A

PROJECT STUDY REPORT

ON

"IMPACT OF SOCIAL MEDIA ON THE BEHAVIOUR OF CUSTOMERS OF SMALL-SCALE RESTAURANTS IN UDAIPUR"

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DECLARATION

I hereby declare that the dissertation titled “impact of social media on the behaviour of customers of small-scale restaurants in Udaipur.”, here with submitted in partial fulfilment for the award of “Bachelors of Business Administration” Manipal University Jaipur is an authentic record of the research work carried out by me. The matter embodied in this dissertation has not been submitted for the award of any other degree or diploma.

APRATIM SINGH

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ABSTRACT

With the emergence of digital technologies, today the perspective of running a restaurant business has been completely modified. Now the owners of restaurants don't stay dependent on traditional methods of marketing, as they

are taking advantage of the digital media and mobile technology. Some owners are also leveraging on food bloggers and influencers who post pictures of restaurants food and interiors on their page so that their followers can get connected with that restaurant. However, not all the restaurants are able to get it right as the majority of restaurants are still struggling to build tactics because of fierce competition.

An adequate number of researches has been done on 'The Impact of Social Media on Consumer Behaviour of Restaurant Industries.' Whereas this study aims at explaining in brief- 'the impact of social media on the behaviour of consumers of small-scale restaurants in Udaipur city.' The information presented during this study is collected through a questionnaire method which was distributed randomly amongst various age groups.

LIST OF ABBREVIATIONS

1. SM- Social Media
2. SMM- Social Media Marketing
3. FB- Facebook
4. SEO- Search Engine Optimization
5. WOM- Word of Mouth

6. eWOM- Electronic Word of Mouth

7. RSMM- Restaurant Social Media Marketing

8. ORs- Online Reviews

9. FF-Family Friendly

10. OOS-Online Ordering System

CONTENTS

1. **Introduction**
    a. **Information on Social Media**
    b. **Information on Social Media Marketing**
    c. **Strategies- Passive and Active Approach**
    d. **Importance of SM**
2. **Background sketch of study**
    a. **Traditional Marketing vs Social Media Marketing**
    b. **Restaurant Social Media Marketing**
    c. **Traditional Word of Mouth vs Electronic Word of Mouth**
    d. **Online Reviews**

e. **Online Food Ordering System**

3. **Objectives of Study**
4. **Review of Literature**
5. **Research Methodology**
    a. **Introduction**
    b. **Research process**
    c. **Types of research**
    d. **Research objectives**
    e. **Sampling design**
    f. **Sample size**
    g. **Sample characteristics**
    h. **Sources of data**
    i. **Research instrument**
6. **Data analysis and findings**
7. **conclusion**
8. **References**
9. **Appendix**

INTRODUCTION

Social Media

- ***What is social media?***

Social media is a communication channel which allows the consumers to build and maintain relationships. It's a platform where users share and view life stories and photos of their friends, colleagues, and random people whom they want to know or who share common interests. Today social media is a lot more than just communicating with others. It has created a very large virtual community with almost 50% population of the world on social media. As it is an easily accessible tool where we just have to create an account to use all features provided under various social media apps. There are many social media tools and platforms available, among which the most popular ones are: YouTube, Facebook, Instagram, Snapchat and LinkedIn.

From the very first social networking site (invented within the 1990s) to recent changes to networks with billions of users, it has changed almost every aspect of business and personal lives. It also changed the way of communication from old channels (newspaper, radio) to digital platforms (YouTube and LinkedIn). It has also affected the preferences and behaviour of all communities in very mass form. Even job sector has become more advanced and now there are numerous jobs associated with social media; which has improvised the economy and employment of almost all the developing nations of the world.

Other than a communication medium; now it's being used as a marketing and sales tool by numerous companies to develop themselves into a brand. Today even a small-scale business has its blog on social media webpage. Even people at home have started earning through social media by just posting video and posts on matters of common preferences. So, we can say that now social media is more of a hub of resources rather than a simple communication platform.

What is social media marketing?

SMM is an inexpensive source of market intelligence; it is a form of internet marketing where business's use social media platforms and websites to display, advertise and promote their product or service. Although the terms e-marketing and digital marketing are still dominant in academics, social media marketing is becoming more popular for both practitioners and researchers also.



Its Approaches:

There are two elementary approaches for using social media as a marketing tool:

1. Passive Approach

   Social media has become a valuable source for obtaining market information and a customer perspective. Several platforms are now available where individual's share their reviews and proposals of brands, products, and services through which businesses can now tap and analyse the customer feedback, answer to consumer-identified problems and detect market opportunities.

   Unlike traditional market research methods which are time-consuming and expensive, and which take weeks or even months to analyse; marketers can now use social media to induce 'live' or "real-time" information about consumer behaviour and viewpoints on a company's brand or products.

2. Active Approach

   Except for public relations and direct marketing, SMM allows companies to create communication channels targeting very specific audiences with help of social media influencers and personalities. This tactic is recognized as influencer marketing. Influencer marketing allow brands the chance to achieve their audience in a more genuine or authentic way through a special group of selected influencers advertising their product or service. To be precise it is mainly accustomed to target niche markets.

How it became highly important?

1. Worldwide connectivity:

   It's an easily accessible tool which has allowed people to get connected with others from all over the globe; without any interference and concerns of geographical boundaries and religion. Now all the users of social media can gather information on what's happening in different parts of the world and can even spread information on what's happening in their own world. For example, A major news event-

   - With over three million tweets about bin Laden's death released by various individuals as of May 7, 2011. Twitter has protested when researchers attempted to analyse that data.
   - The Facebook campaign of the Australian comedian Celeste Barber raised over 50 million dollars for the country's firefighters. Over the course of a fortnight, quite 1,000,000 people donated, swiftly exceeding the $30,000 original target.

2. A platform for Everyone:

   It has also become a platform where all the users show their talents to the world which not only give them attention but an appreciation for the talents they have. For example, Justin Bieber, he did start his career uploading videos of himself singing covers on YouTube, with the help of his mother. Getting recognised by a talent manager in 2007, he signed to RBMG, released his debut album 'My World' in late 2009. The rest is known to everyone.

3. Easy to use:

   It became a very common way for entrepreneurs to market and promote the products and services they offer. As they just have to put up a professional image of their product along with its details on their site, and then they just have to wait for the audience to have interaction with them.

4. Cost-effective:

   SMM is possibly the most cost-efficient part of an advertising strategy. Signing up and creating a profile is free for nearly all social networking platforms, and any paid promotions on SM are relatively low cost compared to other marketing tactics. Also, it is a great advantage because it allows companies to get a greater return on investment and to retain a much bigger budget for other marketing and business expenses.



5. Education System:

Usage of online social networks within the educational process has been started by lots of educational Institutes, who have emphasized the advantages of technologies. Rising of social networking sites, and a general interest in students have attracted attention to the utilization of internet tools to develop distance education. As of college students, they are now able to explore themselves with a wider scope of opinions and ideas through global connections.

6. Online marketing:

SM, which is strongly getting used by the marketing sector to extend their sales through social media marketing. Because it helps marketers with:

- Finding the proper target marketplace for their products.
- Keeping updated about their competitors.
- Keeping updated on latest trends of varied fields.
-Building a relationship with the purchasers who are using their services or are willing to use their services.
- building trust, brand awareness and loyalty towards customers.

7. Recruitment process:

Almost 90% of individuals now apply for jobs through social networking sites only because it has enhanced job visibility and has allowed companies to seek out good employees also passive candidates who are documented for the upcoming trends. Some companies even use it as a screening tool (background check through candidates' social profile).

Social recruiting is additionally cheaper but just time-consuming.

Today the foremost essential tools employed by recruiters are a LinkedIn recruiter, glassdoor and ATS system.

8. Customer feedback:

It is said that a successful company is one who beside selling good products provides best services to the purchasers and in every company, there are some unhappy customers and the way a corporation interact with them matters. As it brings success and increases your company's reputation. SM has made companies keep up with their reputation by connecting directly with them over social platforms.

Even the more the reviews and good feedback, the more the probabilities of increase in your sales because now people check every possible measure before buying.



