Does social media trend affect people decision to eat out?

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จุฬาลงกรณ์มหาวิทยาลัย
CHULALONGKORN UNIVERSITY

An Independent Study Submitted in Partial Fulfillment of the
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New era of marketing using social media as a promotional platform provides many advantages, for example the ability to communicate between producers and consumers while traditional marketing only promotes directional communication, companies only convey the message they want, without getting feedback and opinions directly from consumers. This research will explore what factors are related to the use of social media as a promotional tool and how far these factors influence dining behavior in restaurants. A quantitative survey was conducted to measure the effect of social media's advertising, customers' attitudes, customer experience on the decision to eat out at restaurants among all adults (over 18 years old) who had the habit of having eaten at fine dining restaurants or restaurants by using the stepwise multiple regression analysis. The findings show that the "Snapchat", "Process", Rational and Spiritual" that affect customers' decision to eat out at restaurants. This suggested that restaurants should focus on the communicating process via " Snapchat" and ensure the convenience and comprehension of the provided information and its benefit for decision making to consumers and encourage their customers to review their experience from their visits.

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Does social media trend affect people decision to eat out?

1. Introduction

Some experts say that social media is currently the fastest, cheapest and most effective tool as a marketing tool (Alalwan, AA, Rana, NP, Dwivedi, YK, Algharabat, R., 2017; Euphrates Neter, Rachel Bachner-Melaman, Astar Tavor, 2017). Social media is an electronic form that is very similar to "word of mouth" and is an inseparable part of the success of a business around the world. That's why social media is a new challenge for the marketing world in creating new marketing strategies. Social media such as Facebook and Twitter have become an effective liaison tool for companies to deliver product information (Daniel J. Power, 2004; Ayda Darban, Wei Li, 2012).

Global Digital User Statistics 2019 by "Hootsuite", the provider of social media management and marketing solutions, has collected internet usage statistics around the world. To project changes for the entire online business sector and the internet usage behavior of consumers in each country Has revealed that there are now more than 4,400 million internet users worldwide. More than 5,100 million mobile phones, over 3,400 social accounts as show in figure 1. For Thailand, with a population of 69.24 million, it is found that the entire Thai population of 57 million people can access the internet. There are 51 million people with Social Media accounts and 49 million people using Social Media via mobile phones.

Figure 1Digital around the world in April 2019

Source : https://www.thinkaboutwealth.com/digitalstatworld-thailand2019/

Figure 2Overview population and economy
Source : https://www.thinkaboutwealth.com/digitalstatworld-thailand2019/

Social media with various platforms have succeeded in getting closer between sellers and official tickets, meanwhile other companies also have to buy advertisements in the media (Whiting, A., & Deshpande, A., 2016). Large companies make large-scale advertisements and have substantial costs. Now customers are smart, they already know and can choose at any time to see the ad. Interested consumers are not interested in high-priced goods. According to Bennett (2017) social media can be used as a tool to support its products so that they can be recognized by potential customers. Marketing

using social media as a promotional platform provides many advantages, for example the ability to communicate between producers and consumers. This communication will increase consumer attention to a brand. Other studies reveal that social media can improve restaurant performance. While traditional marketing only promotes directional communication, companies only convey the message they want, without getting feedback and opinions directly from consumers (Manoj Timilsina, 2017; Jennifer and Palmer, Nicola, 2016).

The restaurant business is likely to grow continuously. There are supporting factors from structural changes, both from smaller households and changing lifestyles of consumers, although in the past 2-3 years, it has seen a slowdown in consumption. But according to Euromonitor data, sales of Thai food service business continue to grow at 4% per year during 2013-2017, resulting in market value increasing to around 8.8 billion baht in 2017 (National Statistical Office, 2017)..

Forecasts for the food service industry are likely to continue to grow at around 4-5% between the years 2019-2020, with key supporting factors coming from the demographic structure change that households are smaller and require more convenience. Including the growth of the city that coincides with the expansion of new shopping centers, resulting in consumers changing their behavior to eat out or buy ready-to-eat food at home more.

Reflected by the survey data of Thai household spending on food from the National Statistical Office, it can be seen that Thai households spend more than 3% of their meals eating or buying ready-to-eat food in the home in The year 2009-2018 compared to spending on home cooking that only grows % Per year for the same period. This is consistent with the Thai consumer behavior survey conducted by National Statistical Office in 2017, which found that 68% of respondents conducted more outdoor activities. Eating out is the most popular activity, about 65%. 76% of consumers still spend more. In addition, the growth of foreign tourists also helps to drive sales. Restaurant to grow well Even during the economic downturn, according to data from spending on food and beverages from foreign tourists during the year 2013-

2017 is likely to increase continuously at around 5% per year or at around 10,568 baht per person per person. Ripping Reflecting opportunities for the restaurant business to grow a lot. Especially in important tourist spots (National Statistical Office, 2017)..

Restaurant growth is mainly due to the expansion of chained restaurant chains. According to Euromonitor data from 2012-2018, Thai restaurant chain sales are continuously expanding at around 9% per year.

While the branch expansion grew approximately 8%, most of which were expanded in line with increased retail space If looking at the type of the restaurant, it is found that the trend of restaurants that provide limited service; For example, the form of ordering food at the counter and customers servicing themselves, or in some places, there may be staff serving at the table, which is a good form of expansion because it responds to both speed, reducing the number of employees, and causing the number of rounds to turn around the table. Increasing, resulting in operators turning to develop restaurants in this type more, which the tendency of competition will be even more intense due to the increase of new players.

According to National Statistical Office (2017) surveys about media influencing consumers' decision to use restaurant services, 58% of respondents say social media and reviews influence their decisions. Next was word-of-mouth at 23% and 9% through advertising in the media, reflecting that the role of Foodie influencers has increased influence on consumers because of the behaviors of consumers choosing and socializing. Therefore tend to pay more attention to restaurant reviews in terms of quality and service Which the platform that gathers restaurants and reviews Including the promotion of discounts into more roles, like social media such as Facebook and Instagram, which are important channels that restaurants use to promote the shop to be known. Although consumers prefer eating out. But the trend of ordering food online is still another important way that entrepreneurs should not overlook. This can be reflected in the value of the food delivery market that has continuously expanded to about 10% per year during the years 2013-2018 (National Statistical Office, 2017). With important supporting factors coming from the

increasing popularity of consumers accessing technology and mobile applications while at the same time being more competitive in developing food delivery applications. Therefore, operators should not overlook the importance of having a delivery channel at the same time, which will help increase sales. This study aims to look for factors that influence the interests and motivations of customers in choosing a restaurant to eat, and how the use of social media in influencing their choices.

1.1 Research question

This research will explore what factors are related to the use of social media as a promotional tool and how far these factors influence dining behavior in restaurants.

1.2 Objective

This research aims to study the factors influencing the decision to eat out at restaurants.

2. Literature review

2.1 The concept of online marketing channels

Developments in the internet and communication fields are driving people to do online marketing. This is due, one of them, because the cost of online communication is cheaper compared to other media. Even online communication has become a lifestyle of consumers. So marketing can be done based on personal interests of a consumer. Brands that only communicate with consumers. but consumers can send messages back to the brand and still be able to communicate with consumers themselves. This can convince the consumer's feelings to be consistent and, in some situations, can influence Consumers more than mainstream media (Valkenburg, PM, Peter, J. and Walther, JB 2016).

