

Effectiveness and Impact of Social Media Marketing on Consumer Buying Behaviour and Perceived Service Quality for Restaurants and Food Outlets in Pune

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Abstract

The restaurant and hospitality industry in Pune has been evolving at a rapid pace since 2008 Common Wealth Youth Games. India as a country has a huge diversity in many aspects such as languages, terroir, cultural and food habits giving India an immense variety in cuisines within the country itself. Pune has always been the educational hub of India, bringing students and professionals from various parts of India who also bring together their eating habits. The city has seen continuous in-flow of new entrepreneurs in the hospitality sectors to fulfil the demands and desire of diverse clientele to cater to. Social Media Marketing has prominently helped the young and budding entrepreneur to Market their outlet in various platforms be it through paid promotions or through sharing videos of USP products which gain instant views and followers to their channels and pages. Social Media Marketing has assisted the entrepreneur to bring forward their products in a broader fashion, not only promoting the outlets product locally as well as internationally. The Study attempted will take into consideration the Model of Service Quality and the effectiveness of Social Media Marketing for consumers and Buying Behaviour of consumers to approach any restaurants and food outlets in Pune. The study will be conducted with help of quantitative and analytical approach and will help to analyse the impact of Social Media Marketing on different Target Audience of Pune.

Keywords: Social Media, Service Quality, Buying Behaviour, Marketing, Restaurants

INTRODUCTION

Social media has become an integral part of everyone and amongst every generation of today's society. A drastic revolution in communication and interaction among people has been witnessed as social media keeps on increasing its reach every day. According to (Today, 2021) Social media is connecting people from all corners of the world to helping key influencers grow their brand and assisting journalists to cover important news events, social media has become a game changer.

(The Global Statistics, 2021) states, in India, the number of social media users have been growing in 2021 at a steady rate of 448 million due to deep penetration of internet connectivity among people. The number of Internet users in India has grown to 624 million, which is roughly 45% of the total population of India. Social Networks are extremely capable of informing and influencing purchase decisions, as many users now trusts their peer opinions more than Marketing Strategists. (Bashar, 2015). Social media is being widely used by almost all and even the companies, in spite of their size they have started using social media to advertise and promote themselves (Saravanakumar & Lakshmi, 2012) Social Media Marketing programs usually centre on efforts to create content that attracts attention and encourages readers to share it across their Social networks (Kaur, 2016).

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Social Media is a channel which the consumers use to choose products and services provided by restaurants and food outlets, the study would help us to analyse how nature and determinants service quality are perceived by the consumers and how consumer is affected by influence of Social Media in today's world. Perceived Service quality and Consumer's Buying Behaviour for food and beverage served by restaurants and food outlets will be the key notes in the case study.

Service Quality Model (SERVQUAL)

(Christian Gronroos, 1988) states service is normally perceived in subjective manner. Services are described by customer's expressions on experiences, trust, feeling and security. (A. Parasuraman, 1985) in his explanatory investigation discussed on questions of Service Quality as

- What do consumers perceive to be the key attributes of quality of services?
- Do discrepancies exist between the perceptions of

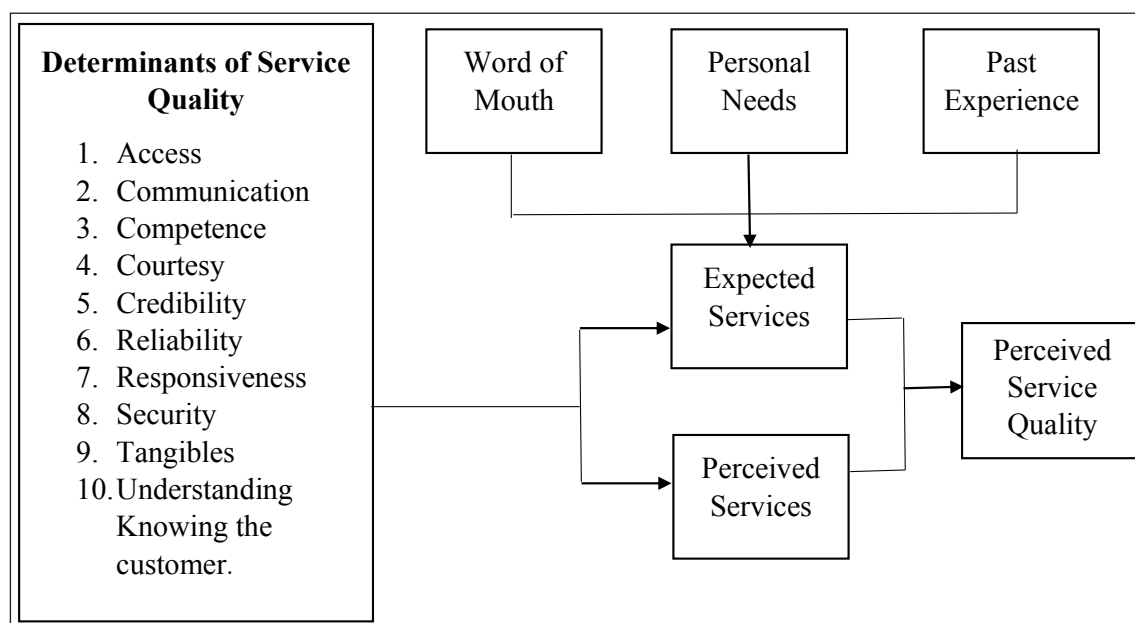
consumers and service marketers?

- Can consumer and marketer perceptions be combined in a general model that explains service quality from consumer's standpoint?

These questions will assist us to channel our questionnaire on our domain of study and help us to understand the consumer's perception of service quality on social media.

(A. Parasuraman, 1985) brought forward 10 dimensions to determine the service quality by Reliability, Responsiveness, Competence, Access, Courtesy, Communication, Credibility, Security, Knowing the Customers and Tangibles. The 10 dimensions give us an understanding on the expected services to be provided by outlets on consumers and customers expectation on perceived service quality.

The Service Quality Model would help us to understand how consumers determine service quality in Social media and how does their buying decisions related with perceived Service quality.



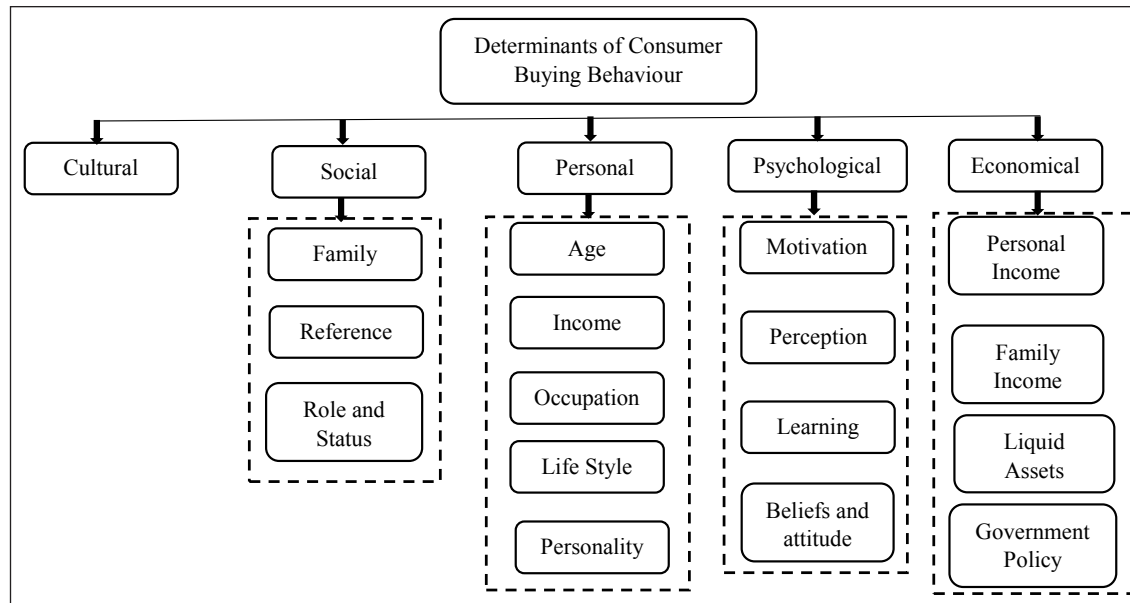
Note: The figure is adapted from A Conceptual Model of Service Quality and its Implication for Future Research (SERVQUAL). Published by A. Parasuraman in 1985. Journal of Marketing, Vol. 49. Pg. 41 – 50. Available on. https://www.researchgate.net/publication/225083670_A_Conceptual_Model_of_Service_Quality_and_its_Implication_for_Future_Research_SERVQUAL.