9. Addiction:

In layman language, we will say that due to people's addiction towards social media. Today most of the population usually spends 7-8 hours of their day on social media and among them, most of the people do nothing than simply surfing on social media. This habit of most of the people has become a source of earning for many of the companies. ***It is additionally one among the best disadvantages of social media because it can even cause mental illness.**

TRADITIONAL MARKETING VS SOCIAL MEDIA MARKETING

Social Media	**Traditional Media**
Two-way conversation	One-way conversation
Open system	Closed system
Transparent	Opaque
One-on-one marketing	Mass marketing
About YOU	About ME
Brand and User-generated Content	Professional content
Metric: Engagement	Metric: Reach/ frequency
Actors: Users/ Influencers	Actors: Celebrities
Community decision-making	Economic decision-making
Unstructured communication	Controlled communication
Real-time creation	Pre-produced/ scheduled
Bottom-up strategy	Top-down strategy
Informal language	Formal language
Active involvement	Passive involvement
Deep Analytics	Poor analytics
Paid, Owned, Earned	Paid

RESTAURANT SOCIAL MEDIA MARKETING

1. Instagram #Food_Porn:

   As per an editorial of 2016, 'there were 168,375,343 posts on Instagram for #food and 76,239,441 posts for #foodporn (and that number will grow during a mere matter of minutes). Because numerous people from all corners of the planet are sharing pictures of food they're eating.

   So, to market a restaurant online is to post top quality, drool-inducing photos on Instagram.

   Also having a robust Instagram presence is the best marketing tip for a restaurant where they only got to post the simplest visual content alongside with some eyecatching hashtags. It can even use it to market the fun activities most restaurant organises on weekends.

2. Facebook business page:

   A place to share all the information and activities like special discounts, exclusive coupons, photos of the newest dishes, etc.

   FB allow restaurants to point out their uniqueness to the purchasers among all the competitors. Here a restaurant can share its successes, failures, famous dish recipes, happy customers photos and feedbacks and lots of more.

   **Facebook is the fourth most visited website within the world with 2.45 billion active users.*

3. Food bloggers:

   If a restaurant is new within the market then the owner can even invite food blogger to undertake his/her restaurant dishes for free of charge reciprocally you'll ask them for a review about your restaurant online. Some food bloggers have soo many followers that even one post on their ID can bring success to a restaurant. However, you can't ask them to write down a positive review because it creates a negative impact.

4. Delivery services:

   There are soo many online food delivery apps to become a partner with as there are many of us who like to take advantage of online food delivery services at their doorsteps for instance a partnership with UberEATS.

5. Local SEO:

   Local SEO for a restaurant is crucial. If your restaurant isn't showing when potential customers are searching in their local area, you can't expect to urge much business. So, a restaurant goal must be to remain on top three on google maps when users type a specific keyword like "best pizza." As these top three restaurants are going to receive the foremost traffic just because they are the primary results a user sees.

6. Pinterest to pin food photos:

   Pin photos of food on Pinterest that you simply can link to your restaurant website or social media platforms. Pins are constantly being pinned and repined which creates an endless marketing cycle for a restaurant.

   If a restaurant pins best food photo (even if they aren't recipes) they are going to definitely get repined. Confirm that your restaurant name and site is attached to your pins. That way when people discover them, they know exactly where to go to enjoy your dishes!

TRADITIONAL WORD OF MOUTH VS ELECTRONIC WORD OF MOUTH

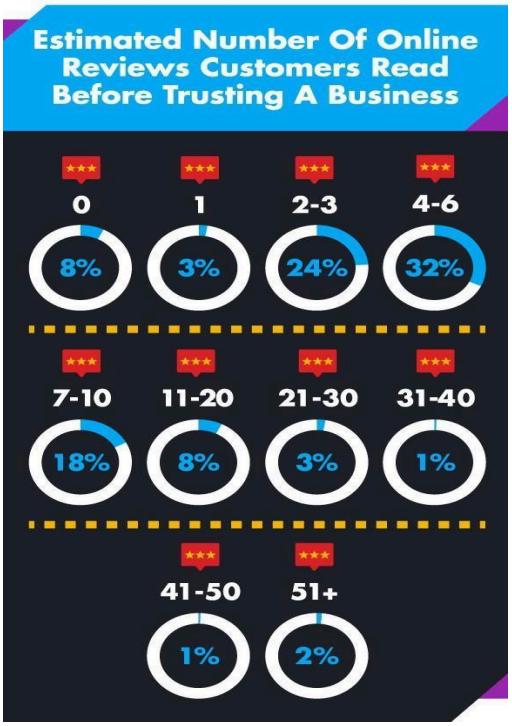
Particulars	Traditional WOM	eWOM
Medium	Talk, personal meeting and telephone.	social networking sites, review websites, blogs, emails. Etc.
Communication method	Oral	Written
Relationship	Real social ties	Virtual ties
Interaction	Face to face	Virtual
Process	Difficult	Easy
Communication path	Linear	Non-linear
Speed	Messages spread slowly.	Messages spread more quickly between users through the internet.
Accessibility	Less accessible	Easily accessible

ONLINE REVIEWS (ORS)

Online reviews: A review of a product or service given by a consumer who has experienced a service or purchased a product.

It is one among the foremost effective online word of mouth strategy.
Today, online reviews are the most important source of social proof, which features a clear impact on sales. Almost two-thirds of shoppers think that online reviews are a crucial part of decision-making process. once they want to know the best places to travel, they’re more likely to turn to Google, Yelp, and TripAdvisor than they're to a newspaper or maybe their friends and family.
A study done by the Harvard school of business discovered that online reviews can directly impact a company’s outcome. Brands that are viewed positively have better sales, but even improving star ratings can have a positive effect on companies/businesses sales.

As per studies done on the importance of online reviews. it's been proved that:
1. 90% of consumers read online reviews before visiting a business.
2. 88% of consumer trust online reviews as much as personal recommendations.
3. 31% of consumers spend more on businesses with excellent reviews.
4. 86% of individuals hesitate to shop from a business with negative online reviews. 5. 72% of studies say that positive reviews can even make customers trust a local business more than a large-joint stock company.

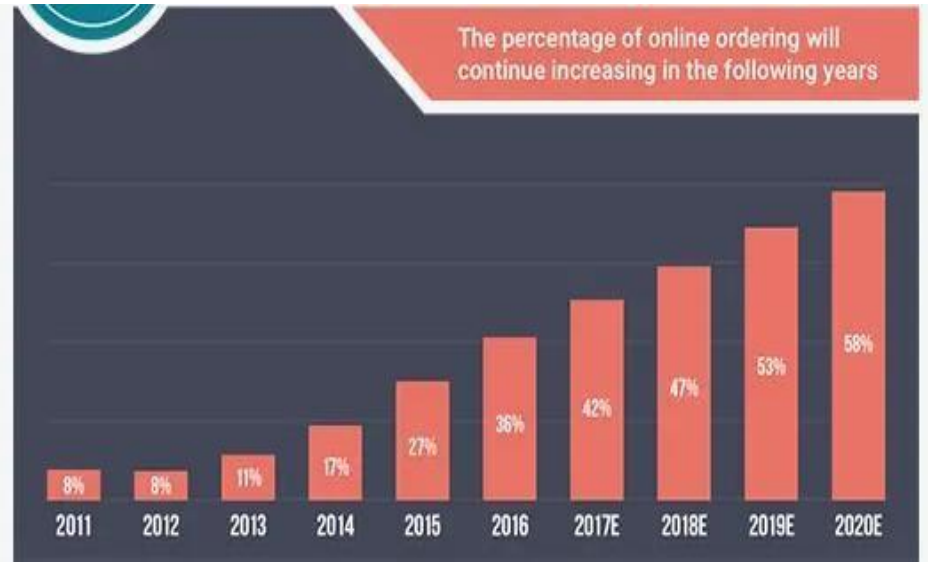


ONLINE FOOD ORDERING SYSTEM

An online food ordering system is software that permits restaurant business to simply accept and manage orders placed via an internet site or mobile app. The OOS has now become very useful and must require a tool for restaurant industries. As per sources, 69% of customers order through mobile apps.

It is because it provides lots of benefits to both parties. Such has:

1. It allows hungry and lazy customers an opportunity to order from the place they are.
2. It is an easy access tool where customers just need to type or search the restaurant name and the menu will appear on their screen of that restaurant.
3. It allows customers to search nearby restaurants which can provide the earliest delivery.
4. It gives customers lots of payment options to choose from like credit cards, debit cards, UPI, cash on delivery etc.
5. It shows the status of orders they have placed.
6. It allows restaurants to expand their customers base and boost their revenue.
7. If any restaurant is a 24/7 open restaurant than it also helps them to get orders at late night time also. Allowing both parties an opportunity of convenience.
8. It provides an opportunity for people to start selling food from their homes.



OBJECTIVES OF STUDY

Consumer Behaviour' and 'Change in Consumer Behaviour because of Social Media' are very wide and challenging topics on which lots of research has been done and lots of research is still going on but the topic which I have chosen for the study is 'Impact of Social Media on the Consumer Behaviour of Small-Scale Restaurants in Udaipur' which is a very precise topic and is based for a single city. So, All the findings and conclusions are valid within the population of Udaipur only.