Online marketing is therefore popular with various brands using the internet as a medium for fast data transmission. Online media can also be used as a communication tool for many people. Forms from personal communication to public communication and can be delivered. News can take many forms, such as text, voice, images, and animation. Internet communication is divided into 6 types, which are face-to-face communication such as mail, face-to-face communication such as sending emails. To various groups of people, news spread from the database, such as social media groups and real-time communication such as internet communication and remote data transmission

Cox, A. D., & Cox, D. (1998) divided social media that consumers create content into 6 categories:

1) A weblog, or often called a blog, is an online communication system that allows a person to write what he wants on his page, write articles, tell stories in various angles of his own mind. In terms of marketing, blogs can be used for marketing communications in two forms: A brand is a tool for communicating between producers and consumers, while blogs are written by people independently. For bloggers who have many networks, writing is something that can promote a product indirectly to people in their network.

2) Twitter and Micro Blog are blogs that restrict characters per post, each used in business, including word-of-mouth, sales growth, branding, or even tools for managing customer relationships, including Public relations tools

3) Online Social Network means an online social network connected to the online world. This online media eventually becomes a network of life itself created by groups of people in the network, including personal information, pictures, notes or videos. F It's easy to add friends. A marketer can easily utilize this virtual social network to interact with potential customers freely, for example using Facebook.

Because of the very open nature of social media, marketers attract the attention of prospective customers in various ways, for example, putting up attractive images of consumers who have used their products.

4) Media Sharing is a website that allows you to share images or videos for public consumer. And is a way for marketers to communicate at a cheaper price and save money on advertising purchases. In addition, this channel can also lead to widespread word spread. Sharing popular media in Thailand such as YouTube and multiples.

5) Social news and bookmarks are websites in which general public has the opportunity to select and vote on their favorite websites which can be stored as a bookmark. Marketing communicators can use this tool to inform and create the number of people coming to the website.

6) Online forums are a form of social media that combines groups of people with similar interests to share ideas, information and recommend products. Marketers then use that media to analyze user opinions. Products or methods of recommending various groups that are interested The Pantip website is an online social media group that also belongs to online forums.

Online marketing plans often do not have a definite format. Can combine channels and presentation formats Sometimes the website may be used primarily and can support other online media, or in some devices it is suitable for applying video animation to send particular messages. The principle of communication must still be maintained, namely the marketer must be able to convince consumers so that there is an attractive attachment to the brand being sold. For example, by giving an opportunity to consumers to express their experiences when using a product, or even be able to provide advice and criticism of the product they bought.

The sender must continue to create participation until it leads to the sustainability of mutual cooperation. But communication through traditional methods is still important in many contexts. Marketing communicators therefore need to use old and online media together to increase communication efficiency (Syed-Abdul, S., , YC, Crain, S., Hsu, MH, Liou, DM, Fernandez-Luque, L., Jian, WS, Li 2013). The concept of online marketing communications involves restaurant reviews through social media. Because consumers choose to search for information

Rosenstock, I. M., Strecher, V. J., & Becker, M. H. (1988) states that the process of choosing news or receiving information from people from various media is like a filter for human perception. There are 4 steps in selecting the data screening process as follows:

1) The first exposure in the screening process to select a channel. That person is open to receiving information from various sources.

That exist in many places based on their aptitude and interest, as well as the skills and expertise to receive news from that source. For example, some people tend to listen more than read That person chooses to receive

Messages from listening to the radio more than reading from various types of publications Or some people have the skills and expertise to use the internet, that person will use the internet to search for information.

2) The second step is selective attention, in the selection process for receiving information. Data recipients tend to choose information based on opinions. Their interests are to support existing attitudes and choose to avoid accepting information that is inconsistent with previous knowledge or understanding (Cognitive Dissonance) so as not to cause uneasiness or conflict with ideas.

3) The third step is selecting and interpreting data exposure. Information that the message has been revealed and is interested in news. But not that the content of the

news content has been interpreted by the audience, interpreted as intended by the sender Always because the recipient tends to choose information that they received and interpret the content based on existing attitudes, beliefs, emotions, and pass experiences.

Therefore, each recipient will interpret the message differently. Which sometimes can cause information parts are cut and make the meaning of the information is distorted, according to the satisfaction of the individual's attitude as well.

4) Selective Retention is the final selection process for information exposure, which means that the recipient chooses to remember the relevant information and the need for that information. The messages they choose to remember often have content to support needs, ideas, attitudes, values or beliefs of each person that already exists to make the original information more clear

This will make it difficult to change. For conflicting information in areas that you disagree with or do not care about, that information will be a breeze and can't be done or can broadcast onwards.

2.2 Social Media

Social media is a medium on the internet that allows users to represent themselves and interact, work together, share, communicate with other users, and form social bonds virtually. (McHale, Dotterer, & Kim, 2009). As is known, before the emergence and popularity of social media, most people communicate by text or telephone via mobile phones. But now with social media, people tend to communicate through chat services or send messages through services available on social media. The current development of this technology will not be able to bend, however, most children and adolescents are now familiar with these various social networking sites, not only children and adolescents of the city, even children in rural areas have now gradually begun using networks. Social (Perrin, 2015)

Social media is an online media with its users can easily participate, share, and create content including blogs, social networks and wikis is a form of social media most often used by people around the world. Social media is a website-based feature that can form networks and allow people to interact in a community. The advantage of social media is user can do various forms to exchange, collaborate, and getting to know each other in the form of visual and even audiovisual. For examples Twittwer, Facebook, blog, Forsquare (Rousseau, 2014).

Social media has a character as a medium for the continuing society in the virtual world. Social media users can be said as digital citizens based on openness without restrictions. Like the community or the State, in social media there are also rules and ethics that bind its users. Social media no longer displays reality, but has become its own reality, even what is on social media is more real (real) than reality itself (Elfhag & Morey, 2008), which are related to eating habits that are aimed at losing weight.

A study conducted to look at the effect of images on the use of laxatives and weight loss drugs showed the results of indirect effects (Ferguson, Minoz, Garza and Galindo, 2014; Perloff, 2014). But in several studies looking at the relationship between the effect of images on eating patterns show significant results. But the relationship between the use of images to diet patterns is very complex (Perloff, 2014). The basic mechanism of the relationship between the use of SNS eating and low understanding of body image problems, there is no research on possible direct effects (Perloff, 2014).

Various studies have explained how the mechanism of media influence (image shows) on diet. Cognitive theory can explain well how this mechanism; there are also social learning theories and reward and punishment theories (Valkenburg, Peter, & Walther, 2016). Social learning theory says that a person's behavior comes from

observations he makes from his environment. The information he catches is what then encourages someone to take an action. (Expectation that certain behaviors will be supplemented) (Bandura, 1969; Rosenstock, Strecher, & Becker, 1988).