Fig. 1: Determinants of Perceived Service Quality

Consumer Buying Behaviour

(Ali, 2016) described the determinants of factors influencing buying behaviour of the customer as on Fig. 2:

The study will be considering the Social, Personal, Psychological and Economical factors affecting the consumer buying behaviour in Pune City.



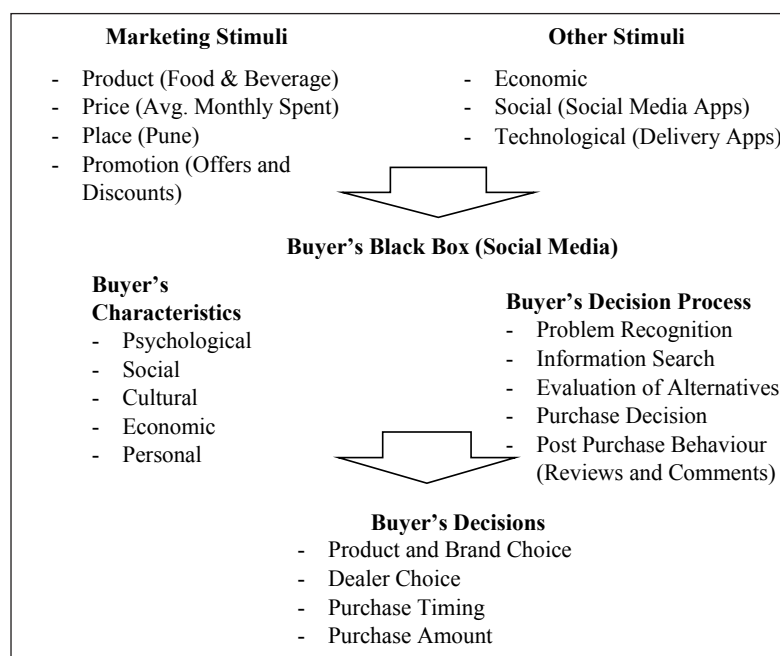
Note: The figure is adapted from Factors affecting consumer buying behaviour. Published by N. Ramya in 2016. International Journal of Applied Research, 2016. Vol. 2 Issue 10. Pg. 76 – 80. Available on. https://www.researchgate.net/publication/316429866_Factors_affecting_consumer_buying_behavior

Fig. 2: Determinants of Consumer Buying Behaviour

Also, (Ali, 2016) describe the Model of Buying behaviour which is considered to determine the Stimuli, Buyer's Black Box and Buyer's decision.

As per their Buying Behaviour Model the Marketing and

Other stimuli will be shared with determinants of Service Quality Model, Social Media as a Black Box, will helps us to analyse the Buying and perceived service quality by consumers for restaurant and food outlets of Pune.



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Fig. 3: Model of Buying Behaviour for Restaurants and Food Outlets in Pune

As per the available source of studies and response collected the case study questionnaire and above model will help us to analyse the buying behaviour determinants in following ways:

- For Social – Family and Reference.
- For Personal – Age, Spending power, Lifestyle and Personality.
- Psychological – Motivation, perception, Learning, Belief and Attitude.
- Post purchase behaviour.

Similarly, the study will consider the determinants of Perceived Service Quality through Credibility, Access, Reliability, Responsiveness, Courtesy and Tangibles done by consumers for restaurant and food outlets in Pune.

LITERATURE REVIEW

In the book, *The Next Generation of Business Management* 'Dave Evans' states that for a lot of organisations-including business, non-profits and governmental agencies-use of Social Media very often begins in Marketing, Public Communications or a similar office or department with a direct connection to customers and stakeholders. This makes sense given that a typical driver for getting involved with Social Media is a slew of negative comments, a need for 'virality', or a boost to overall awareness in the marketplace and especially in the minds and hearts of those customers increasingly out of reach of interruptive (aka 'traditional') media. In a word, many organizations are looking for 'engagement', and they see Social Media as the way to get it."

In another study by 'Abu Bashar' *Effectiveness of Social Media Marketing: An Empirical Study* states that in an era where technology prevails, entrepreneurs as well as Marketers see the need to keep up with the fast pace of change or risk being outdated. Gone are the days when a pure-brick business model will thrive well in current market scenario.

Similarly, in *Social Media Marketing: Measuring the effectiveness and Identifying the Target Market* by 'Charity Pradiptarini'. The use of Social Media sites as part of a company's marketing strategy has increased significantly in the past couple of years. Regardless of popularity, there is still very limited information to answer some of the key issues concerning the effectiveness of Social Media Marketing, ways to measure its return on investment and its target market.

Further, 'Xi Yu Leung' in her study *The Marketing Effectiveness of Hotel Facebook Pages: From the perspective of Customer and messages* notes that, the unprecedented growth of Social Media has not only transformed the way people interact with each other, but also changed the way businesses attract and retain consumers. More and more people are using Social Media sites to connect to others in a variety of ways, including dating, meeting others with common interests and sharing information. In hotel industry, Social Media Marketing has become a new trend hotelier are chasing and an increasing number of hotels are using Social Media to promote their business.

'Xi Yu Leung' added another important finding in her study *The Marketing Effectiveness of Social Media in the Hotel Industry: A comparison of Facebook and Twitter* states, the unprecedented popularity of Social Media outlets has forced scholars to inquire about their Marketing effectiveness, especially in hotel industry.

'Bernadette, Roshni, Sweta and Stephen' positively agreed in their study *Influence of Social Media Marketing on Brand Choice Behaviour among youth in India* where they state Social Media website help generate interest in the brand and also to build trust in company, this goes long way in the brand building exercise. Besides, one can reach the relevant target audience and avoid clutter.

'Eline De Vries' *The number of likes or followers on social media is considered an important metric in Branding* as it indicates a persons or company's popularity, profitability and more generally post effectiveness.

OBJECTIVES OF THE STUDY

- To Assess the Effect of Reviews and Comments on Buying Behaviour of consumers in Pune.
- To Identify the various portals, applications and method of payments used by consumers for social media in Pune.
- To Analyse and Interpret Perceived Service Quality Model (A. Parasuraman, 1985).
- To understand the consumer Buying Behaviour to choose restaurant and food outlets.
- To Analyse the preferred mode of payments used by consumers for delivery and takeaway ordered through Social media.

HYPOTHESIS

H1: Social Media Marketing assist consumer to compare and select right food and beverage outlet.

H0: Social Media marketing does not contribute in consumer's decision to select food and beverage outlet.