As per sources of 2016, Udaipur is considered as one of the prime experiential destinations in the country. The market is currently registering robust demand, declining seasonality and healthy market-wide performance, all of which are indicative of the optimistic and lucrative hotel market conditions.

In Udaipur, there are more than 300 small scale restaurants at approx. Among which most of the small-scale restaurants are now getting aware of the advantages of social media and have even started taking its help for their marketing

The objectives of this study are: to explain how and how much impact social media has made on consumer behaviour of small-scale restaurants of Udaipur and how much opportunities and pitfall the restaurant owners faced with SMM. To achieve these objectives, a questionnaire was floated randomly and 260 responses came.

This report is also providing in-depth information on SM, SMM, RSSM, e.WOM, ORs, OFOS.

REVIEW OF LITERATURE

Literature review is a vital step while conducting any research through any research method. it's done to understand the background of the subject of research. It's a record which shows that what had been done in past regarding this subject, what methodologies were used by other research experts and within which direction the research must go.

In a review of literature Textbooks and encyclopaedic document are not taken into consideration.

Various varieties of research studies have been conducted on various aspects of impact of social media marketing on consumer buying behaviour, which has shown relevancy for this research. A number of terms associated with social media, social media marketing, social networking sites buying behaviour are discussed. Some worthwhile studies concerning this study viewed here are:

• In 2016, Jagdish Prasad Jabharmal Tibrewala University did a study on 'Impact of Social Media Marketing on Consumer Buying Behaviour with regard to thane district'. the first objective of their study was to analyse the impact of social media on consumer buying behaviour, to seek out out which is the best social media preferred by customers and to search out out the impact of social media on consumers with regard to Thane area.

After their research, they concluded that:

1. the utilization of the various social networking site changes with reference to different age bracket. So, the cohort is one of the important factors to make a decision on the online marketing strategies.
2. The comparison of Social networking and tradition marketing channels as whole resulted in favour of social networking channels as respondents significantly preferred social networking channels more than tradition marketing channels.
3. The independent channel comparison reveals that variety of the social networking channels are even not preferred and even few of the traditional marketing channels are preferred. Like social networking channels Facebook, Twitter and E-Mail are preferred significantly by the purchasers as compared with tradition marketing channels but traditional channels like Television, Newspaper and Text messages are also preferred by most of the purchasers. So social networking channels are appreciated but not at the worth of some traditional marketing channels.

• In 2015, Bournemouth university conducted a research on the use of social media and its impacts on consumer behaviour within the context of holiday travel. Their findings

supported that in the dreaming stage of the holiday travel process, social media provide inspiration to active users.

It was shown that before the trip, active users employ social media for collaborative deciding and pre-consumption self-expression.

During the trip, active users employ social media: as platforms that provide inputs to and outputs from travel related decision-making process, during consumption selfexpression, but also for communication, and for entertainment.

After the trip, active users employ social media for post-trip self-expression, to convey outputs from their travel-related decision-making process within the form of reviews and feedback, but also as platforms for post-trip collaboration.

- In 2013, Turku University conducted a study on the Impacts of Social Media on Consumer Behaviour– Deciding Process. The target of their research was to explicate why, when, and the way social media has impacted on consumer decision process; and also, the way individuals are attending, processing, and selecting the knowledge on social media before a buying deal.

Through their study they were able to conclude that buyers in Finland are actively utilizing social media platforms as a tool for purchase decisions; however, consumers are deemed to be inactive in sharing their word of mouth to others with the available social media platforms. The consistency within the gathered data and time-honoured theories concerning consumer behaviour and contemporary frameworks regarding social media marketing, it has suggested that the essence of consumer behaviour still remains the same even after the arrival of social media, within which individuals need to undergo the all the stages before a purchase, rather than straight to the purchase decision once a thought of purchase being triggered.

- In 2003, Western Kentucky University used a sample of 249 consumers purchases to analyse the type of product purchased, and the cost of the item. The results of this research revealed that buyers are buying either inexpensive or expensive items, and are doing so based on recommendations from social media by their contacts or friends on social media (Forbes &Vespoli1, 2013).

- An article on ‘the Impact of Social Media on Restaurant Corporations’ Financial

Performance' which was published on 22 February 2020 shows a study of Sergio M. Fernández-Miguélez, Miguel Díaz-Puche, Juan A. Campos-Soria, and Federico Galán-Valdivieso. In their research, they tested empirically the impact of online reviews (ORs) on different advanced measures of corporate financial performance. Where Results show that restaurant corporations with a high value of ORs in their establishments will have higher profitability levels. using a sample of catering industry corporations from six European countries, this study proved that the positive effect of ORs on the financial performance of the establishments could also be a worldwide phenomenon that also impacts the financial performance of corporations in the main European countries. Therefore, the restaurant industry cannot ignore the phenomenon of ORs as an indication of customer satisfaction, not just for the apparent influence on their online reputation but also for the next effects that such reputation can exert on their corporate financial performance. Both social media and financial performance got to be managed continually over time, so soon be transformed into a long-term competitive advantage that provides economic sustainability.

- An Article of 2016 which was published in the Journal of Consumer Marketing has shown how consumer-generated images shape consumption of products and services on the food domain.
- A research by Smith (2011) have shown that total of 88% of marketers utilizes the various social media channels as a tool which a grand total of USD 60 billion is spent annually on social media advertisements in the U.S. alone. the relationship built between companies and customers through social media platforms is seemed to increase returns for marketers (Okazaki and Mueller, 2007).

RESEARCH METHODOLOGY

Introduction to research methodology:

Research methodology is defined as the procedure of designing a study systematically by a researcher and thus making sure that the results are reliable and valid and address the research objectives.

In dissertation, journal, article, thesis and etcetera studies or research there is an included section of research methodology that serves objectives of study, sampling design, sources of data, instrument of research along with other aspects of the study. A detailed research methodology includes “how”, “what” along with the “why” of the choices made by the researcher. It can also be stated as the justification of design choices by explaining in depth of the chosen methods and techniques that contribute towards successful research aims to produce reliable outcomes. A resourceful research methodology includes sound findings.

The research can be done through: qualitative, quantitative and mixed methods. These methods are differentiated by the focus on their words, numbers or both.

Qualitative research refers to the type of research that is focused on analyzing and collecting words, may it be written or spoken, and data dependent on texts. On the other hand, quantitative research is the type of research that is focused measurement and testing data based on numbers. Whereas, mixed research is the type of research that uncle both of types data: numeric and textual.

Qualitative research majorly includes exploratory methodology while quantitate research is used when aims and objectives are confirmatory in nature. Data can be collected by taking interviews or surveys, observing, case studies, etcetera.

A careful research methodology undertakes a framework of research approaches and uses various methods and techniques which are reliable and objective. An approach can be structured which includes predetermined study and process, or unstructured which includes rather flexible process. And thereafter, establishing process.

**In this study, I have used both quantitative and qualitative research method as I am fully aware of why I am doing this research, I am well aware of the aims and objectives of what I need to know from this research. as mixed method is helpful for in depth study and in the end, it will help me in reaching my objectives.*

Mixed method will allow me identify aspects of a phenomenon more accurately by approaching it from different vantage points using different methods and techniques.

Research process:

It seems important to provide a brief description of the research process before embarking on the specifics of research methods and techniques. The study method consists of a sequence of actions or steps taken to carry out research effectively and the sequencing of these steps required. The research process includes the identification, location, assessment and review of the data we need to support the research question and then the creation and expression of our ideas.

A typical research process comprises the following stages:

- Selecting the research area- Researcher is expected to state that due to professional and personal interests in the field, he has chosen the research area and this statement must be valid. If he considers a study field and research topic that is very important to him, it is certain that it would be much easier to write the whole process of writing a dissertation.

- Formulating research aim, objectives and research questions or developing hypotheses-Multiple attempts and revisions typically result from acceptable research goals and objectives or hypotheses, and these need to be stated in the chapter on Methodology. Before going on with the job, it is critically important that research questions or theories be verified by the supervisor.

- Conducting the literature review - In the research process, literature review is typically the longest step. After the development of research goals and priorities, the main part of the literature review is carried out. A broad variety of secondary data sources, such as books, newspapers, magazines, journals, online articles, etc., must be used by researchers.

- Selecting methods of data collection - The methods for data collection must be chosen on the basis of a critical review of the advantages and disadvantages associated with many alternative methods for data collection.

- Collecting the primary data - A high degree of planning must go before primary data collection, and pilot data collection may be appropriate in the case of questionnaires.

- Data analysis - Data analysis plays an important role in achieving the goals and objectives of science. Methods of data processing range from secondary to primary research to qualitative and quantitative studies.