Research on the relationship between food carrying behavior in various media (eg YouTube and others) shows that the content in these media influences diet, in addition to being influenced by social media. For example photographs of luxury foods affect consumers' expectations and popularity of popularity if they can consume these foods. Because these foods can only be consumed by the upper classes and famous people. So in this case the consumption behavior of others has an effect on the habits of others, including later influencing one's choice of consumption patterns (Morris, Bargh, & Brownell, 2009) . In fact the relationship between searching for images or seeing pictures of food with one's diet is very complicated. There are various elements involved, for example involving the coginitive function in image selection, data availability, perception of the behavior of someone who is an example, and so on (Spelke, Hirst, & Neisser, 1976).

2.3The relationship between eating patterns and social media.

Social media is a very important part in helping the food industry flourish. The more business owners can occupy more media space. The popularity of the business will flourish gradually, including the food consumption behavior of Thai people as well, depending on social media. When there is a trend in any restaurant that is popular, consumers are also interested and turned to choose a lot of that type of food. Choosing a restaurant or buying food among consumers can see that social media can greatly influence decision-making and influence. Published food images Reviews from people who have eaten before and the amount of shares, likes and different Are all attracted to the desire to choose that type of food. Even if the restaurant is near or far,

especially in Bangkok Can choose to buy conveniently because the online ordering service always supports the needs of consumers.

Although the food business tendency to buy and sell seems good for the economy of the buyer, seller, business owner in a good direction, but the bad effects are the same. For example, the Thai food consumption behavior. Social Media Marketing Nowadays, communicators need to comprehend consumers very well. The division of customers for online marketing communication is the demographic segmentation of consumers may not be effective for online communication, but it is important to take into account psychological factors and motivation in the online world and if wanting to make successful communication. The communicator must also analyze deeply the origin of various behaviors as well.

The main objective of marketing through Social Media is both the brand and the consumer area. Therefore, the marketing communicator able to communicate and listen to consumers' voices simultaneously, using informal language with consumers Which will be able to make the brand closer to consumers, thereby reducing the communication gap, allowing the brand to easily observe consumer behavior. Online marketing plans often have no fixed form (Roskos-Ewoldsen, D., Roskos-Ewoldsen, B., & Carpentier, F. R. D., 2002). Channels and formats of presentation can be combined. Sometimes the website may be used primarily and other online media can be supported or some devices are suitable for using video, animation for communication, but the principles of marketing communication online that the sender has to convince the receiver to have a feeling and create a situation that leads to more interaction between the brand and the consumer rather than considering the frequency and reach which leads to having Participate in which consumers can express their feedback and content creation for products or services, with the sender having to create continuous participation until leading to the sustainability of mutual cooperation.

The influence of social media on eating habits seems inevitable. A study that raised the relationship between Facebook and consumption patterns, found that on social media users consuming snacks, sweets and junk food are influenced by information from social media. Snacks, drinks or other foods posted by their friends in the network give their own preferences to their food choices. Various types of food posted can describe their diet. (Santarossa, S., 2015). This research shows that the eating behavior of friends in a social networking environment can have an impact on eating habits in the group. However, this research has not been able to provide a conclusion about the influence of participant habits in a network on their BMI. So the social circle is very important in influencing perceptions of eating habits.. The study of Nestle, M., Wing, R., Birch, L., DiSogra, L., Drewnowski, A., Middleton, S., Economos, C.(2009)., This study suggests that we may be more influenced by our social colleagues than we know when choosing certain types of food. We seem to be unaware of how others behave when choosing our own food.

The mechanism of influence of influencers on social media explained by Bailey (2005), he said that there is a positive relationship between influencers with user / consumer behavior. The consumer can follow the behavior or habits of those he follows. This behavior is useful for companies that have high targets in the use of electrical applications, and they can provide recommendations to other users. The influence of the importance of recognition from users will also lead opinions from followers. Meanwhile, other research on the use of Facebook by students as a promotional medium concluded that Facebook usage was not significantly related to customer needs in information and other needs. For this reason, it can be concluded that students tend to ignore advertisements on Facebook. Their buying decision is not related to advertisements on Facebook, as the same results are shown by researchers Bannister et al. (2013).

A study involving undergraduate and post graduate students concluded that the use of advertising on social media has a positive influence on buying behavior, the

potential for this purchase leads to competitive prices offered by sellers. Another conclusion obtained from this study is that advertising on social media does not positively influence attitudes, cognitive and affective effects on a product. Another study conducted in the UK involving more than 500 participants concluded that customer complaints written on Facebook were not positively related to the buying behavior of a product. In this study, Facebook advertising was not positively related to customer will and attitude, demographic factors (i.e. age and sex) were not a moderating variable as research by Bannister et al. (2013) and Taylor et al. (2011).

The relationship between customers and sellers (as well as brand goods) varies in character depending on the type of social media used. For example in a study looking at customer behavior using Facebook and Twitter. Facebook still provides a lot of customer experience information on a product, meanwhile Twitter gives more updates on the products being sold. Research by Crofton and Parker (2012) shows that social media can increase the effectiveness of producers in influencing customers to continue using their products (maintaining customer loyalty to certain brands).

Social media ˈs advertising
- Facebook
- Twitter
- Youtube
- Linkedin
- Google
- Snapchat
- Instagram
- Pinterest

Customers· attitudes
- Product
- Price
- Place
- Promotion
- Physical evident
- Process

Customer experience
- Rational
- Emotional
- Sensorial
- Physical
- Spiritual

Customer of eating out at restaurants
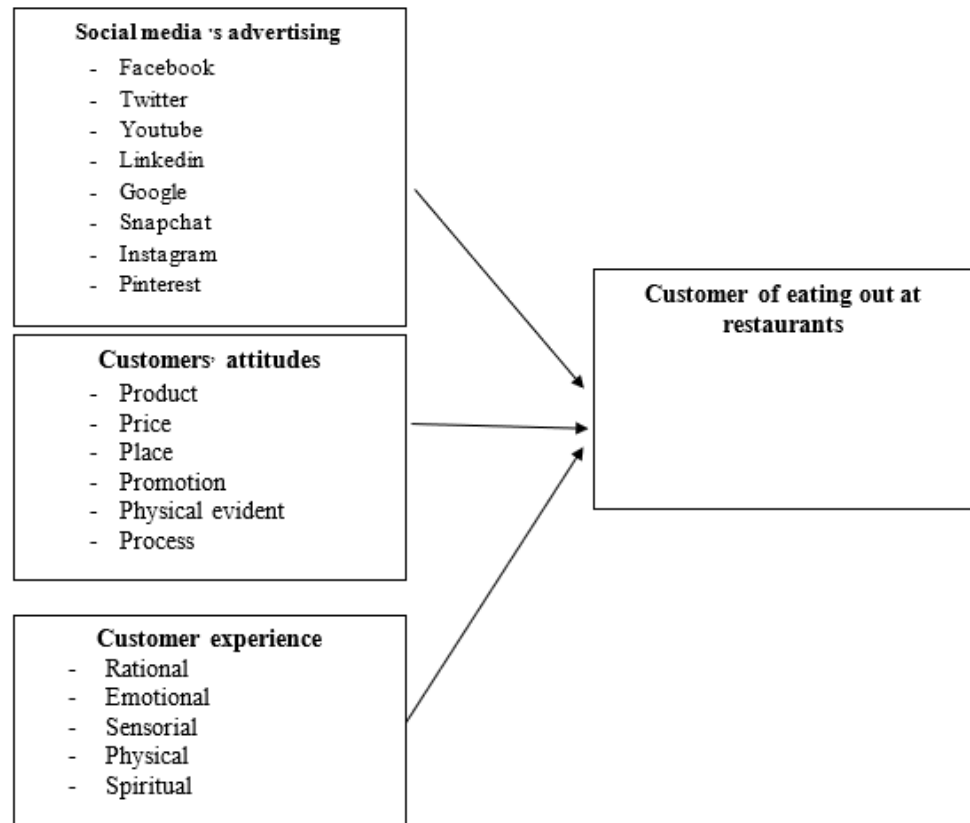
Figure 3 Research Framework

3. Methodology

3.1 Research design

This research uses a quantitative research approach. Quantitative methods are used to describe data in the form of lift using statistical methods. The statistical methods used include descriptive statistics and inferential statistics. (Creswell, John W., 2014). A quantitative survey was conducted to measure the relationships between the variables identified in the literature review. A self-administered questionnaire was used as the tool to collect data from the target sample. Since the population size is large and unknown, a questionnaire would be the most efficient way of obtaining large amounts of information from large samples. The quantitative approach is considered the most appropriate for this research.