LIMITATIONS

- The Study is being conducted limited to the area of Pune and Suburbs.
- The Study is being conducted during the Pandemic where social distancing norms are to be maintained, so the sample size is going to be limited to 100 Respondents.
- The study is considering only consumer perspective to Social Media.

RESEARCH METHODOLOGY

- The study is being conducted with help of Stratified Sampling method of 100 Respondents.
- Data collection would be done by Google Forms and Interviews created and shared with 100 Respondent from the City of Pune.
- A statistical analysis of the data acquired will help to understand the Buying Behaviour of consumers and perceived service quality through Social Media Marketing.
- Histogram and Pie-charts will be used to Analyse the Data.

RESEARCH DATA ANALYSIS AND INTERPRETATION

The study is evaluated in descriptive research design. A questionnaire based on the Social media, buying behaviour and consumer perception to service quality were included in the questionnaire. The respondents were asked close ended question for deriving how effective is social media and does it meet the service quality needs of the consumers. The initial questions in the questionnaire were on overview description of the respondents. To present data collection the research sample size is of 100 respondents which was collected from various neighbourhoods of Pune city and PCMC.

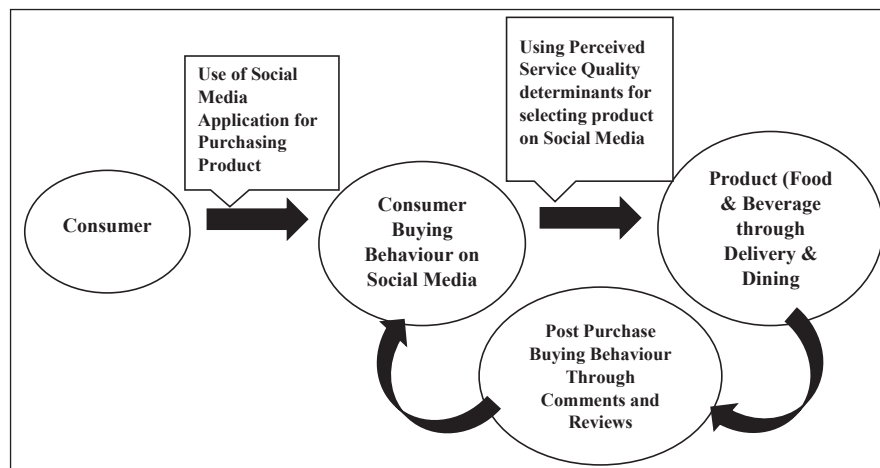
Geographic Location of Sample across Pune

The following data represents the various neighbourhoods from which the respondents belong:

Table 1: Sample Locations across Pune

<i>Neighbourhood in Pune and PCMC</i>	<i>Number of Respondents</i>
Kothrud	10
Aundh	9
Pashan	7
Baner	5
Bavdhan	5
Dhanori	4
Erandwane	4
Kondhwa	4
Sus	4
PCMC - Wakad	4
Karve Nagar	3
Katraj	3
Pune Cantonment	3
PCMC – Pimple Saudagar	3
Bhamburde (Shivajinagar)	2
Bhugaon	2
Dhayari	2
Hadapsar	2
PCMC -Akurdi	2
Bavdhan Budruk	1
Balewadi	1
Bibvewadi	1
Dhankawadi	1
Hingne Khurd	1
Kharadi	1
Koregaon Park	1
Shivane	1
Vadgaon Budruk	1
Vadgaon Sheri	1
Wagholi	1
PCMC -Chikhli	1
PCMC – Chinchwad	1
PCMC – Nilakh	1
PCMC – Sanghvi	1
PCMC - Thergaon	1
Others	6
Total	100

Consumer Buying Behaviour and Perceived Service Quality on Social Media for Restaurants and Food Outlets



Note: The figure has been created from strategic planning sessions to represent buying behaviour through A Conceptual Model of Service Quality and its Implication for Future Research (SERVQUAL). Published by A. Parasuraman in 1985. Journal of Marketing, Vol. 49. Pg. 41 – 50, Factors affecting consumer buying behaviour. Published by N. Ramya in 2016. International Journal of Applied Research, 2016. Vol. 2 Issue 10. Pg. 76 – 80.

Fig. 4: Model for Consumer Buying Behaviour and Perceived Service Quality on Social Media for Restaurants and Food Outlets

Factors of Consumer Buying Behaviour on Social Media for Restaurants and Food Outlets

Personal Factors

a. Age Group

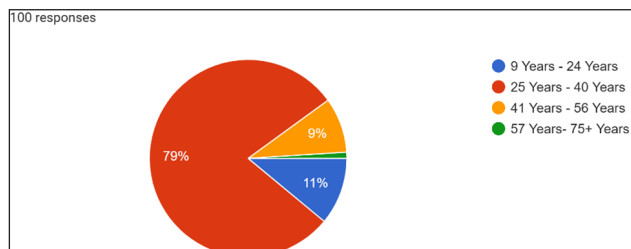


Fig. 5: Personal Factor (Age Group)

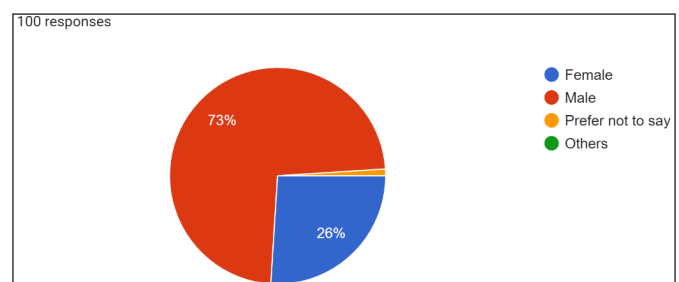
Table 2: Age Group of Respondents

Age Group	Respondents (100)	Percentage
9-24 Years	79	79%
25-40 Years	11	11%
41-56 Years	9	9%
57-75+ Years	1	1%

Note: The figure and table represents Factors affecting consumer buying behaviour. Published by N. Ramya in 2016. International Journal of Applied Research, 2016. Vol. 2 Issue 10. Pg. 76 – 80.

Fig. 5 - Personal Factor (Age Group) and Table 2 - Age Group of respondents represents 79 respondents (79%) who are between age of 25-40 years old, 9 respondents between age 41-56 years old and 11 respondents (11%) are between age 18-24 years old. The 79% of the sample belongs to Gen Y/Millennials who are the current Bread Winners in their respective family.

b. Gender Specific

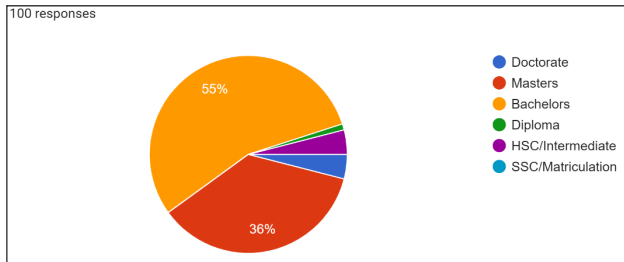


Note: The figure represents Factors affecting consumer buying behaviour. Published by N. Ramya in 2016. International Journal of Applied Research, 2016. Vol. 2 Issue 10. Pg. 76 – 80.