- Reaching conclusions- Conclusions concerning the extent of achievement of research goals and objectives. In this final section of the dissertation, the researcher must explain why he assumes that the goals of study have been achieved. Study limitations and recommendations for future research often need to be covered by assumptions.

**I have followed the same steps in my research process. I first picked my research area in small scale hotel industries of Udaipur, which is impact of social media on the behaviours of customers of small-scale restaurants of Udaipur. I find this area interesting and informative as 65% of business of hotel management is now dependent on social media specially for marketing and for attracting more customers. That's why, I conducted my research on this subject.*

After this I formulated some theories and carried out a literature review. I did a thorough background study in various domain related to my topic and even compare the market trend s for 5 years in different types of hotels of Udaipur through the help od social media and the through some information I directly gathered from hotel managers.

At last, through all the gathered data I went on next process of research methodology to complete my study and to full the objectives of my study.

Types of research:

There are several types of research:

•Basic research: The basic concept of study is the data obtained to improve information. Knowledge expansion is the main motivation. For example: an experiment to determine a simple fact.

•Applied research: Applied research focuses on the analysis and resolution of real-life problems. This type refers to a study that helps to solve practical problems using scientific methods. For example: to find a specific cure for a disease.

•Problem oriented research: Issue-oriented analysis is being done in order to clarify the precise nature of the problem and to identify relevant solutions. For example, the revenues of a car company have decreased by 12% in the last year. The probable causes could be as follows: there is no optimum production, no poor quality of the product, no advertising or economic conditions.

•Problem solving research: This form of study is carried out by businesses to understand and solve their own problems. The problem-solving approach uses applied analysis to solve current problems.

•Qualitative research: Qualitative analysis is a method of investigation. It helps to establish an in-depth understanding of problems or concerns in their natural settings. It is a non-statistical system. Qualitative analysis is highly based on the expertise of the researchers and the questions used to study the sample.

•Quantitative research: Quantitative analysis requires a wider population — more people mean more data. With more data to be analysed, you can obtain more precise results. This approach uses close-ended questions, since researchers are generally trying to collect statistical data.

Research objectives:

The goal of the research is to find answers to the questions posed by the implementations of certain procedures. The main objective of the study is to recognise the effect that has not yet been thoroughly discovered.

There are certain broad groupings of research objectives:

•To gain acquaintance with the phenomenon or to gain new insights into it

•To accurately represent the characteristics of a specific person, circumstance or group.

•To determine the frequency with which something happens or is associated with something else.

•Checking the relationship hypothesis in the test.

Sampling design:

Sample design refers to the plans and procedures to be adopted for the collection of the sample from the target population and the estimation methodology formula for the measurement of the sample statistics. These figures are estimates that are used to infer population parameters. The design of the sample consists of two elements. Random sampling from a finite population refers to the process of sample selection, which provides an equal chance for each possible sample combination to be obtained and for each item in the entire population to have an equal chance of being included in the sample. This applies to nonreplacement sampling, i.e., once a sample item is selected, it cannot appear in the sample again. In such a situation, the same element could appear twice in the same sample before the second element is selected. It gives each element of the population an equal chance of getting into the sample; and all choices are independent of each other. It gives the same probability of being chosen to each possible sample combination. A sampling frame that represents the population of interest from which a sample is to be drawn must be specified. The sampling frame may be the same as the population, or it may be just part of the population and is therefore subject to any under coverage, or it may have an indirect connection with the population.

Sample size:

The sample size of the survey most usually refers to the number of units selected from which the data was obtained. The sample size is an essential feature of any empirical research that seeks to draw conclusions about a population from a sample. However, the sample size can be described in different ways. The defined sample size is the number of sample units selected for communication or data collection. There is also the final sample size, which is the amount of completed interviews or units for which data is ultimately obtained. The final sample size could be much smaller than the defined sample size if there is substantial nonresponse, ineligibility or both. If efficiency in completing interviews is much greater than required to achieve the final sample size, not all the units in the designated sample will need to be processed. There may be different sample sizes for each participant in the experimental design, where a study may be split into different treatment groups. There will be different sizes for each stratum in a Stratified Sample. For an entire country, data is sought in a survey, so the intended sample size is proportional to the population.

It is preferred to have a sample when the population is large because it helps in making a research efficient.

Sample characteristics:

•Goal focused should be a sample design. It is a means which should be geared to the research goals and adapted to the conditions of the survey.

•A sample should be a reasonable representative of the universe it is taken from. It can only be fully representative when it equally reflects all forms of units or classes in the overall population. As improper sampling is a source of error in the survey, a short sample should be carefully chosen.

•The design of samples must be such that systemic bias can be better controlled.

•To provide statistical stability or reliability, the sample size should be large enough. For the purpose of specific analysis, the sample size should provide the precision needed. A sample should be randomly chosen. This ensures that there is a complete and fair chance for every item in the category to be selected and included in the study.

•The sample arrangement must be such that it results in a slight error in sampling.

•A sample should be cost-effective. With minimum cost and effort, the objectives of the survey should be achieved.

Sources of data:

Among the most critical stages in performing an analysis, data collection is a standout. You may have the best research strategy in the world, but you won't have the opportunity to complete your venture if you can't collect the required data. The

collection of data starts by finding out what kind of information is needed, followed by the collection of a sample from a certain segment of the population.

We are normally able to obtain data from two sources- primary and secondary source:

- Primary Data: The Primary data is collected using survey as a mode of data collection. Separate sets of standardised questionnaires for customers, retailers and national brands are prepared to perform surveys. The primary data leverage is that it is precisely tailored to the needs of your study. The primary data source is the population test from which you collect the information. **Deciding your target population is the initial stage in the process.*

- Secondary Data: Secondary data is collected from various publications, books, articles, etc. Books, magazines, journals, periodicals and the internet allow to explore facts, figures and statistics. The internal sources include information that exists and is stored in your organisation. External data refers to the information collected from the outer environment of your association by other people or associations.

I obtained data through both way primary and secondary ways. As per secondary data, I collected it by going through various articles and pervious scholars' researches which I obtained through reliable sources only.as per primary data, I did a survey in form of questionnaire to know the opinions of people as my research is of exploratory nature.

Research instrument:

Survey:

Survey research is a research technique that includes the use of structured questionnaires or interviews to systematically gather information about individuals and their interests, feelings, and behaviors. For descriptive, exploratory, or explanatory analysis, the survey approach can be used. For studies which have individuals as the unit of study, this approach is ideally suited. Although other analysis units, such as groups, organisations or dyads (pairs of organisations, such as buyers and sellers), are also studied using surveys, such studies often use a specific individual from each unit as a "key informant" or a "proxy" for that unit, and if the informant chosen does not have adequate knowledge or has a biased opinion, such surveys may be subject to respondent bias.

Compared to other methods of research, survey research has several inherent strengths. First, surveys are an excellent means of evaluating a broad range of unrecognizable data. Secondly, survey research is often best suited for gathering data remotely about a population that is too large to be directly observed. Third, interviews can be the only way to access such groups of people, such as homeless or illegal immigrants, for whom no sampling process is available. Fourth, survey research is more economical than most other techniques, such as experimental research and case research, in terms of research time, effort and cost.
Survey research can be broken down into two broad categories, depending on how the data is collected: questionnaire surveys (which may be mail-in, groupadministered, or online surveys) and interview surveys (which may be personal, telephone, or focus group interviews).

As per the details and guidelines to be followed while doing research methodology, (which has been explained in detailed above) I have ensured that this research study is also completed in that format only, the key points to be known about this study are as follows:

- This research is done to explore the impact of social media on the behaviour of customers of small-scale restaurants of Udaipur.
- The area of research is Udaipur city, Rajasthan.
- sources of data- Primary Data (questionnaire) and secondary data (Websites and articles).
- Data collection method- Survey method
- Sample Size-260 respondents
- Sample Design-Random Sampling
- Research Design -Exploratory and Descriptive.
- Research process- Mixed of qualitative and quantitative.
- Data Analysis- The survey was conducted with a sample size of 260 respondents. The questionnaire link was sent to more than 500 people through mail and messages but among them, only 260 responded.

DATA ANALYSIS

Research data analysis is a method used by researchers to reduce data to a tale and analyse it to extract insights, according to LeCompte and Schensul.

On the other hand, Marshall and Rossman characterise data analysis as a chaotic, vague, and time- consuming process, but an innovative and fascinating process in which order, structure and significance are introduced to a mass of collected data.

