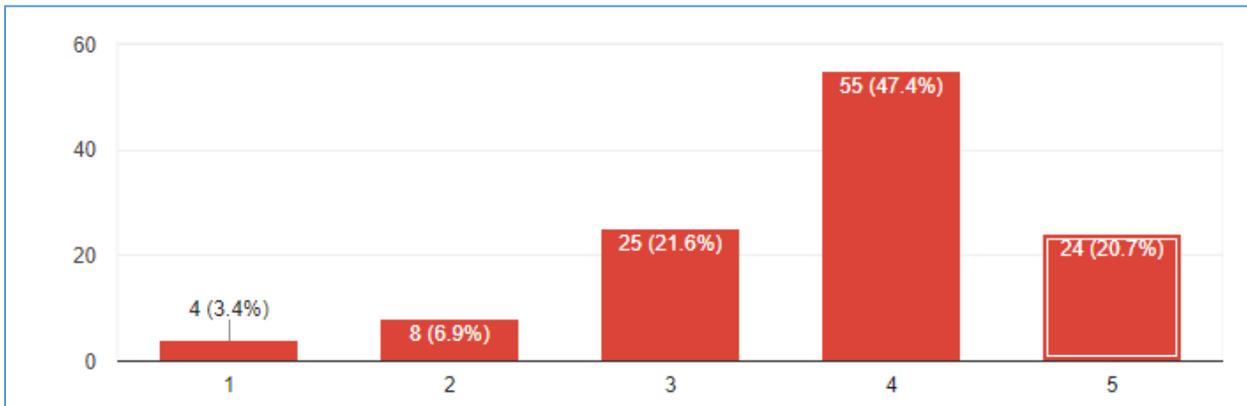


Figure 2.6.4.1: How important colors are in your opinion to attract consumer’s attention? (1 being the lowest and 5 being the highest)

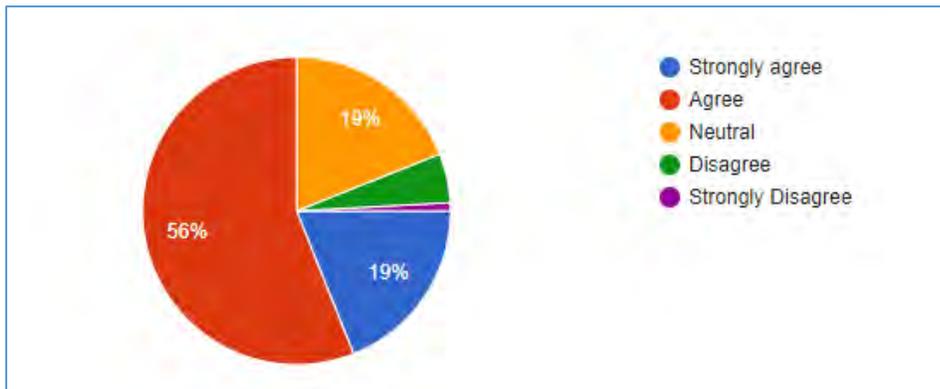


Figure 2.6.4.2: Do you agree that colors have an impact on perceiving ideas about a restaurant?

2.6.5 Responding to online techniques:

Figure 2.6.5.1 states the respondents rarely (30.2%) responds to sponsored ads. Second highest, 27.6% consists of the answer “sometimes”, 26.7% respondents said they seldom respond to these ads and 14.7% often respond to these ads. Also the majority (39.7%) feels indifferent when asked if they believe that the first name to come up on a google search is the best option. 28.4% disagrees with the statement, 19.8% agrees with the statement and 9.5% strongly disagrees with the statement.