Fig. 6: Personal Factor (Gender Specific)

Fig. 6 - Personal Factor (Gender Specific) represents 73% are Male respondents and 26% are Female respondents.

c. Education Qualification

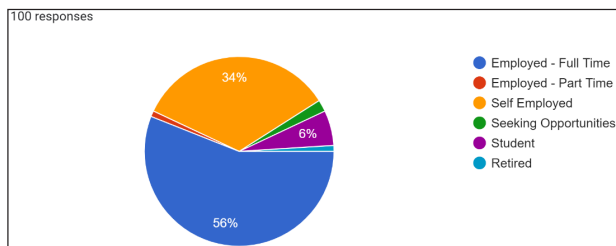


Note: The figure represents Factors affecting consumer buying behaviour. Published by N. Ramya in 2016. International Journal of Applied Research, 2016. Vol. 2 Issue 10. Pg. 76 – 80.

Fig. 7: Personal Factor (Education Qualification)

Fig. 7 - Personal Factor (Education Qualification) of the respondent shows 55% of them have a Bachelor's degree, 36% hold a Master's degree, 4% Doctorate, 4% Higher Secondary and 1% Diploma holder. 51% of the respondents are married, 45% are not married and 4% do not prefer to say. In respondents, 56% are employed full time, 34% are Self-employed, 6% are Students, 2% are seeking opportunities, 1% is Employed Part-Time and 1% is retired.

d. Employment Status



Note: The figure represents Factors affecting consumer buying behaviour. Published by N. Ramya in 2016. International Journal of Applied Research, 2016. Vol. 2 Issue 10. Pg. 76 – 80.

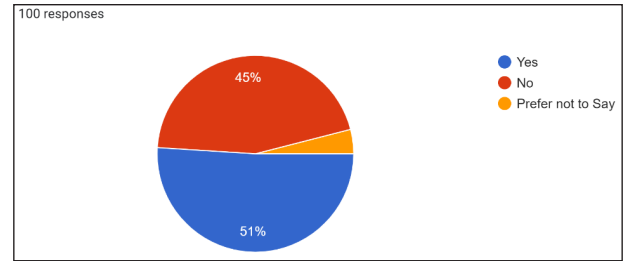
Fig. 8: Personal Factor (Employment Status)

Fig. 8 - Personal Factor (Employment Status) of respondents states 56% of respondents are Employed Full-Time, followed by 34% of respondents who are Self-employed, 6% respondents are students, 2% are seeking opportunities, 1% Employed-Part-time and 1% Retired.

Social Factors

a. Marital Status

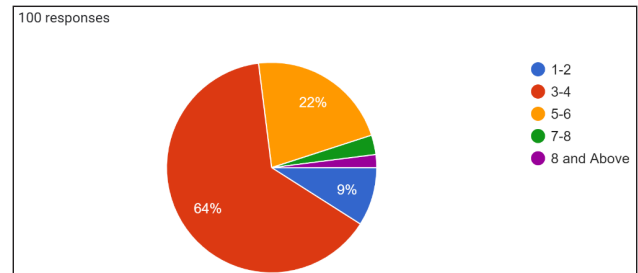
Fig. 9 - Social Factor (Marital Status), 51% of the respondents are Married and 45% are Unmarried, 4% respondents preferred not to share the information.



Note: The figure represents Factors affecting consumer buying behaviour. Published by N. Ramya in 2016. International Journal of Applied Research, 2016. Vol. 2 Issue 10. Pg. 76 – 80.

Fig. 9: Social Factor (Marital Status)

b. Members in Family

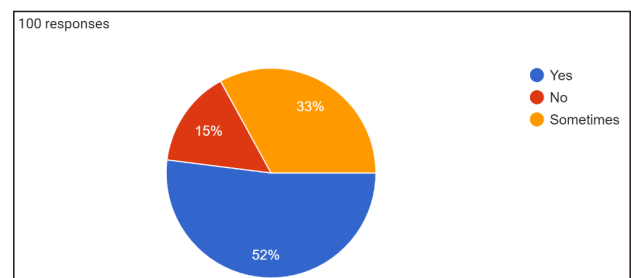


Note: The figure represents Factors affecting consumer buying behaviour. Published by N. Ramya in 2016. International Journal of Applied Research, 2016. Vol. 2 Issue 10. Pg. 76 – 80.

Fig. 10: Social Factor (Members in Family)

Fig. 10 - Social Factor (Members in Family) in a household of respondent shows 64% of respondents have 3 to 4 members, 22% of respondents 5 to 6 members, 9% of respondents have 1 to 2 members, 3% of respondents have 7 to 8 members and 2% of respondents have more than 8 members in their family.

c. Reference

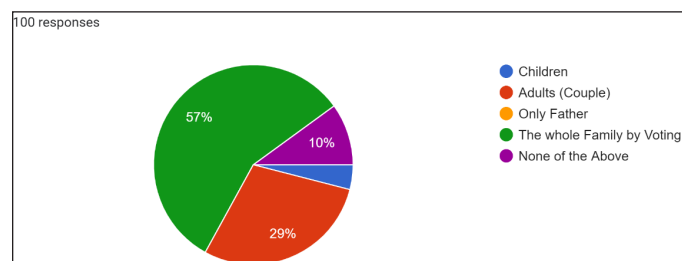


Note: The figure represents Factors affecting consumer buying behaviour. Published by N. Ramya in 2016. International Journal of Applied Research, 2016. Vol. 2 Issue 10. Pg. 76 – 80.

Fig. 11: Social Factor (Reference)

Fig. 11 - Social Factor (Reference) as social factor where respondents watch, follow or react on restaurants and food outlets on social media shows 52% of the 'do' it every time, 33% say they 'do it occasionally sometimes', 15% of the respondents state they 'do not' watch follow or react.

d. Role and Status



Note: The figure represents Factors affecting consumer buying behaviour. Published by N. Ramya in 2016. International Journal of Applied Research, 2016. Vol. 2 Issue 10. Pg. 76 – 80.

Fig. 12: Social Factor (Role and Status)

On decision-making for a family who have either planned to dine out/takeaway/get delivery for their food and beverage on a frequent basis from various restaurant and food outlets, family decide where to dine/eat where 57% of the family vote amongst family member to decide, 29% rely on the Adults of their household to decide, 4% decide from what children in their family and 10% do not agree on any decision-making activity conducted amongst their family members.

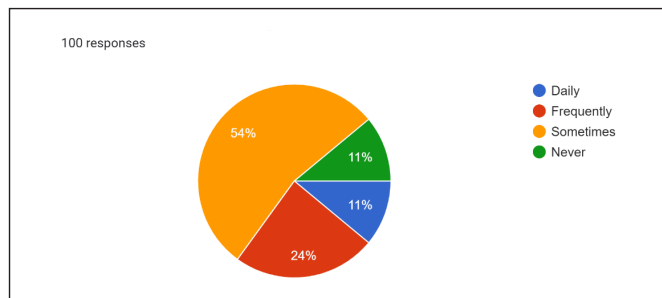
Psychological Factors

a. Motivation

An individual seeking satisfaction through purchase of something acts through motivation. Social Media acts as a tool to satisfy the consumers satisfaction in food and beverage. The case study considered the following questions:

- How frequently do you use social media sites to check updates on restaurant and food outlets in Pune?
- Do consumers watch videos and content related to restaurant and food outlets on Social media?
- Do the consumer visit a restaurant they have read about on Social media?

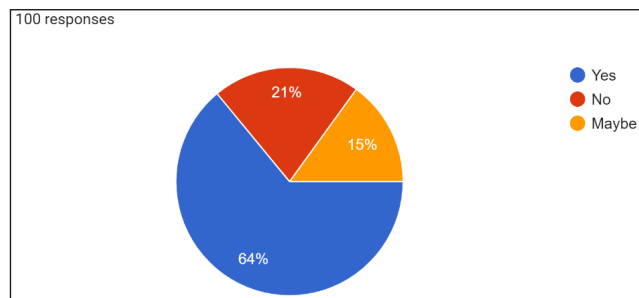
- Do offers and discounts on Social media site attract the consumers?
- How many hours does a consumer spend on social media apps daily?