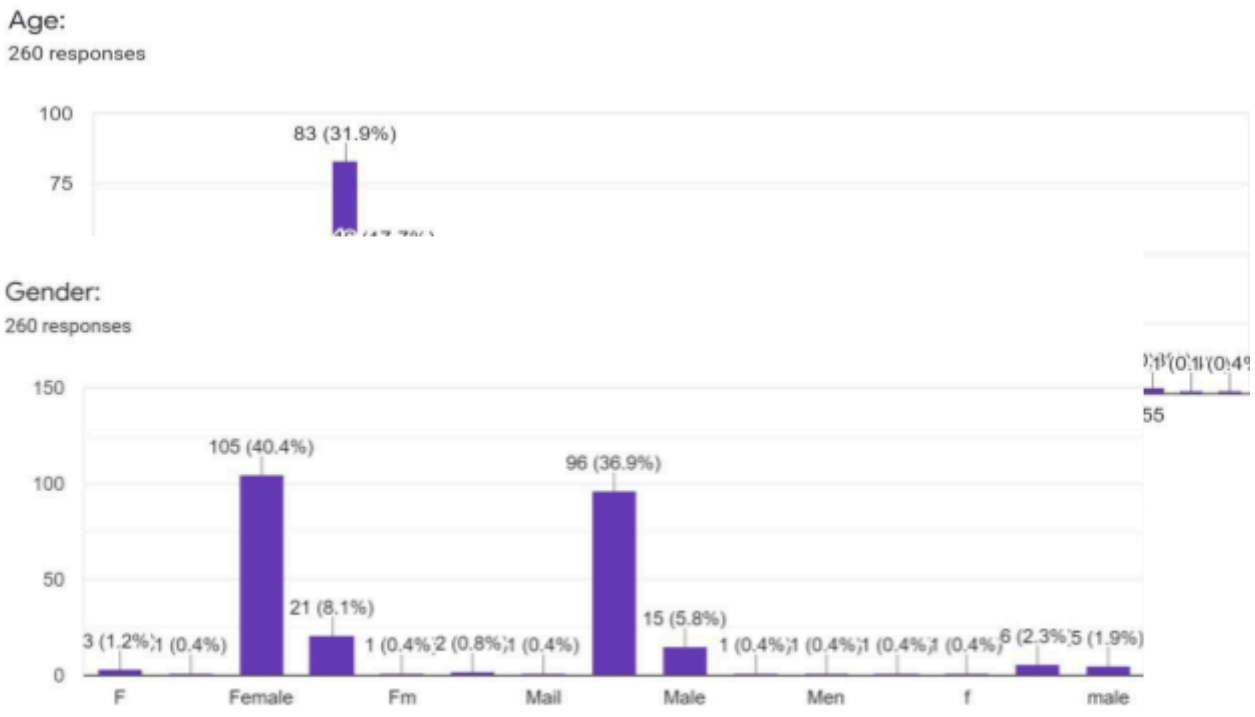
 The questionnaire was divided into sections. The first one asks general information of respondents like – Name, Age, Gender, Occupation and Hometown.

The Second part asks about their preferences to find out research question.

The Questionnaire is being attached into Appendix.

First part

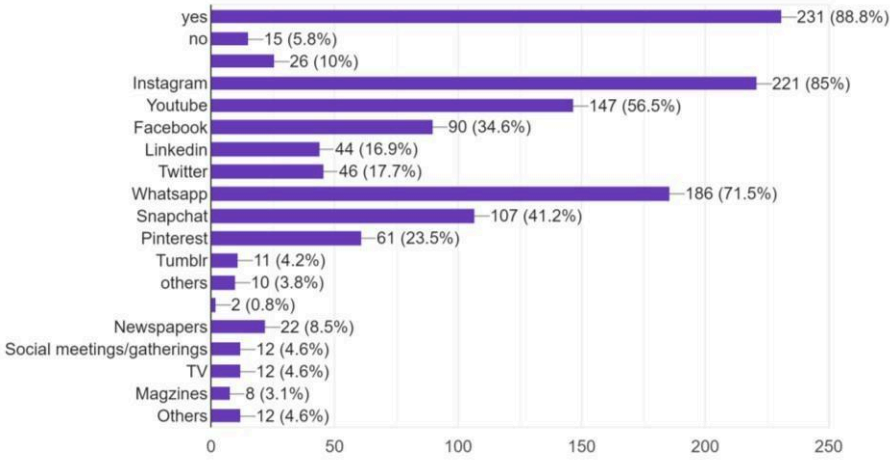
 Participants: The demographics of participants include age, gender and occupation.



- Total 260 no. of respondents.
- 135 females and 125 males
- 83% of responders were between an age of 20 to 25.
- The level of occupation diversifies.

Second Part

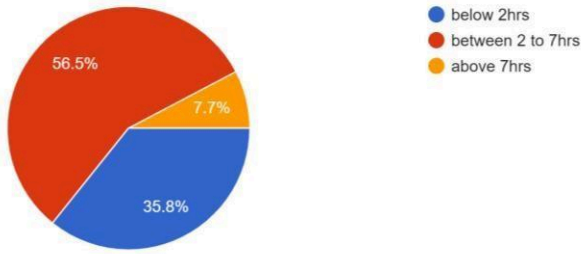
- **Are you an active member on social media? If yes than which apps do you use the most- Instagram, YouTube, Facebook, LinkedIn, Twitter, Snapchat, Pinterest, Tumblr, or any other. If no than how do you keep yourself updated through newspaper, Social gatherings/meetings, TV, Magazines or any other.**



Interpretation: According to data collected we get to know that out of 260 respondants 231 are an active member's on Social media while the rest are not an active member on social media. The data also show that among Instagram(85%) is the app with the highest number of active users in udaipurs and those who are not on an active member of social media for them the reliable source in newspapers.

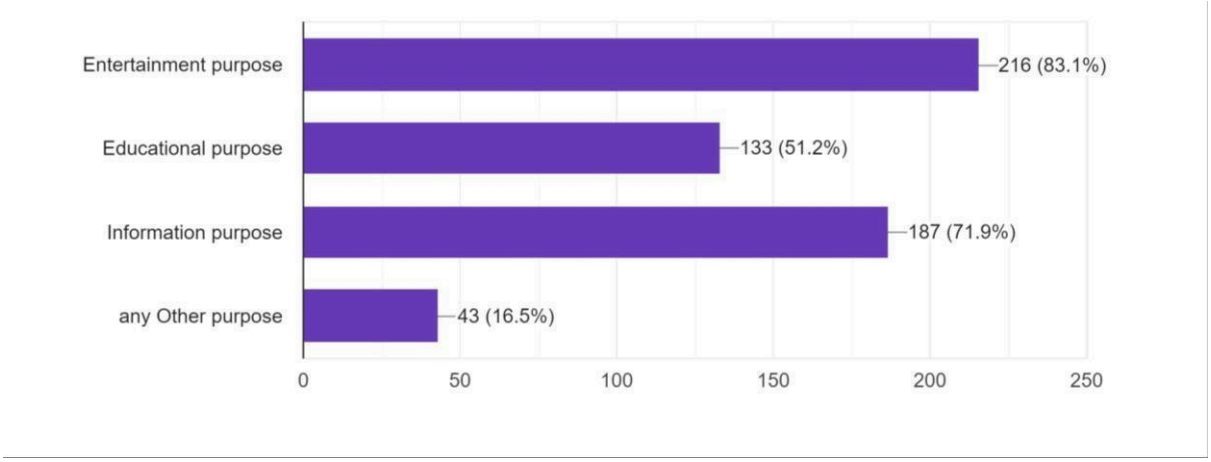
This data also shows us that now people are dependent more on social media than traditional media.

- **On an average how much time do you spend on social media?**



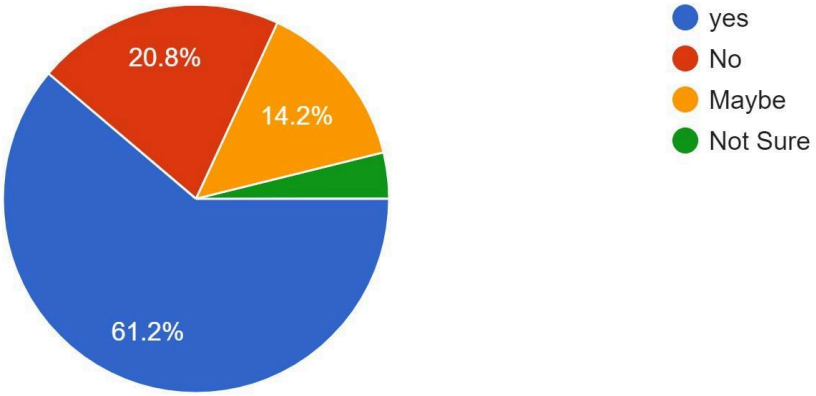
Interpretation: According to data collected, we get to know that 35.8% of respondants use social media for less than two hours a day, 56.5% respondants use social media between two to seven hours a day and 7.7% of respondant use more than 7 hours a day.