3.2 Participants

The participants selected in this study were all adults (over 18 years old) who had the habit of having eaten at fine dining restaurants or restaurants that were very fancy. In addition, they also must have a Facebook or Instagram account. Not just having an account, but at least they visit their account at least once a day. To achieve them is certainly not easy, so for that researcher will involve managers from existing restaurants in recruiting participants. Restaurant managers who already have the data of these visitors will ask permission to their customers to provide information on customer contact numbers or social media accounts. If the customer gives permission then the researcher will then contact the prospective participant.

3.3 Data Collection

Prospective informants will be contacted via various social media, such as Facebook, Instagram and others. This initial notification aims to inform them that they will receive a self-administered questionnaire to their e-mail. The email will explain the purpose and objectives of the study, informed consent, how to fill in and the period for collecting the answers to the questionnaire. This guide is expected to make it easier for respondents to complete the questionnaire sent.

The questions in this questionnaire consist of multiple choice questions and be continued by are also open questions. Participants will be asked about their experiences in the use of social media so far, eating in restaurants and the likes and types of restaurants visited so far.

3.4 Data analysis

1. Analyze personal characteristics of respondents by using the frequency and Percentage

2. Analyze Social media' s advertising, Customers' attitudes and Customer experience by finding mean and standard deviation

3. Analysis of factors that affect Customer of eating out at restaurants using multiple regression analysis (statistical significance at .05)

3.5 Expected outcome

This study aims to analyze the factors relating to the use of social media as a way of promoting the restaurant business. This research will explore the advantages and disadvantages of using social media as a tool for promotion, in addition to observing the factors associated with the use of social media. The results of this study will also provide an understanding of readers and other researchers in marketing strategies on social media, effective social media and the positive and negative effects of social media use. In addition this study also explores the desires and needs of customers towards the presentation and appearance of a restaurant. So that later it can be analyzed the relationship between supply and demand in the food and profitability business sector. The results of this study are expected to contribute to practitioners and science in the field of marketing, especially social marketing based on social media.

4. Results

There were 309 participants, who had the habit of having eaten at fine dining restaurants, responded to the questionnaire. The results in Table 1 below showed that most of respondents were female (52.1%), aged 31-38 years (30.4%), had a bachelor's degree (70.6%) and annual household income between 1 to 1.99 million (39.8%). Most of them have visited this establishment for 6-10 times (31.7%). Value for money was the reason for dining out that given by most respondents (33.7%).

Demographic data		Frequency	Percent
Your gender	Male	148	47.9
	Female	161	52.1
Your age	18-24	35	11.3
	25-31	73	23.6
	32-38	94	30.4
	39-45	59	19.1
	46-52	39	12.6
	53-59	7	2.3
	60 or older	2	.6
Your level of education	Up to high school Associate Degree	44	14.2
	Bachelor's degree	218	70.6
	Master's degree or higher	47	15.2
Total annual household income	0 to399,999	40	12.9
	400,000 to 999,999	118	38.2
	1,000,000 to 1,999,999	123	39.8
	2,000,000 or higher	28	9.1
How many times have you visited this establishment	First time	12	3.9
	Below 5 times	89	28.8
	6-10 times	98	31.7
	11-15 times	90	29.1
	16 times or more	20	6.5
Main reason for today's dining?	Special occasion	28	9.1
	No time to cook, Close to your residence	46	14.9
	Value for money spent	104	33.7
	Change of taste	38	12.3
	Like the taste of the food	66	21.4

Table 1Demographic of respondents

There were various types of social media that were used for investigating restaurants' reviews. From the results shown in Table 2 below, Facebook was used to

search for restaurant reviews at most ($\bar{x}$ = 3.50), followed by Youtube ($\bar{x}$ = 3.30), Twitter ($\bar{x}$ = 3.18), Google ($\bar{x}$ = 3.06), Instagram ($\bar{x}$ = 2.77), Linkedin ($\bar{x}$ = 2.31), Snapchat ($\bar{x}$ = 2.20) and Pinterest ($\bar{x}$ = 2.15), repectively.
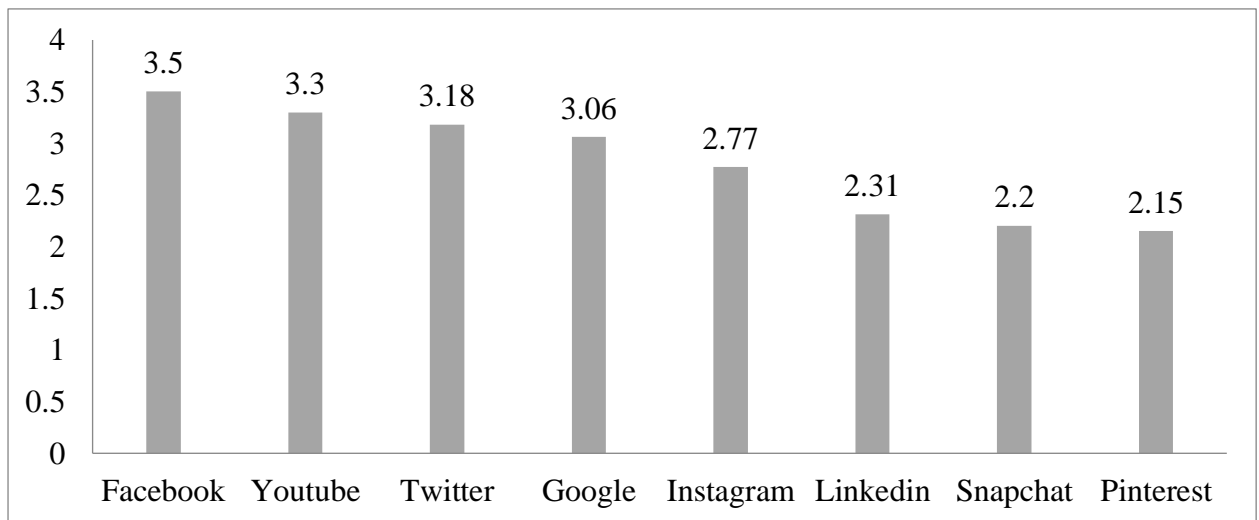
Figure 4 Types of social media to search for restaurant reviews

Table 2 below showed how social media was used in searching for restaurant reviews. The results revealed that most respondents have been using online media in finding restaurant reviews for 6 months to 1 year (38.5%). The most common types of online store tools for finding people, viewing restaurant views was Social Network (47.6%). Most of them used social media to search for restaurant reviews because they wanted to view pictures of the atmosphere in the shop (27.5%). The majority of respondents used social media to search for restaurant reviews quite often about 5 to 6 times per week (41.4%). Per eating out 1 time, most of respondents used 3 to 4 types (50.2%) of social media to search for restaurant reviews, searched for 3 to 4 times (57.3%) and spent 1 to 2 hours in searching (49.8%). Plus, social media could cause respondents to dine out about 6 times per month in average ($\bar{x}$ = 6.43, S.D. = 1.601).