Note: The figure represents Factors affecting consumer buying behaviour. Published by N. Ramya in 2016. International Journal of Applied Research, 2016. Vol. 2 Issue 10. Pg. 76 – 80.

Fig. 13: Psychological Factor (Motivation) How Frequently Do You Use Social Media Sites to Check Updates on Restaurant and Food Outlets in Pune

Fig. 13 - Psychological Factor (Motivation) How frequently do you use social media sites to check updates on restaurant and food outlets in Pune by checking updates, the study states 54% of the respondents do it Sometimes, 24% of the respondents do it Frequently, 11% of the respondents check updates Daily and 11% Never check for any updates.

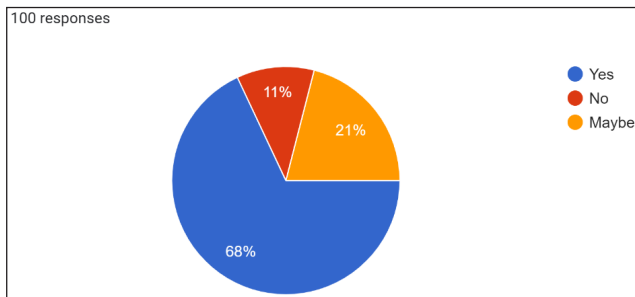


Note: The figure represents Factors affecting consumer buying behaviour. Published by N. Ramya in 2016. International Journal of Applied Research, 2016. Vol. 2 Issue 10. Pg. 76 – 80.

Fig. 14: Psychological Factor (Motivation) Do Consumers Watch Videos and Content Related To Restaurant and Food Outlets on Social Media

Fig. 14 - Psychological Factor (Motivation) Do consumers watch videos and content related to restaurant and food

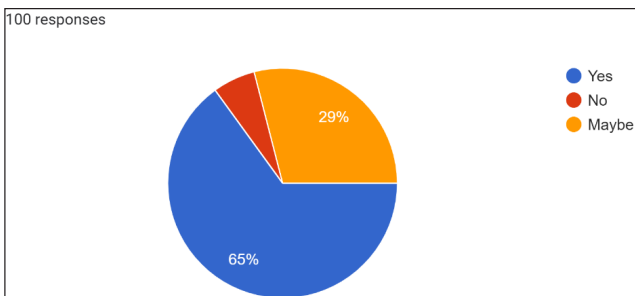
outlets on Social media, 64% of the respondents said Yes they watch, 21% of the respondents said No and 15% said Maybe.



Note: The figure represents Factors affecting consumer buying behaviour. Published by N. Ramya in 2016. International Journal of Applied Research, 2016. Vol. 2 Issue 10. Pg. 76 – 80.

Fig. 15: Psychological Factor (Motivation) Do the Consumer Visit a Restaurant They have Read About on Social Media

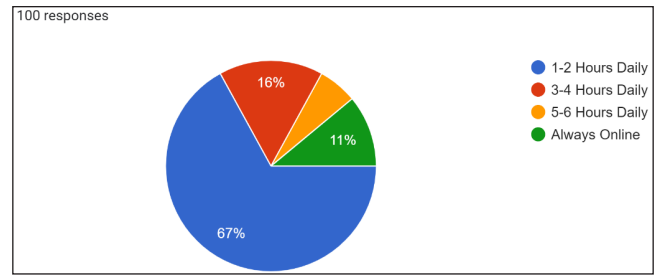
Fig. 15 - Psychological Factor (Motivation) Do the consumer visit a restaurant they have read about on Social media, 68% of the respondents said Yes they do visit, 21% said Maybe and 11% said No.



Note: The figure represents Factors affecting consumer buying behaviour. Published by N. Ramya in 2016. International Journal of Applied Research, 2016. Vol. 2 Issue 10. Pg. 76 – 80.

Fig. 16: Psychological Factors (Motivation) Do Offers and Discounts on Social Media Site Attract the Consumers

Fig. 16 - Psychological Factors (Motivation) Do offers and discounts on Social media site attract the consumers, 65% of respondents replied with a Yes, 29% said Maybe and 6% said No.

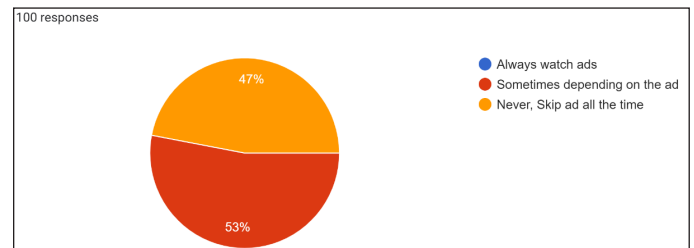


Note: The figure represents Factors affecting consumer buying behaviour. Published by N. Ramya in 2016. International Journal of Applied Research, 2016. Vol. 2 Issue 10. Pg. 76 – 80.

Fig. 17: Psychological Factor (Motivation) How Many Hours does a Consumer Spend on Social Media Apps Daily

Fig. 17 - Psychological Factor (Motivation) How many hours does a consumer spend on social media apps daily, the result states 67% of respondents spend 1-2 hours daily, 16% spend 3-4 hours, 6% spend 5-6 hours and 11% respondents state they are always online.

b. Perception



Note: The figure represents Factors affecting consumer buying behaviour. Published by N. Ramya in 2016. International Journal of Applied Research, 2016. Vol. 2 Issue 10. Pg. 76 – 80.

Fig. 18: Psychological Factor (Perception)

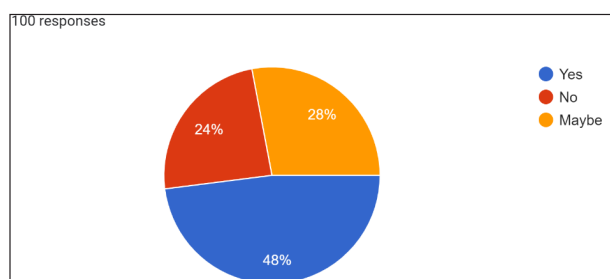
Fig. 18 - Psychological Factor (Perception) relates to the sensory experience, in social media advertising play on psychological to generate the desire and emotion in consumers, bringing desired consumer behaviour. The case study shows, 53% of the respondents watch ads on social media depending on the ad, 47% state they never watch ads and always skip them.

c. Belief and Attitude

Belief and Attitude towards restaurant and food outlets and their intention to try a food and beverage product of a given outlet due to influence of Social Media or Social media Marketing and do consumers believe in Social media being a good tool for marketing the products to them will be the key notes.

The factors considered for social media influence in our study were based on:

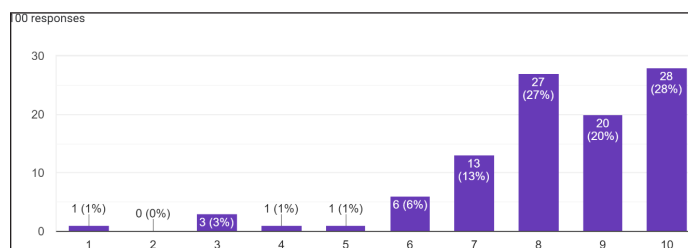
- Does consumer order/try-out food based on Social media influence?
- Is Social media marketing is a good marketing tool for restaurants and food outlets?



Note: The figure represents Factors affecting consumer buying behaviour. Published by N. Ramya in 2016. International Journal of Applied Research, 2016. Vol. 2 Issue 10. Pg. 76 – 80.