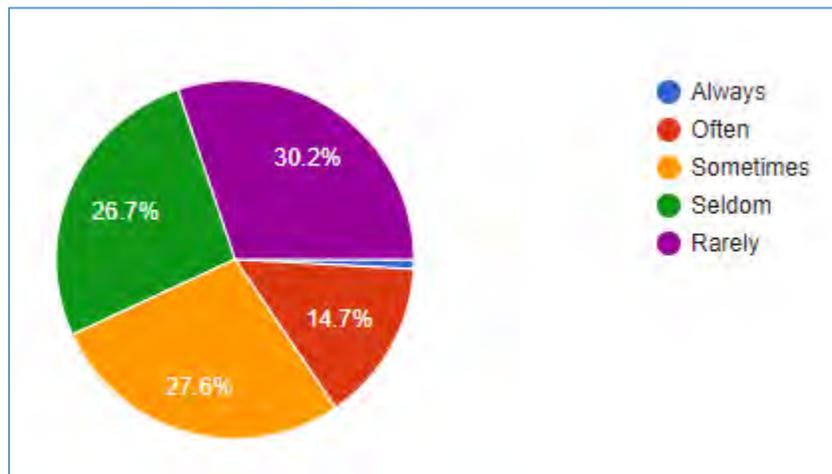


Figure 2.6.5.1: How often do you respond to sponsored ads?

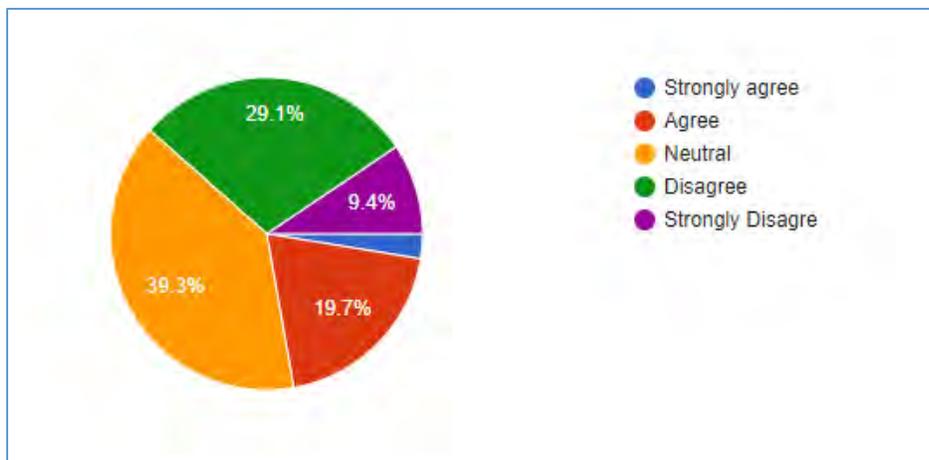


Figure 2.6.5.2: "The first name to come up on a google search is the best option"- how do you feel about the statement?

2.7 Findings and Discussion:

The study found substantial use of social media for the marketing of restaurants and how a well thought social media plan affects customers. From the survey when I found that the majority of the respondents uses social media for more than 10 hours a day- that intrigued me. I asked couple of the respondents how is that and why is that. They said even though it is not exactly 10 hours or so but they are always constantly checking their social media profiles. With the growing number of restaurants in the country, number of foodies are increasing as well. People tend to visit the restaurants they hear good things about and the restaurants can easily create a positive persona of them online. Food reviews are heavily influential these day- which can be taken as both positive and negative for business. Restaurants needs to focus on their online image to bring in more customers. Even though the respondents said they would not go to a restaurant based on their packaging, but a big portion said it might intrigue them. Now it is restaurants duty to change that maybe into a yes. Restaurants also need to have good a decent amount of idea on how “Boosting” on social media works. From the survey we saw that response to sponsored ads are few low. That mostly happens because of everyone trying to break out of the clutter at once. Social media has become one of the most cheapest and convenient mean to reach out to customers and it is high time the restaurants started to take advantage of that.

2.8 Limitations of the Study:

There were a few limitations for this particular research paper regarding the subject research and the researcher. Some of them were-

- All data were collected via online survey. Also convenience sampling technique was used which cannot define the authentic portrait of the issue. The credibility of the responses can also be questioned since there were no surveillance while the respondents took the survey.
- Secondary data on this particular topic was tough to find, that too in the context of Bangladesh.
- Lack of experience in questionnaire design and data analysis affected the result of the research.

2.9 Recommendation:

These recommendations were collected through the survey on how the social media can attract more customers:

- Faster response to messages
- By creating attractive visuals for their foods
- Proper description and picture of the food. And the price should be mentioned.
- Customized food options for customers
- Providing the real pictures of the foods while posting ads
- Highlighting food quality and uniqueness
- Providing information about their menu and services, publishing reviews of people who consumed their food
- Frequently posting Instagram-worthy/amusing pictures seem to help (White Canary/Chatime) and so do innovative ideas (Cookups). Replying to posts quickly and being courteous is also advisable now.
- Promotional Activities such as contests
- All restaurants should have Instagram accounts because HD pictures can be uploaded there without compromising quality
- Restaurants should know how SEO works.