Social media's advertising		Frequency	Percent
Online media experience for finding restaurant reviews	Less than 6 months	38	12.3
	6 months - 1 year	119	38.5
	1-2 years	118	38.2
	More than 2 years	34	11.0
The most common types of online store tools for finding people, viewing restaurant views	Blog or Web Blog	19	6.1
	Twitter and Micro blog	30	9.7
	Social Network	147	47.6
	Media Sharing e.g. YouTube, Google+	60	19.4
	Social News and Bookmarking	40	12.9
	Online Forum	13	4.2
For the purpose of using social media to search for restaurant reviews	To view food pictures	37	12.0
	To view pictures of the atmosphere in the shop	85	27.5
	To read the review text	62	20.1
	To view the food price	36	11.7
	To view the store location	34	11.0
	To view promotions and special privileges of the shop	55	17.8
Social media usage in order to search for restaurant reviews	Seldom used (1-2 times per week)	54	17.5
	Used sometimes (3-4 times per week)	102	33.0
	Use quite often (5-6 times per week)	128	41.4
	Use every day	25	8.1
Number of media types The online community that is used to search for restaurant reviews per eating out 1 time	1-2 types	81	26.2
	3-4 types	155	50.2
	5-6 types	73	23.6

Social media's advertising		Frequency	Percent
Number of searches for restaurant reviews via social media per eating out 1 time	1-2 times	73	23.6
	3-4 times	177	57.3
	More than 5 times	59	19.1
Time spent using social media to search for restaurant reviews per eating out 1 time	Less than 1 hour	81	26.2
	1-2 hours	154	49.8
	More than 2 hours	74	23.9
How many times does social media cause you to dine out?	1 times per month	1	.3
	2 times per month	10	3.2
	3 times per month	11	3.6
	4 times per month	16	5.2
	5 times per month	17	5.5
	6 times per month	106	34.3
	7 times per month	37	12.0
	8 times per month	111	35.9
	Mean = 6.43, S.D. = 1.601		

Table 2 The importance of social media in searching for restaurant reviews

The results in Chat 2 below showed that customers' attitudes on every component of the marketing mix were Strongly Agree. Considering each component, customers' attitudes on Product, Price, Place, Promotion, Physical and Process reported the similar values of mean at 4.7843, 4.7843, 4.7778, 4.7519, 4.7756 and 4.7681, respectively.
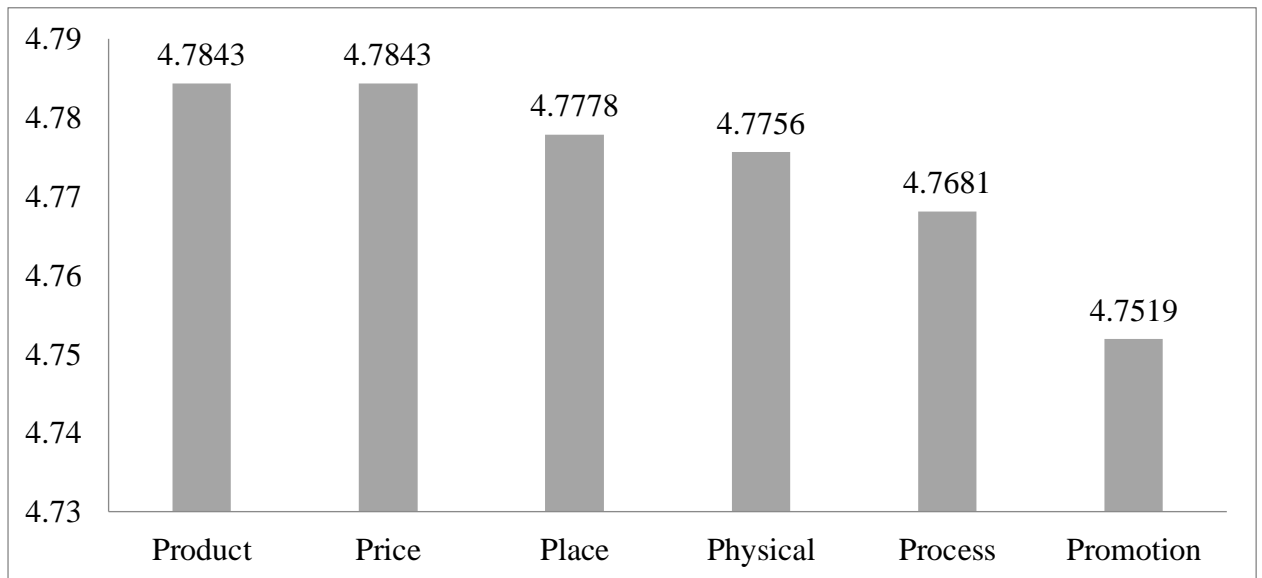
Figure 5 Chat 2: Customers, attitudes

Chat 3 below showed that customers, experience on every aspect was Strongly Agree. Considering each aspect, customers, experience on Rational, Emotional, Sensorial, Physical and Spiritual had almost the same values of mean at 4.7756, 4.7875, 4.7832, 4.7875 and 4.7945, respectively.
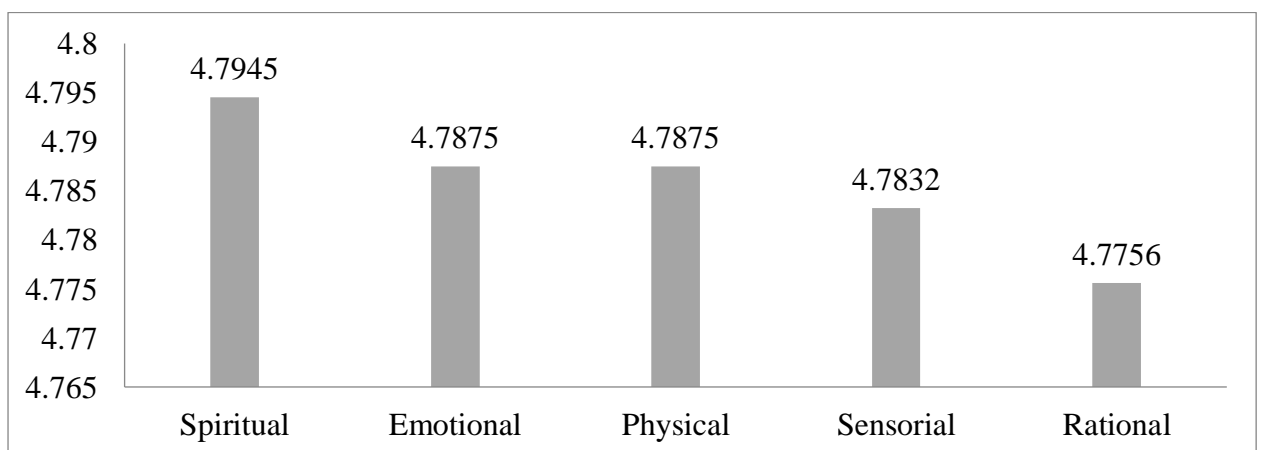