Fig. 19: Psychological Factor (Belief and Attitude) Does Consumer Order/Try-Out Food Based on Social Media Influence

Fig. 19 - Psychological Factor (Belief & Attitude) Does consumer order/try-out food based on Social media influence states 48% of the respondents who Agree to getting influenced, 28% state Maybe they do or do not get influenced and 24% state No, not being influenced.



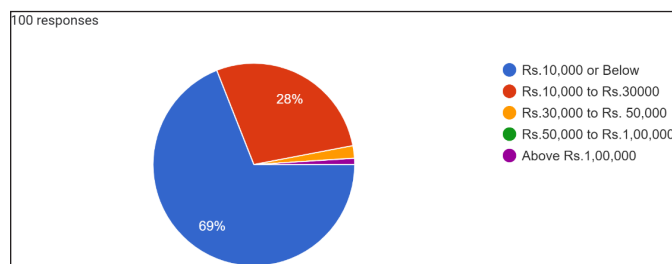
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Fig. 20: Psychological Factor (Belief & Attitude) Is Social Media Marketing is a Good Marketing Tool for Restaurants and Food Outlets

Fig. 20 - Psychological Factor (Belief & Attitude) Is Social media marketing is a good marketing tool for restaurants and food outlets with Likert Scale of 1-10 where 1 stands as strongly disagree and 10 stands as strongly agree, the response show 28% of the respondents rated 10, 20% respondents rated 9, 27% respondents rated 8, 13% rated 7, 6% rated 6 and remaining 6% have rated social media 5 and below.

d. Economical

(Komal, 2022) says for understanding the purchase power, it affects every sector of economy from consumers who buy commodities to economic prosperity in a region. For purchasing power of a consumer on Food & Beverage, respondents were asked on how much on average they spend in a restaurant/food outlet.



Note: The figure represents Factors affecting consumer buying behaviour. Published by N. Ramya in 2016. International Journal of Applied Research, 2016. Vol. 2 Issue 10. Pg. 76 – 80.

Fig. 21: Psychological Factor (Economical) How Much Consumers on Average They Spend in a Restaurant/Food Outlet

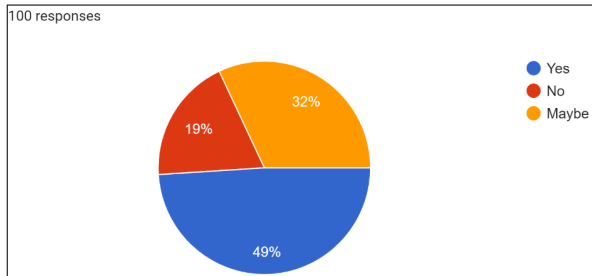
Fig. 21 - Psychological Factor (Economical) How much consumers on average they spend in a restaurant/food outlet, 69% of them spend Rs.10000 and below, 28% of them spend Rs.10,000 – Rs.30,000, 2% spend about 30000 – Rs.50,000 and 1% spend more than Rs.100000/- food and beverage service product through dining and delivery.

Perceived Service Quality Determinants for Social Media on Restaurant and Food Outlets

Reliability

(A. Parasuraman, 1985) states perceived service quality determinant reliability which involves consistency of performance and dependability, the study addresses these through:

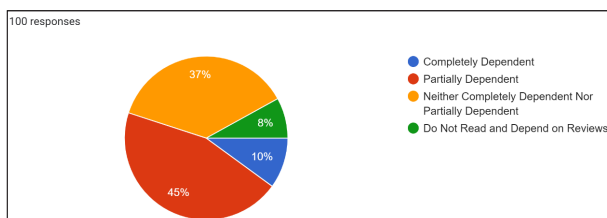
- Do consumers rate and post comments for restaurant and food outlets they have visited to inform on the perceived service quality and performance of the restaurant/food outlet?
- How much do consumers depend on Social Media for selecting a restaurant they plan to dine/get delivery from?



Note: The figure and table represents A Conceptual Model of Service Quality and its Implication for Future Research (SERVQUAL). Published by A. Parasuraman in 1985. Journal of Marketing, Vol. 49. Pg. 41 – 50.

Fig. 22: Perceived Service Quality (SERVQUAL - Reliability) - Do Consumers Rate and Post Comments for Restaurant and Food Outlets They have Visited to Inform on the Perceived Service Quality and Performance of the Restaurant/Food Outlet

Fig. 22 - Perceived Service Quality (SERVQUAL - Reliability) - Do consumers rate and post comments for restaurant and food outlets they have visited to inform on the perceived service quality and performance of the restaurant/food outlet states 49% of respondents do rate, review or post comments for restaurant/food outlet they have visited, 32% respondents have stated Maybe depending on the outlet experience and 19% of respondents state No for post any rating, review or comments.



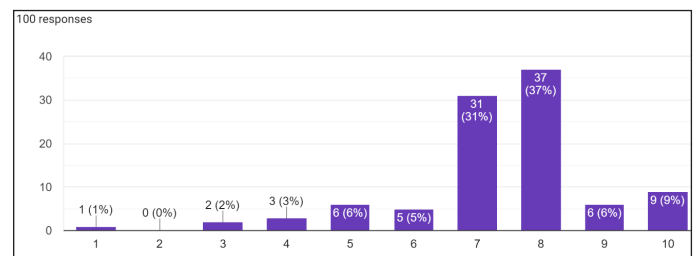
Note: The figure and table represents A Conceptual Model of Service Quality and its Implication for Future Research (SERVQUAL). Published by A. Parasuraman in 1985. Journal of Marketing, Vol. 49. Pg. 41 – 50.

Fig. 23: Perceived Service Quality (SERVQUAL - Reliability) How Much do Consumers Depend on Social Media for Selecting a Restaurant They Plan to Dine/Get Delivery From

Fig. 23 - Perceived Service Quality (SERVQUAL - Reliability) How much do consumers depend on Social Media for selecting a restaurant they plan to dine/get delivery from, 45% say they are partially dependent, 37% say they are neither completely dependent nor partially dependent, 10% are completely dependent and 8% state they do not read and depend on reviews.

Responsiveness

(A. Parasuraman, 1985) states perceived service quality determinant responsiveness concerns the willingness or readiness of employees to provide service. It involves timeliness of service.



Note: The figure and table represents A Conceptual Model of Service Quality and its Implication for Future Research (SERVQUAL). Published by A. Parasuraman in 1985. Journal of Marketing, Vol. 49. Pg. 41 – 50.

Fig. 24: Perceived Service Quality (SERVQUAL-Responsiveness) on Timeliness of Service

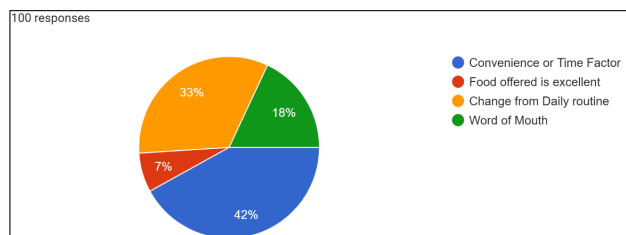
Fig. 24 - Perceived Service Quality (SERVQUAL-Responsiveness) on timeliness of service of ordering taking service (Likert Scale) through social media and applications.

The result analysis of responsiveness state 9% of respondents rated 10, 6% of respondents rated 9, 37% of respondents rated 8, 31% of respondents rated 7, 5% of respondents rated 6, 6% rated 5 and 6% rated 4 and below.