- **For what purpose do you generally use social media?**



Interpretation: the above data shows that 216 respondants use social media for intertainment purposes, 187 respondants for information purposes, 133 for educational purposes and any remaning for other purposes.

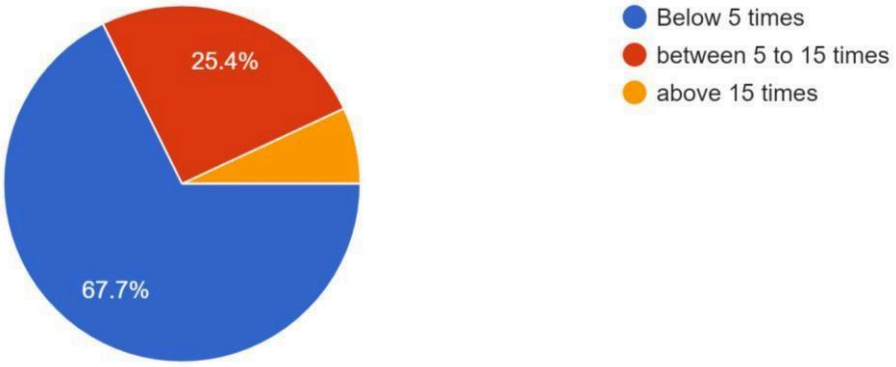
- **Do you follow any restaurant channel, business website, or business webpage?**



Interpretation: the above data shows that 159 (61.2%) respondants are following some restaurant channels while 54(20.8%) of respondants don't follow any restaurant channel and the reamining 47 respondants are the one under maybe and not sure category.

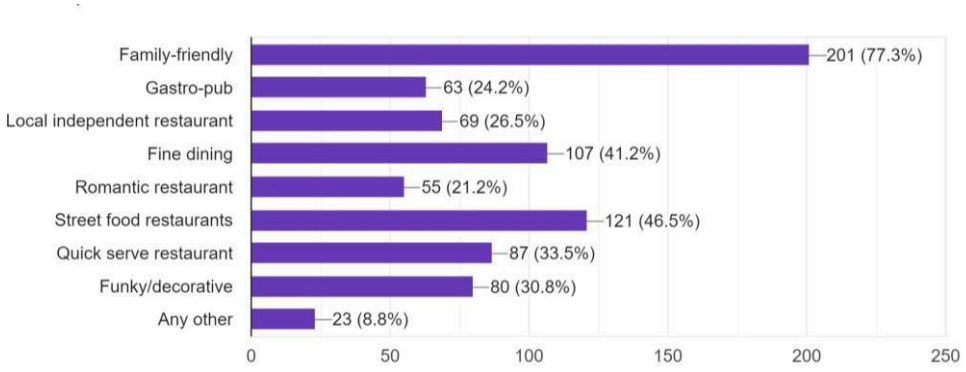
As per sources of secondary data we get to know that 63% of restaurant do advetising through social media channels. So, the above data clearly proves SMM strategy as it show the inter link between customers following their sites and restaurant owners putting their restaurant activites on websites.

In a month how often do you visit a restaurant?



Interpretation:The above data shows that 176 respondants visit a restaurant not more than 5 time in a month, 66 respondants between five to fiveteen times in a month, and 18 respondants more than 15 times in a month.

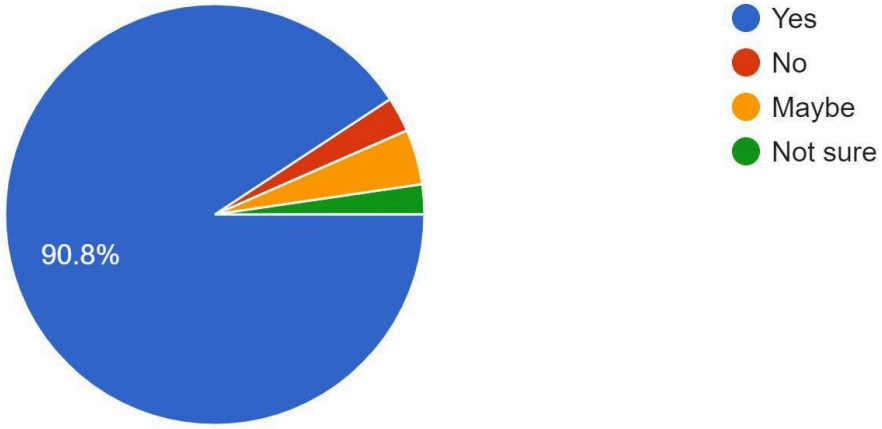
What type of restaurant you visit or prefer to go?



Interpretation:the above data shows that 77.3% choosed family frienldy restuarnt as the one where they go or prefer to visit. So,The highest prefered restuarants by udaipur citizens are family friendly. After FF, the second most visited or prefered restaurant is street food restaurant with 46.5% responses. At third comes the fine dining restaurant with 41.2% responses. So we can conclude that these three are the most prefered ones among the other types of restaurant. Gastro-pub was choosen by 24.2% responders and Romantic restaurant was choosen by 21.2% responders making it as the least visited or preferd restaurants by udaipur citizens. Any other was also selected by 8.8% responders.

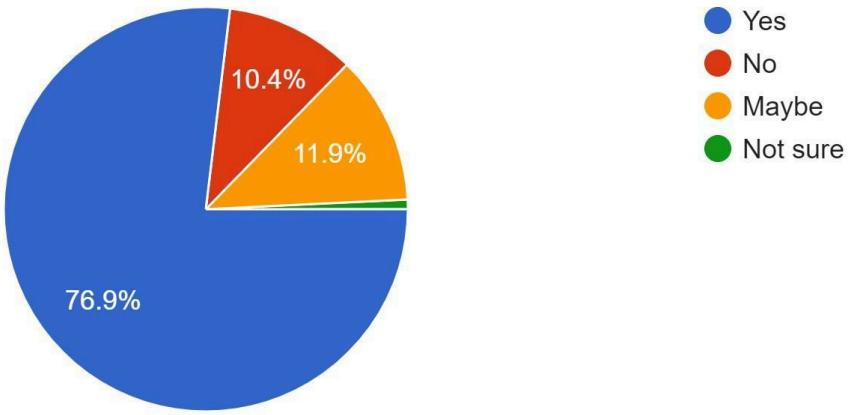
Both family friendly and strret food restaurants are considered to be budget friendly restaurants so we can also say that people of udaipur mostly prefer budget friendly restaurants.

Does food and beverages matter in your preferance?



Interpretation: 236 (90.8%) responders selected yes which clearly shows us that food and beverages are a top priority of citizens of udaipur when it comes to visit a restaurant. No was selected by 7(2.7%) responders, maybe and not sure was selected by 17 responders.

Have you ever went to a restaurant after checking it social media page?



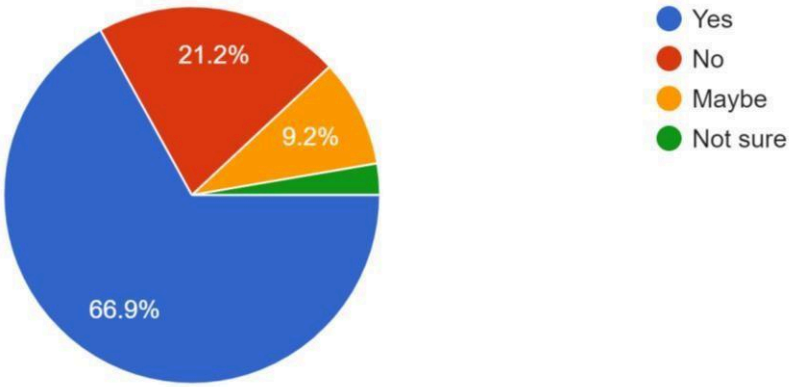
Interpretation: 200 (76.9%)responders selected yes that they go to a restaurant after checking its social media page which tells us that a restaurant having a social media account with good reviews and posts can be a great advantage for the restaurant of udaipur to attract customers.

-

27 (10.4%) responders selected No, and maybe and not sure was selected by 33 responders.

This data clearly proves that a restaurant should have its pressence on social media if they want to generate high revenues. As per secondary data also 8 out 10 restaurants have a social media page in all over world.

Have you ever checked a menu of restaurant online before going?