Figure 6 Chat 3: Customer experience

Multiple Regression Analysis

This study analyzed the factors that affect customers' decision to eat out at restaurants using Stepwise multiple regression analysis (statistical significance at .05). Multiple regression analysis is the method of studying the relationships between multiple independent variables and one dependent variable in straight-line. In multiple regression, it needs two or more independent variables, thus where it derived the name from. It is used to forecast the value of one variable using the values of at least two other variables. The predicted variable is known as the dependent variable, while the other variables are called the independent variables. The equation of multiple regression is demonstrated in the below form:

$$y = b_1x_1 + b_2x_2 + ... + b_nx_n + c. \qquad (1)$$

From the equation form above, b is the coefficient of the regression where it tells the value of the dependent variable (y) changes according to the change of the predictor variable (x) (Statistics Solutions, 2020).

According to Osborne and Waters (2002), there are the assumptions to meet in order to ensure that only relevant variables are included in the model, so that the multiple regression model is reliable. The assumptions of multiple regression are described as follows:

1. Linearity: assumption of a linear relationship between the independent and dependent variables.

2. Normality: residuals are normally distributed.

3. No Multicollinearity: independent variables are not highly correlated.

4. Homoscedasticity: variance of error terms are similar across the values of the independent variables.

Stepwise is a method of fitting regression models in which the choice of predictive variables is carried out by an automatic procedure. In this study, the author used the forward selection approach. This approach started with no variables in the model, then adding the variable that gives the most statistically significant improvement of the fit by testing it using a chosen model fit criterion, and repeating this process until there is no variable that improves the model to a statistically significant extent. Eventually, there will be only variables that explain the distribution best (Yang, 2013).

In this research, the independent variables were divided into three parts where each part would be separately analyzed using the Stepwise multiple regressions as follows:

Part 1: The factor analysis of Social media's advertising channels which included Facebook, Twitter, Youtube, Linkedin, Google, Snapchat, Instagram and Pinterest that influencing Customers' decision to eat out at restaurants.

Part 2: The factor analysis of Customers' attitudes which consisted of Product, Price, Place, Promotion, Physical evident and Process that influencing Customers' decision to eat out at restaurants.

Part 3: The factor analysis of Customer experience which comprised of Rational, Emotional, Sensorial, Physical and Spiritual that influencing Customers' decision to eat out at restaurants.

The results from the analysis were displayed as follows.

Part 1: The factor analysis of Social Media's Advertising channels which included Facebook (X1), Twitter (X2), Youtube (X3), Linkedin (X4), Google (X5), Snapchat (X6), Instagram (X7) and Pinterest (X8) that influencing Customers' Decision to Eat Out at Restaurants.

Factor	B	Std. Error	β	t	Sig.
(Constant)	5.668	.197		28.796	.000
Snapchat	.346	.080	.239	4.320	.000
Adjusted R Square	.054				
R Square	.057				
F ratio	18.660*				

Table 3 Stepwise Multiple Regression analysis showing the factor analysis of Social Media's Advertising that affect Customers' Decision to Eat Out at Restaurants

The analysis above suggested that there was one independent variable named Snapchat that affect customers' decision to eat out at restaurants, with statistical significance at 0.05 level. The R^2 (.057) indicated that the model explained 5.7% of the variability in the decision to eat out.

There is a positive relationship between Snapchat and customers' decision to eat out at restaurants. The intercept of 5.668 means that when Snapchat is not considered, customers' decision to eat out at restaurants is 5.668. If Snapchat increases by 1, customers' decision to eat out at restaurants also increases by .346. These were represented as the equation below:

The Equation Affecting Customers' Decision to Eat Out at Restaurants:

$$y1 = 5.668 + .346X6.$$
(2)

Excluded Variables[a]						
Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Facebook	-.108[b]	-1.909	.057	-.108	.945
	Twitter	-.059[b]	-1.049	.295	-.060	.972
	Youtube	-.057[b]	-1.011	.313	-.058	.961
	Linkedin	.119[b]	1.520	.130	.087	.497
	Google	.029[b]	.523	.601	.030	.996
	Instagram	-.095[b]	-1.648	.100	-.094	.917
	Pinterest	.098[b]	1.222	.223	.070	.479

Table 4 Excluded Variables of Social Media's Advertising

Table above showed the predictive variables that were excluded from the model using the Stepwise multiple regression analysis. The excluded variables which have highest partial correlation were Linkedin, Pinterest and Google, respectively.

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Part 2: The factor analysis of Customers' Attitudes which consisted of Product (X1), Price (X2), Place (X3), Promotion (X4), Physical evident (X5) and Process (X6) that influencing Customers' Decision to Eat Out at Restaurants.

Factor	B	Std. Error	β	t	Sig.
(Constant)	.220	.443		.497	.620
Process	1.302	.092	.630	14.208	.000
Adjusted R Square	.395				
R Square	.397				
F ratio	201.879*				

Table 5 Stepwise Multiple Regression analysis showing the factor analysis of Customers' Attitudes that affect Customers' Decision to Eat Out at Restaurants

The analysis above suggested that there was one independent variable called Process that affect customers' decision to eat out at restaurants, with statistical significance at 0.05 level. The R^2 (.397) indicated that the model explained 39.7% of the variability in the decision to eat out.

There is a positive relationship between Process and customers' decision to eat out at restaurants. The intercept of .220 means that when Process is not considered, customers' decision to eat out at restaurants is .220. If Process increases by 1, customers' decision to eat out at restaurants also increases by 1.302. These were represented as the equation below:

The Equation Affecting Customers' Decision to Eat Out at Restaurants:

$$y2 = .220 + 1.302X6. \tag{3}$$

Excluded Variables[a]						
Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	**Product**	.303[b]	1.681	.094	.096	.060
	Price	.275[b]	1.470	.143	.084	.056
	Place	.122[b]	.706	.481	.040	.066
	Promotion	.086[b]	.624	.533	.036	.104
	Physical	.145[b]	.857	.392	.049	.069

Table 6 Excluded Variables of Customers᾽ Attitudes

Table above showed the predictive variables that were excluded from the model using the Stepwise multiple regression analysis. The excluded variables which have highest partial correlation were Product, Price and Physical, respectively.

Part 3: The factor analysis of Customer Experience which comprised of Rational (X1), Emotional (X2), Sensorial (X3), Physical (X4) and Spiritual (X5) that influencing Customers᾽ Decision to Eat Out at Restaurants.