Access

(A. Parasuraman, 1985) states perceived service quality determinant access approachability or ease of contact. The study collected information from respondents based on:

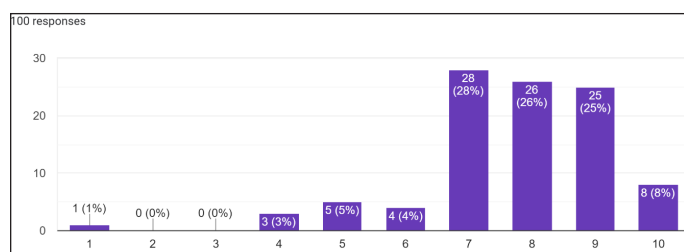
- Why do consumers choose to order food and beverage from restaurants through social media?
- How do they rate the waiting time, delivery time and efficiency of delivery for food and beverage from restaurants and food outlets?



Note: The figure and table represents A Conceptual Model of Service Quality and its Implication for Future Research (SERVQUAL). Published by A. Parasuraman in 1985. Journal of Marketing, Vol. 49. Pg. 41 – 50.

Fig. 25: Perceived Service Quality (SERVQUAL-Access) Why do Consumers Choose to Order Food and Beverage from Restaurants through Social Media

Fig. 25 - Perceived Service Quality (SERVQUAL-Access) Why do consumers choose to order food and beverage from restaurants through social media, 42% of respondent said due to convenience and time factor, 33% said to have a change from daily routine, 18% said due to influence by word of mouth and 7% of the respondent said due to the food and beverage offered is excellent.



Note: The figure and table represents A Conceptual Model of Service Quality and its Implication for Future Research (SERVQUAL). Published by A. Parasuraman in 1985. Journal of Marketing, Vol. 49. Pg. 41 – 50.

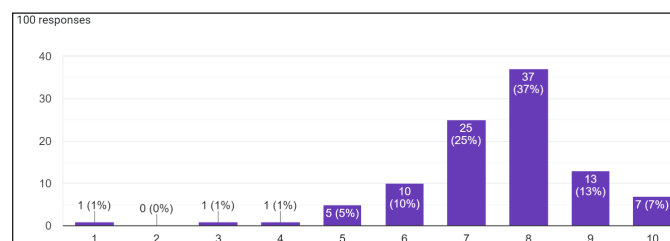
Fig. 26: Perceived Service Quality (SERVQUAL-Access) How Do They Rate the Waiting Time, Delivery Time and Efficiency of Delivery for Food and Beverage from Restaurants and Food Outlets

Fig. 26 - Perceived Service Quality (SERVQUAL-Access) How do they rate the waiting time, delivery time and efficiency of delivery for food and beverage from restaurants and food outlets, 8% rated 10, 25% rated 9, 26% rated 8, 28% rated 7, 4% rated 6, 5% rated 5 and 4% rated 4 and below.

Courtesy

(A. Parasuraman, 1985) states perceived service quality determinant courtesy by politeness, respect and

friendliness of contact personnel like delivery personnel, waiter etc. The study shares rating on Likert scale where consumers derive their meal experience through the courteous delivery and dining experience in restaurant and food outlets.



Note: The figure and table represents A Conceptual Model of Service Quality and its Implication for Future Research (SERVQUAL). Published by A. Parasuraman in 1985. Journal of Marketing, Vol. 49. Pg. 41 – 50.

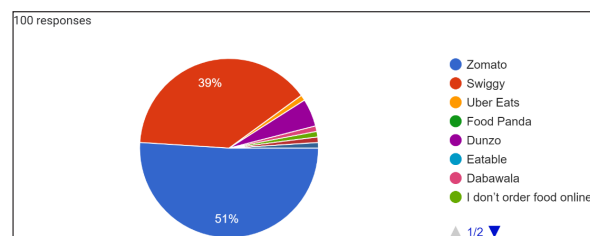
Fig. 27: Perceived Service Quality (SERVQUAL-Courtesy)

Fig. 27 - Perceived Service Quality (SERVQUAL-Courtesy) during delivery of service 7% respondent rated 10, 13% respondents rated 9, 37% respondents rated 8, 25% of respondents rated 7, 10% of respondents rated 6, 5% rated as 5 and remaining 3% rated 4 and below.

Credibility

(A. Parasuraman, 1985) States perceived service quality determinant of credibility involving trustworthiness, believability and honesty. It involves customer's best interest at heart. The respondents were asked on what applications they use where they have trustworthiness, believability and their best interest at on social media:

General Applications



Note: The figure and table represents A Conceptual Model of Service Quality and its Implication for Future Research (SERVQUAL). Published by A. Parasuraman in 1985. Journal of Marketing, Vol. 49. Pg. 41 – 50.

Fig. 28: Perceived Service Quality (SERVQUAL -Credibility) for General and Delivery Applications

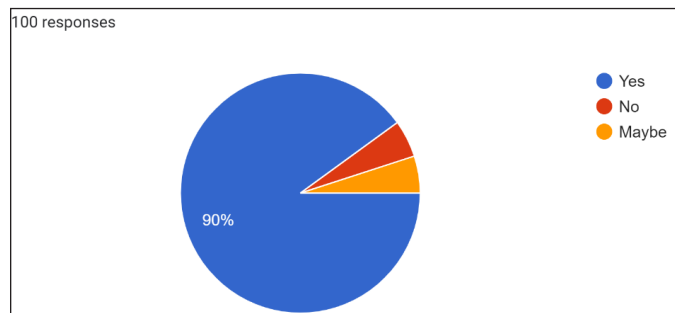
Fig. 28 - Perceived Service Quality (SERVQUAL - Credibility) for General and Delivery Applications, 88% of the respondents have Facebook, 87% have Instagram, 60% have LinkedIn, 24% have Snapchat, 38% have Twitter, 27% have Pinterest, 67% have Youtube and 15% have Quora. Other application where the use of application is below 10% are QQ, WeChat, Qzone, Tumblr, Viber, Line, Signal and Clubhouse.

Delivery Applications

Fig. 28 - Perceived Service Quality (SERVQUAL - Credibility) for General and Delivery Applications, 51% of the respondents use Zomato, 39% use Swiggy and 5% use Dunzo delivery, remaining 5% respondents use Dabbawala, Dominos App or local restaurant for food delivery.

Tangibles

(A. Parasuraman, 1985) States perceived service quality determinant of tangibles which include physical evidence of service. In the case study the respondents were questioned if they consider Hygiene and Sanitation when they order food and beverage through social media.



Note: The figure and table represents A Conceptual Model of Service Quality and its Implication for Future Research (SERVQUAL). Published by A. Parasuraman in 1985. Journal of Marketing, Vol. 49. Pg. 41 – 50.

Fig. 29: Perceived Service Quality (SERVQUAL - Tangibles) Hygiene and Sanitation of Food Ordered through Social Media

Fig. 29 - Perceived Service Quality (SERVQUAL - Tangibles) Hygiene and Sanitation of Food Ordered through Social Media, 90% of the respondent said yes, they do consider, 5% said maybe and 5% said no they do not consider hygiene and sanitation.

Preferred Mode of Payment

The Government of India has taken initiative for making India a Cashless India and moving all monetary transaction to digital and making India a digitally empowered society, with various payment method, the study also analysed to understand the impact of digital India on preferred method of payments used by consumers on social media.