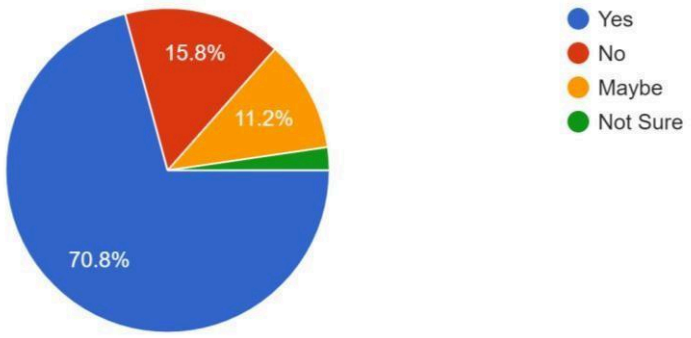


Interpretation: 174(66.9%) responders selected yes that they check a restaurant menu online before going which tells us that the restaurants who keep their menu updated online on their sites can pe preferd more than those who don't keep their menu posted on their sites.

No was selected by 55 (21.2%) responders, maybe and not sure was selected by 31 responders.

This question was asked to check the importance of online food delievery apps which allow feature of checking online menus.

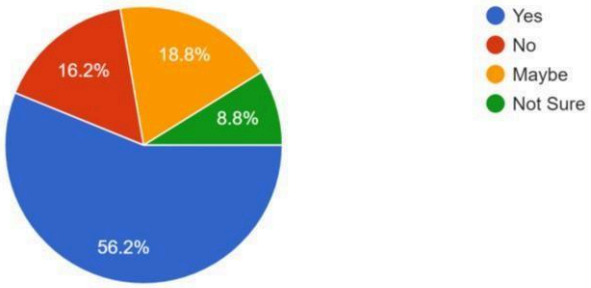
- **Have you ever visited a restaurant after checking its rates and have you ever rated a restaurant after your experience with it?**



Interpretation: 184(70.8%) responders selected yes that they check ratings of a restaurant and even rate the restaurant as per their experience with it. So this data shows us that ratings and feedbacks do matter and should be considerd as an important part to attract customers sand build them as regular customer.

41(15.8%) responders selected No while 35 responders selected maybe and not sure.

Have you ever felt dissatisfied that what you saw on social media was different from what you experienced in reality?



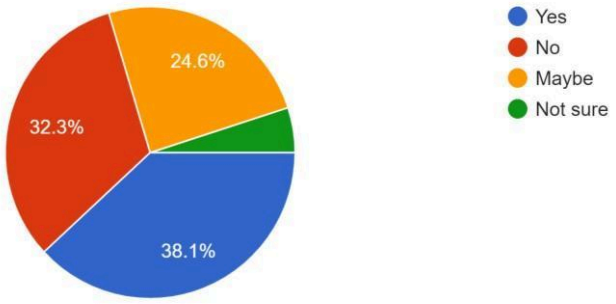
Interpretation: 146 (56.2%) responders selected yes that they have felt dissatisfied after experiencing restaurants which shows something else on social media which is merely true. So, this data tells us that a restaurant should post true blogs and posts on their social media account, otherwise it can create a bad reputation in the market. The percentage is high enough to consider it serious, if the owners want their restaurants to be in top ranking restaurants of Udaipur.

42(16.2%) responders selected no that they haven't felt dissatisfied which suggests that their as some restaurant who are true to their customers.

72 responders selected maybe and not sure.

This question was asked to check how much restaurants have shown reality to their customers on social media.

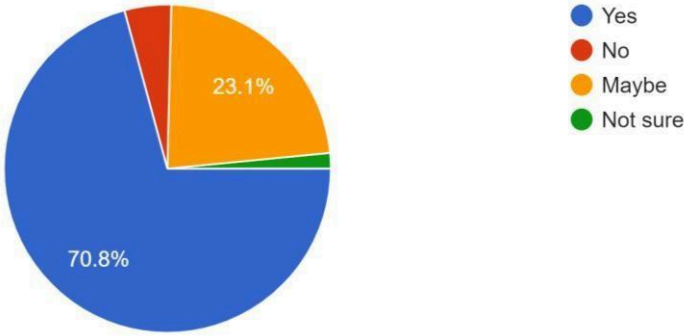
- **Would you recommend a restaurant to people after just checking its social media page, site, or reviews?**



Interpretation: As per data shown above; 99 (38.1%) respondants selected yes, 84 (32.3%) respondants said no, while 77 respondants selected maybe and not sure.

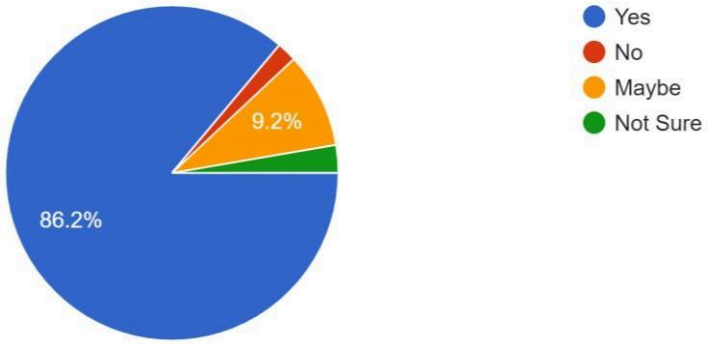
As per this data we can say that eWOM can be a great benefit for a restaurant but getting success through eWOM can be much harder than we predict.

Do you believe social media helps to know about a restaurant better?



Interpretation: as per data shown above 184 (70.8%) respondants selected yes that social media helps them to know about a restaurant better while 12(4.6%) respondants selected no. this data has shown a great gap among the answers. So, with this large gap we can say that impact of social media on consumer behaviour does affect a lot .

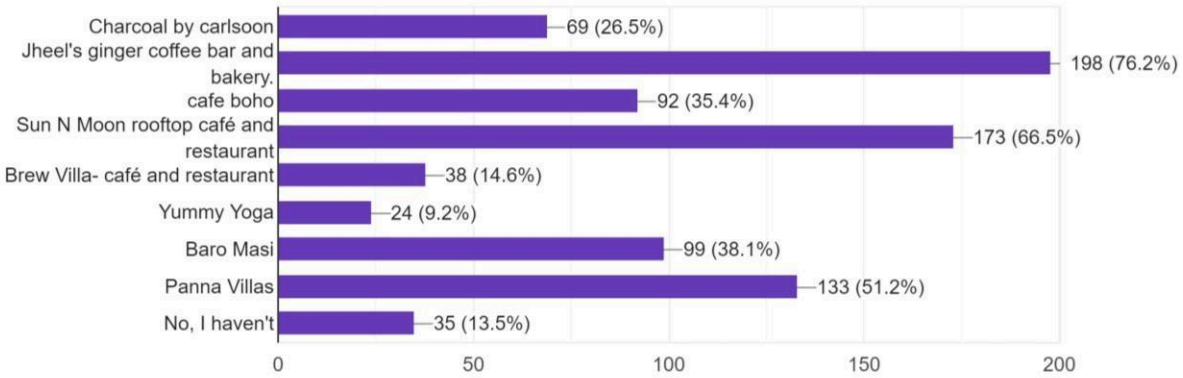
- **Do you think having a social media page/website or blog helps a restaurant in any way?**



Interpretation:As per data shown above 224(86.2%) respondants selected yes that they believe social media page is helpful tool for a restaurant. The responses with yes are in large number which clearly tells that if small scale restaurants of udaipur are able to attract customers through their social accounts than it can be a success for a restaurant industry as whole along with increase in profits because udaipur is a city rich in tourism sector and most small scale restaurant of udaipur are locted in the old city which is the main attraction of udaipur.

Here 5 responsers selected no, 24 responsers selected maybe and 7 selected not sure.

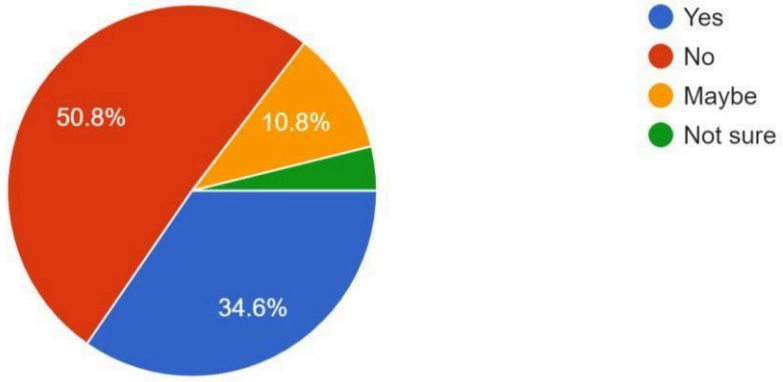
From mentioned below have you ever went to any of these restaurants?



The reason behind choosing these restaurants are that they are located near old city attraction points and when I searched online then these restaurants have their social accounts mostly on instagram and facebook so to check whether people of udaipur are aware about these restaurants, I chose them.