2.10 Conclusion:

This paper talks about the impact that social media has on restaurant industry. It talks about how eWOM has become a real things and how restaurants can turn that into their strength. This report also describes the factors that influence the purchase decision of customers. Through my gradual learning and results, I've also suggested recommendations on how restaurants can improve their current online stance. The study's limitations provides directions for further study in our country's context and I hope this report will prove to be fruitful once implemented.

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Questionnaire:

1. Which of the following Social Media mean you use the most on a daily basis?
 - a. Facebook
 - b. Whatsapp
 - c. Twitter
 - d. Instagram
 - e. Other
2. Time (approx.) spent on Social Media per day -
 - a. 0 hour
 - b. 1 to 3 hours
 - c. 3 to 6 hours
 - d. 6 to 10 hours
 - e. More than 10 hours
3. How often do you go to restaurants in a month?
 - a) 1-3 times
 - b) 3-6 times
 - c) 6-10 times
 - d) More than 10 times
 - e) None

4. Which medium do you use to look for new restaurants usually?
 - a) Social Media
 - b) Family and friends
 - c) Printed ads
 - d) I just go where the road takes me
 - e) Other
5. Do you think that with the social media, you are able to seek out restaurant related information actively?
 - a. Always
 - b. Often
 - c. Sometimes
 - d. Seldom
 - e. Rarely
6. Do you agree that information (related with restaurants) searching is easier via social media as compared to mass media (e.g. TV, Radio, Newspaper, and so on)?
 - a. Strongly agree
 - b. Agree
 - c. Neutral
 - d. Disagree
 - e. Strongly Disagree
7. Does your "Friends" advice or feedback on social media really affect your decision before selecting any restaurant?
 - a. Always
 - b. Often
 - c. Sometimes
 - d. Seldom
 - e. Rarely
8. Do You Search for restaurant related information on social media before a visit?
 - a. Always
 - b. Often
 - c. Sometimes
 - d. Seldom
 - e. Rarely
9. Do advertisements/blog posts/ fb pages/user reviews on social media influence you to try new restaurants?
 - a. Always
 - b. Often
 - c. Sometimes
 - d. Seldom
 - e. Rarely
10. Do you change your initial purchase preference of restaurants after searching relevant information via social media?
 - a. Always

- b. Often
 - c. Sometimes
 - d. Seldom
 - e. Rarely
11. Do you agree that social media has provided more effective platforms to new restaurant brands to draw consumers attention than mass media channels?
- a. Strongly Agree
 - b. Agree
 - c. Neutral
 - d. Disagree
 - e. Strongly Disagree
12. Select the attribute of packaging that is the most important to you-
- a. Carrying convenience
 - b. Graphics and Color
 - c. Post Purchase usefulness
 - d. Packaging material quality
 - e. Other
13. How important are colors in your opinion to attract consumer's attention on a scale of 5, 5 being the highest?
14. Do you agree that colors have an impact on perceiving ideas about a restaurant?
- a. Strongly Agree
 - b. Agree
 - c. Neutral
 - d. Disagree
 - e. Strongly Disagree
15. How often do you respond to sponsored ads?
- a. Always
 - b. Often
 - c. Sometimes
 - d. Seldom
 - e. Rarely
16. How often do you use google to look for restaurants?
- a. Always
 - b. Often
 - c. Sometimes
 - d. Seldom
 - e. Rarely
17. "The first name to come up on a google search is the best option"- how do you feel about the statement?
- a. Strongly Agree
 - b. Agree
 - c. Neutral
 - d. Disagree
 - e. Strongly Disagree

18. Would you go to a new restaurant just by seeing an attractive Facebook post of that restaurant?
 - a. Yes
 - b. No
 - c. I will think about it
19. Would you order food from restaurant based on their packaging?
 - a. Yes
 - b. No
 - c. Maybe
20. What can restaurants do on social media to attract more customers?