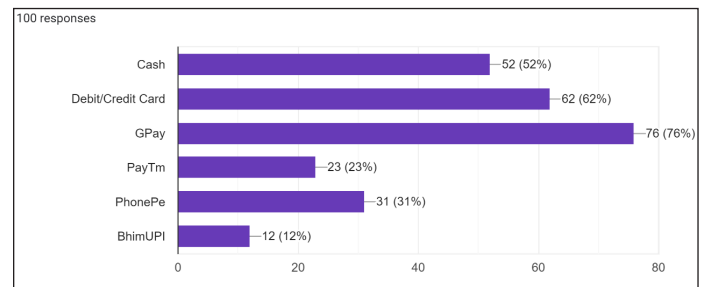


Fig. 30: Mode of Payments Preferred by Consumers on Social Media

Fig. 30 - Mode of Payments preferred by Consumers on Social Media, on method of payments respondents were given option to elect multiple method of payment i.e., Cash, Debit/Credit card and Online Payment method such as Gpay, PayTm, PhonePe and BhimUPI. These are as per accepted mode of payment for restaurants and food outlets in Pune. 52% prefer to pay in Cash, 62% use Debit/Credit Card and in online payment method 76% have Gpay, 23% have PayTm, 31% have PhonePe and 12% have BhimUPI.

FINDINGS

Social media has influenced consumers to refer channels and videos related to food and beverage, 52% of respondent have a positive approach of watching, reacting and following restaurant and food outlets for products and services. 33% of respondent do refer sometime and can be altered within few years as Social media digs much deeper in society. The decision making for food and beverage dining, delivery or takeaway in family is done where 57% of respondents who decide through family voting and 29% family rely on decision of adults in the family. Motivation to use Social media where we found only 11% respondents check for updates on restaurant and food daily. 64% watch videos related to restaurants and food outlets. 68%

respondent agreed to visiting a restaurant which they have read/seen on social media. 65% of respondents search for offers and discounts related to restaurant and food outlets on social media. On duration of time spent by consumers on social media 67% respondents spend 1 to 2 hours daily on social media. Perception for consumer on ads suggest 53% of respondents will watch ad depending on content showcased none of the respondents watch every ad in fact 47% of the respondents skip the ad all the time. The Belief & Attitude towards social media marketing, 48% of the respondents agree they try-out food and beverage based on social media influence. Also, is social media a good marketing media to which 75% of the respondents have rated 8 and above on Likert scale. Economical study on consumer buying behaviour on social media shows 69% of respondents spend Rs. 10000 and below in a month for delivery and food service from restaurant and food outlets.

Reliability over social media 49% of the respondents do rate, review or post comments for restaurant they have visited, dependability on social media for choosing a restaurant and food outlets on social media shows 45% respondents partially depend on social media to select a restaurant or food outlet to dine/deliver from and only 10% respondent completely depend on Social media. Responsiveness and timely service and delivery from restaurant and food outlets for food and beverage ordered through social media show 68% of the respondent who have rated timeliness of service 7 to 8 on Likert Scale. Access, why consumers choose to order food and beverage delivery/takeaways through social media, 42% of the respondents state they did due to convenience and time factor, also 33% of respondent believe they wanted change from the daily food routine. Also, how would the consumers rate the restaurants and food outlets in Pune for delivery and waiting time for their orders 87% of the respondents have rated (Likert Scale) 7 and above. Courtesy, how is the contact personnel courtesy for restaurants and food outlets of Pune. 82% of the respondents rated (Likert Scale) 7 and above restaurant and food outlets. Credibility, what is the best interest of consumers in Pune for restaurant and food outlets through social media, in general apps used for social media are Facebook as per 88% of the respondents and Instagram as per 87%. For video streaming on social media YouTube is used by 67% of the respondents. In delivery applications

used in social media 51% of respondents used Zomato, 39% use Swiggy and 5% use Dunzo. Tangibles, where physical evidence of service matters the study asked if hygiene and sanitation a priority for food and beverage delivery through social media. 90% of the respondents said yes hygiene and sanitation matters. For, preferred mode of payment used by consumers to order food and beverage from restaurant and food outlets in Pune on social media shows 76% of respondents have GPay and 62% have Debit/Credit card.

CONCLUSION

In conclusion, social media has evolved the consumers buying behaviour by influencing consumers to refer to channels and videos for various food and beverage product served around the world available to be seen on application like Facebook, Instagram and YouTube and for Food and Beverage application like Zomato and Swiggy leading from the front in home delivery. The consumer's reaction, review and comment on these social media platforms shows their post purchase behaviour helping the new consumers to understand the key features, amenities and facilities provided by a specific catering facility and point out to the products which the other consumers get motivated to purchase. Society is moving toward digital payments where UPI and specially GPay is the most preferred mode of transaction. The study of Hypothesis (H1) stands correct that Social Media Marketing assist consumer to compare and select right food and beverage outlet.

SCOPE OF FUTURE RESEARCH

The framework of the case study is conceptual, no related research for buying behaviour and service quality model have been implicated to study the consumers in the society. The collected information can be conducted in state and national level to derive more accurate results in the study. The study has ensured to firstly understand the perceived service quality by consumers in order to understand their buying behaviour factors. The perceived service quality has been done on the basis for restaurant and food outlets and can be done on other products and services available on social media, also the perceived service quality is taken from consumer's perspective and the research study can be continued by understanding restaurant perspective.

QUESTIONNAIRE

Effectiveness and Impact of Social Media Marketing on Consumer Buying Behaviour and perceived Service Quality for Restaurants and Food Outlets in Pune.

1. Email
2. Full Name of the respondent
3. Which of the following Age Group do you belong to?
4. Gender
5. Which neighbourhood of Pune City are you Located in e.g Pashan, Kothrud?
6. What is the highest degree or level of education you have completed?
7. Are you Married?
8. Please specify whether you are employed or un-employed?
9. How many Members are there in your Family?
10. How much average money do you spend on Food and Beverages in a Month?
11. What mode of payment do you use to pay for your Food and Beverage in Outlets?
12. Do you use Social Media sites to watch, follow, react and review a restaurant/Dish?
13. Why do you order food from restaurants and food outlets through Social Media?
14. Who is the decision maker in your family for deciding to eat out?
15. How many times do you login to social media sites to check updates on restaurant?
16. Below list tick the sites which you have an account in Social Media
17. Which of the below Social Media Apps do you use for Food and Beverage Delivery and Takeaway
18. How many times have you used Social Media Apps to Order Foods and Beverage?
19. Do you prefer purchasing/searching products with offers and discounts from Social Media sites for restaurants?
20. Do you watch videos related to restaurants and food on social media?
21. Do you visit any specific restaurant you have read about on social media?
22. Do you order/try-out food based on Social Media influence?
23. Do you consider Hygiene and Sanitation while ordering Food and Beverage from Social Media Apps?
24. Is Social Media a good Marketing media for Restaurant and Food Outlets? (Rate from scale of 1 to 10 where 1-Strongly Disagree and 10 Strongly Agree)
25. Do you Rate and Post comments on restaurant and food outlets you have visited
26. How much do you depend on Social Media While Selecting restaurants and food outlets?
27. Since when have you been active on Social Media
28. How many hours do you spend on Social Media Apps?
29. How is your Meal Experience when you order through Social Media (Rate from scale of 1 to 10 considering Order Taking)?
30. How is your Meal Experience when you order through Social Media (Rate from scale of 1 to 10 considering Courteous Delivery)?
31. How is your Meal Experience when you order through Social Media (Rate from scale of 1 to 10 considering Delivery Time and Efficiency in Delivery)?
32. Do you watch social media ads or skip ads?

ASSESSMENT OF WORK

https://docs.google.com/spreadsheets/d/1TMDjpu2_MthU0BN7TCRrej_qJ8WCOkAv-BCTwqgrjBo/edit?usp=sharing

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