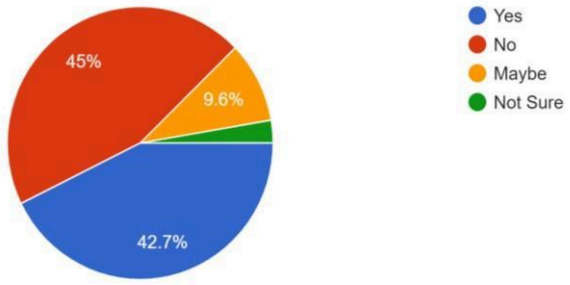
So as per the data shown above- Jheel Ginger Café got the highest responses while sun n moon and panna villas came on second and third places. Overall, the above data shows that yes people are aware about small scales restaurants of udaipur. However there are some with less responses who should take advantage of social media in proper manner to attract more customers.

From mentioned above do you follow any of these restaurants social media page?



Interpreatation: as per data shown above 90(34.6%) responsers selected yes while 132(50.8%) responsers selected no which tells us that although people are aware about these restaurants they don't felt the neccessity to follow them which suggest the lack of usage of social media by the the restaurant owners. Here 28 responsers selected maybe(10.8%) and 10(3.8%) responsers selected not sure.

Do you follow any food influencer or restaurant recommenders?

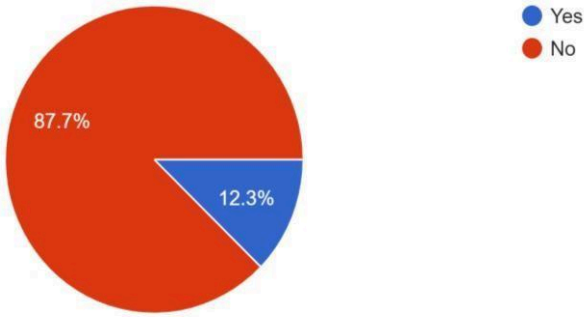


Interpretation: this question is basically asked to check that how many people in general follow influencers to understand that do small scale restaurants are required to follow the strategy of calling food bloggers and asking for feedback.

This question is also being asked to do further studies related to importance of feedbacks given by bloogers and influencers.

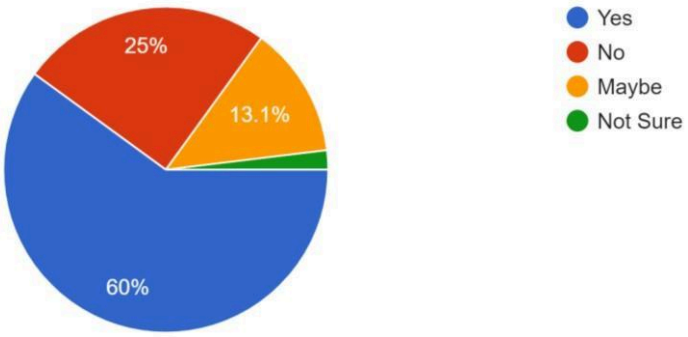
So, as per the data shown above 111(42.7%) responsers selected yes and 117(45%) responsers selected no. here the number of yes are in same range as no. so without a proper study we cant come to a conclusion .

 Are you a blogger or influencer; or have you ever worked as food blogger or a restaurant recommender?



Interpretation: this question was asked to to know that are their any food bloggers in udaipur because if there are and then the responses of yes in above question(Q.17 & Q.18) cam in large number than it means the marketing strategy is not being used restaurants and if the number of responses of no in above question(Q.17 & Q.18) came in large number than it means the awaraness about these marketing strategies is not yet their in udaipur.So, as per the data shown above we can clearly tell that the awarness of these smarketing strategies in not yet become important for udaipur people.Here the number of responsers who selected yes are 32(12.3%) and number of responsers who selected no are 228(87.7%).

Have you ever visited or checked a website/webpage of a restaurant after seeing a post or video of any social influencer or celebrities in some restaurant?



Interpretation: These question was asked for detailed understanding of above question (Q.16 Q.17 and Q.18) . It was also asked to understand the importance of a hasghtages which are in recent trends.

As per the data shown above 150 (60%) responsers selected yes, 65(25%) reponsers selected no, 34(13.1%) selected maybe and 5(1.9%) selected not sure.

This responses suggest that people of udaipur do see website of those restaurant which gets famous thorugh influencers and celebrities. As most celebrites and influencers are now using the trend of hashtags and type name of places of restaurants they visit.

CONCL USION

- The study was conducted in Udaipur with a small sample size of 260 respondents. However, this study has clearly indicated that social media do have an impact on the behaviour of consumers of small scale restaurants of Udaipur. The study also showed us the growth of social media in the field of Restaurant industries.

- The study was concluded with a result that social media hold a strong position when it comes to marketing strategies and it does make an impact on consumers. Even it also made us understand the importance eWOM, Hashtags, Ratings and Feedbacks through the general public and through bloggers, influencers and celebrities.

- It has shown the importance of keeping an online menu on their site as more than 60% of people of Udaipur check menus online before going.

- The study shows how helpful social media can be for restaurants to do their promotion and to attract customers and how they can generate money also through social media platforms.

- The study has shown that people are selective, for them, preference and bugets are the most important factors.

- Q.6 and Q.7 have shown that what is most prefered by the people of Udaipur which can be of real help for the restaurant of Udaipur. So when it comes to marketing strategies the restaurants of Udaipur should know that before executing any strategies the goal should be targeting consumers preferences.

- Q.9 shows us that online menus are being checked by most people in Udaipur so with this we can even suggest that partnering with online food delivering apps can be helpful for restaurants because if someone search ur hotel name online the delivering option will show them and as per convenience most people will order but without proper studies, it can be proved.

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APPENDIX

*Questionnaire.

IMPACT OF SOCIAL MEDIA ON THE BEHAVIOR OF CUSTOMER'S OF RESTAURANT INDUSTRIES-UDAIPUR.

A. GENERAL INFORMATION: Name:
*

_____

Email ID: *

_____

Mobile No. *

_____

Age: _____

Gender:

_____

Occupation:

_____ Hometown:

_____

B. **Information for survey:** please
help us by being unbiased.

1. Are you an active member on social media? *

yes no
If YES, which social app you use the most?
Instagram
YouTube
Facebook
LinkedIn
Twitter
WhatsApp
Snapchat
Pinterest
Tumblr others
IF NO, how you keep yourself updated through latest trends?
Newspapers
Social meetings/gatherings
TV
Magazines
Others

2. On an average how much time you spend on social apps in a day? *

below 2hrs between
2 to 7hrs above 7hrs

3. For what purpose do you generally use social media? *

Entertainment purpose
Educational purpose
Information purpose
any Other purpose

4. Do you follow any restaurants channel, account, business website or business webpage? *

yes
No
Maybe
Not Sure

5. In a month how often you visit a restaurant? *

Below 5 times between
5 to 15 times above 15
times

6. What type of restaurant you visit or you prefer to go? *

Family-friendly
Gastro-pub
Local independent restaurant
Fine dining
Romantic restaurant
Street food restaurants Quick
serve restaurant
Funky/decorative
Any other

7. Does food and beverages matter in your preference? *

Yes
No
Maybe
Not sure

8. Have you ever went to a restaurant after checking it social media page? *

Yes
No
Maybe
Not sure

9. Have you ever checked a menu of restaurant online before going? *

Yes
No
Maybe
Not sure

10. Have you ever visited a restaurant after checking its rates and have you ever rated a restaurant after your experience with it? *

Yes
No
Maybe
Not Sure

11. Have you ever felt dissatisfied that what you saw on social media was different from what you experienced in reality? *

Yes
No
Maybe
Not Sure

12. Would you recommend a restaurant to people after just checking it social media page, site or reviews? *

Yes
No
Maybe
Not sure

13. Do you believe social media helps to know about a restaurant better? *

Yes
No
Maybe
Not sure

14. Do you think having a social media page/website or blog helps a restaurant in any way? *

Yes
No
Maybe
Not Sure

15. From mentioned below have you ever visited any of these restaurants? *

Charcoal by Carlsson
Jheel's ginger coffee bar and bakery. cafe
boho
Sun N Moon rooftop café and restaurant
Brew Villa- café and restaurant
Yummy Yoga
Baro Masi
Panna Villas
No, I haven't

16. From mentioned above do you Follow any of these restaurants' social media page? *

Yes
No
Maybe
Not sure

17. Do you follow any food influencer or restaurant recommenders? *

Yes
No
Maybe
Not Sure

18. Are you a blogger or influencer; or have you ever worked as food blogger or a restaurant recommender? *

Yes No

19. Have you ever visited or checked a website/webpage of a restaurant after seeing post or video of any social influencers or celebrities in some restaurant? *

Yes
No
Maybe
Not Sure

20. Name one of your favourite restaurant of Udaipur and mention one reason behind it. *

Your answer