Factor	**B**	**Std. Error**	**β**	**t**	**Sig.**
(Constant)	-.175	.471		-.371	.711
Rational	.692	.269	.326	2.571	.011
Spiritual	.688	.277	.315	2.483	.014
Adjusted R Square	.395				
R Square	.399				
F ratio	101.421*				

Table   7 Stepwise Multiple Regression analysis showing the factor analysis of Customer Experience that affect Customers᾽ Decision to Eat Out at Restaurants

The analysis above suggested that there were two independent variables called Rational and Spiritual that affect customers, decision to eat out at restaurants, with statistical significance at 0.05 level. The R^2 (.399) indicated that the model explained 39.9% of the variability in the decision to eat out.

There is a positive relationship between the dependent variable (customers, decision to eat out at restaurants) and independent variables (Rational and Spiritual). The intercept of -.175 means that when Rational and Spiritual are not considered, customers, decision to eat out at restaurants is -.175. If Rational increases by 1, customers, decision to eat out at restaurants also increases by .692. If Spiritual increases by 1, customers, decision to eat out at restaurants also increases by .688. These were represented as the equation below:

The Equation Affecting Customers, Decision to Eat Out at Restaurants:

$$y3 = -.175 + .692X1 + .688X5. \hspace{3cm} (4)$$

Excluded Variables[a]					
Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
2	**Emotional**	.002[c]	.008	.994	.000	.040
	Sensorial	.006[c]	.023	.982	.001	.030
	Physical	.075[c]	.373	.710	.021	.049

Table 8 Excluded Variables of Customer Experience

Table above showed the predictive variables that were excluded from the model using the Stepwise multiple regression analysis. The excluded variables which have highest partial correlation were Emotional, Sensorial and Physical, respectively.

5. Discussion

From the research findings, Snapchat, Process, Rational and Spiritual were factors that influenced people decision to eat out. Looking first at the Social media's advertising factor, Snapchat affected the decision to dining out as Snapchat is a social media that disseminating things like contents, news and information which will be then disappeared later on. This feature of Snapchat urges users to have "FOMO" (Fear of Missing out). Also, the disappearance of things sent on Snapchat causes users to feel privileged of having an exclusive chance to access those things. At the same time, it also stimulates inquisitiveness to access those things immediately. Therefore, using Snapchat as one of the communication channels would motivate consumers to follow up and receive business information (The Gem and Jewelry Institute of Thailand (Public Organization), 2018). Similarly, the study of Engelke in 2017 revealed that Snapchat is a social media marketing platform that influenced brand awareness in positive ways only. It suggested that advertising on Snapchat could enlarge brand awareness which made it a good platform for companies in increasing brand awareness. Furthermore, Phua and Kim (2018) found that self-brand congruity, self-referencing and perceived humor in branded Snapchat geofilter ads significantly affected purchase intention.

Looking next at the Customers' attitudes factor, the attitude on Process of social media influenced people decision to eat out. This is because the Process enables consumers to easily access to information about restaurants via media channels as it boosts up the convenience and speed in searching for restaurants information and reviews and also the convenience in giving a review about a restaurant. Such the convenience is very important as it helps consumers to access information that will then be used in their decision making on restaurant choices. The finding in this study was similar to those from Kim, Li and Brymer's research in 2016 where it found that the number of restaurants' reviews had a positive relationship with the sales. This indicates that the number of restaurants' reviews have an effect on consumers' decision on restaurant choices.

Regarding the factors from Customer Experience group that affected the decision to eat out, Rational factor could explain that consumers, decision on dining out was rationally made. This means that consumers consider about the benefits gained from dining out, e.g. quality, food diversity, taste and atmosphere, compared to their cost, such expenses and time. Rattanadilok Na Phuket (2013) explained that consumers compared benefits to costs in order to rationally make the best decision. Thus, when consumers believe it is worthy to eat out, they will then choose to dine out as a consequence.

Finally, Spiritual was another factor from Customer Experience group that influenced the decision to dine out. This is because dining behaviors could represent the taste. Consumers who are affluent would dine out at expensive restaurants, not only because the favor of the food but also they want to express their taste (Klomjai, 2017).

6. Suggestions

1. Restaurants should use Snapchat for communicating with customers because it is a social media marketing platform that influences decision to eat out as well as decision on restaurant choices.

2. Restaurants should focus on the communicating process of their social media and ensure the convenience and comprehension of the provided information and its benefit for decision making to consumers. Furthermore, restaurants, reviews are necessary for and have an impact on decision making on restaurant choices. Thus, restaurants should encourage their customers to review their experience from their visits.

Appendix

Questionnaire

Section I: Demographic data

Please provide the following background information. Place an "X" in the box that most closely describes you.

1. Your gender:

☐ Male   ☐ Female

2. Your age:

☐ 18-24   ☐ 25-31

☐ 32-38   ☐ 39-45

☐ 46-52   ☐ 53-59

☐ 60 or older

3. Your level of education:

☐ Up to high school Associate Degree   ☐ Bachelor's degree

☐ Master's degree or higher

4. Total annual household income (฿):

☐ 0 to 399,999   ☐ 400,000 to 999,999

☐ 1,000,000 to 1,999,999 ☐ 2,000,000 or higher

5. How many times have you visited this establishment?

☐ First time   ☐ Below 5 times

☐ 6-10 times   ☐ 11-15 times

☐ 16 times or more

6. Main reason for today's dining? (check only one)

    ☐ Special occasion   ☐ No time to cook

    ☐ Close to your residence   ☐ Value for money spent

    ☐ Change of taste   ☐ Like the taste of the food

    ☐ Others........................

Section II: Social media 's advertising

Please provide the following background information. Place an "X" in the box that

most closely describes you.

7. Online media experience for finding restaurant reviews

    ☐ Less than 6 months   ☐ 6 months - 1 year

    ☐ 1-2 years   ☐ More than 2 years

8. Experience of using various types of social media to search for restaurant reviews

	Often	**sometimes**	**rarely**	**never**
Facebook				
Twitter				
Youtube				
Linkedin				
Google				
Snapchat				
Instagram				
Pinterest				

9. The most common types of online store tools for finding people, viewing restaurant

views (choose 1 item)

    ☐ Blog หรือ Web Blog   ☐ Twitter และ Micro blog

    ☐ Social Network   ☐ Media Sharing เช่น YouTube Google+

☐ Social News and Bookmarking   ☐ Online Forum

10. For the purpose of using social media to search for restaurant reviews (choose only 1 answer)

☐ To view food pictures

☐ To view pictures of the atmosphere in the shop to view Pictures of the atmosphere in the shop

☐ To read the review text

☐ To view the food price

☐ To view the store location

☐ To view promotions and special privileges of the shop

11. Social media usage in order to search for restaurant reviews

☐ Seldom used (1-2 times per week)   ☐ Used sometimes (3-4 times Per week)

☐ Use quite often (5-6 times per week)   ☐ Use every day

12. Number of media types The online community that is used to search for restaurant reviews Per eating out 1 time

☐ 1-2 types   ☐ 3-4 types

☐ 5-6 types

13. Number of searches for restaurant reviews via social media per eating out 1 time

☐ 1-2 times   ☐ 3-4 times

☐ More than 5 times

14. Time spent using social media to search for restaurant reviews per eating out 1 time

☐ Less than 1 hour   ☐ 1-2 hours

☐ More than 2 hours

15. How many times does social media cause you to dine out?

    ☐ 1 times per month   ☐ 2 times per month

    ☐ 3 times per month   ☐ 4 times per month

    ☐ 5 times per month   ☐ 6 times per month

    ☐ 7 times per month   ☐ 8 times per month

Section III: Customers' attitudes

Place an "X" in the box that most closely describes your dining experience. The

rank scores as follow:

Customers' attitudes	1	2	3	4	5
Product					
1. You felt satisfied and satisfied with the review of the restaurant which identified the level. Satisfaction in areas such as deliciousness, value, and appropriateness of the place					
2. You felt satisfied with the beauty of the review information, such as pictures, size and color of the text.					
3. You felt satisfied and satisfied with the amount of content of the restaurant information available enough to meet the needs of alternative assessments					
Price					

Customers' attitudes	1	2	3	4	5
1. Know the value in Hotkeys of the price of food					
2. Conducting studies and comparing food price data					
3. Value for money compared to time					
Place					
1. Location convenience					
2. Parking in the dining room					
3. The width of the shop's interior and seating					
Promotion					
1. Advertising in various media such as radio billboards					
2. Creating promotional programs such as giving discounts during festivals					
3. Presentation of special food menus during festivals					
Physical					
1. Layout of the facility					
2. Relaxed atmosphere or ambience					
3. Comfort					
Process					
1. You felt satisfied with the ease in finding restaurant reviews.					
2. You are satisfied with the speed in downloading data. Restaurant reviews					

Customers' attitudes	1	2	3	4	5
3. You felt satisfied with the speed and timeliness of Restaurant reviews					

Section IIII: Customer experience

Place an "X" in the box that most closely describes your dining experience. The rank scores as follow:

Customer experience	1	2	3	4	5
Rational					
1. You know the nutritional value of the nutrients. Does not provide energy, such as vitamins received from eating A meal at a restaurant					
2. Do you think that choosing to use the restaurant for dinner which has Food menu for you to receive all nutrients.					
3. Do you think that choosing to use the restaurant for dinner can be beneficial in the growth and repair of various parts of the body					
Emotional					
1. You should avoid consuming any food that contains additives as dangerous to the body					
2. You have the idea that Restaurant					

Customer experience	1	2	3	4	5
for dinner Have to cook That is the standard of the Department of Health					
3. Do you think that the restaurant for dinner includes fresh vegetables, meats and other ingredients? Come clean before cooking					
Sensorial					
1. You choose to use the restaurant for small meals because the taste of the food is the main thing.					
2. You choose to use the restaurant for dinner. Because of the color of Food is the staple					
3. You think that the smell of fragrant food that invites eating Importance of choosing a restaurant for dinner					
Physical					
1. Do you think that the design of eating utensils, such as plates, cutlery, are beautiful, affecting the selection. Restaurant service for your meals.					
2. You choose to use the restaurant for a meal from the appearance of a beautiful, inviting meal.					
3. You choose to use the restaurant					

Customer experience	1	2	3	4	5
for a meal based on the amount of food received in each dish.					
Spiritual					
1. The food you choose indicates one's inner tastes.					
2. The food you choose to eat has a local identity.					

++++++++++++++**Thank you for participation**+++++++++

Multiple Regression Analysis

The factor analysis of Social media's advertising channels which included Facebook, Twitter, Youtube, Linkedin, Google, Snapchat, Instagram and Pinterest that influencing Customers' decision to eat out at restaurants.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.239ᵃ	.057	.054	1.557

a. Predictors: (Constant), Snapchat

ANOVAᵃ

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	45.244	1	45.244	18.660	.000ᵇ
	Residual	744.367	307	2.425		
	Total	789.612	308			

a. Dependent Variable: How many times does social media cause you to dine out?
b. Predictors: (Constant), Snapchat

Coefficientsᵃ

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.668	.197		28.796	.000
	Snapchat	.346	.080	.239	4.320	.000

a. Dependent Variable: How many times does social media cause you to dine out?

Excluded Variables[a]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Facebook	-.108[b]	-1.909	.057	-.108	.945
	Twitter	-.059[b]	-1.049	.295	-.060	.972
	Youtube	-.057[b]	-1.011	.313	-.058	.961
	Linkedin	.119[b]	1.520	.130	.087	.497
	Google	.029[b]	.523	.601	.030	.996
	Instagram	-.095[b]	-1.648	.100	-.094	.917
	Pinterest	.098[b]	1.222	.223	.070	.479

a. Dependent Variable: How many times does social media cause you to dine out?

b. Predictors in the Model: (Constant), Snapchat

The factor analysis of Customers' attitudes which consisted of Product, Price, Place, Promotion, Physical evident and Process that influencing Customers' decision to eat out at restaurants.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.630[a]	.397	.395	1.246

a. Predictors: (Constant), P6mean

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	313.249	1	313.249	201.879	.000[b]
	Residual	476.363	307	1.552		
	Total	789.612	308			

a. Dependent Variable: How many times does social media cause you to dine out?

b. Predictors: (Constant), P6mean

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	.220	.443		.497	.620
	P6mean	1.302	.092	.630	14.208	.000

a. Dependent Variable: How many times does social media cause you to dine out?

Excluded Variables[a]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	P1mean	.303[b]	1.681	.094	.096	.060
	P2mean	.275[b]	1.470	.143	.084	.056
	P3mean	.122[b]	.706	.481	.040	.066
	P4mean	.086[b]	.624	.533	.036	.104
	P5mean	.145[b]	.857	.392	.049	.069

a. Dependent Variable: How many times does social media cause you to dine out?

b. Predictors in the Model: (Constant), P6mean

The factor analysis of Customer experience which comprised of Rational, Emotional, Sensorial, Physical and Spiritual that influencing Customers' decision to eat out at restaurants.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.622[a]	.387	.385	1.256
2	.631[b]	.399	.395	1.246

a. Predictors: (Constant), RAmean

b. Predictors: (Constant), RAmean, SPmean

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	305.200	1	305.200	193.423	.000[b]

	Residual	484.412	307	1.578		
	Total	789.612	308			
2	Regression	314.766	2	157.383	101.421	.000ᶜ
	Residual	474.846	306	1.552		
	Total	789.612	308			

a. Dependent Variable: How many times does social media cause you to dine out?
b. Predictors: (Constant), RAmean
c. Predictors: (Constant), RAmean, SPmean

Coefficientsᵃ

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	.134	.458		.293	.769
	RAmean	1.318	.095	.622	13.908	.000
2	(Constant)	-.175	.471		-.371	.711
	RAmean	.692	.269	.326	2.571	.011
	SPmean	.688	.277	.315	2.483	.014

a. Dependent Variable: How many times does social media cause you to dine out?

Excluded Variablesᵃ

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	EMOmean	.273ᵇ	1.889	.060	.107	.095
	SEmean	.303ᵇ	2.031	.043	.115	.089
	PHYmean	.290ᵇ	1.882	.061	.107	.084
	SPmean	.315ᵇ	2.483	.014	.141	.122
2	EMOmean	.002ᶜ	.008	.994	.000	.040
	SEmean	.006ᶜ	.023	.982	.001	.030
	PHYmean	.075ᶜ	.373	.710	.021	.049

a. Dependent Variable: How many times does social media cause you to dine out?
b. Predictors in the Model: (Constant), RAmean
c. Predictors in the Model: (Constant), RAmean, SPmean

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