

Application of social media platform services among casual dining establishments in Northern Metro Manila

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Abstract

This study aimed to assess the effectiveness of social media as a marketing tool for Casual Dining Restaurant in Northern, Metro Manila. Specifically, it presented the demographic profile of the respondents; identify the psychographic profile of the respondents; analyze the factors affecting the use of social media platform; assess the effectiveness of the social media platform; test the significant difference on the effectiveness of social media platform when grouped according to the profile. The study used descriptive design with 388 customers of Casual Dining Restaurant in Northern Metro Manila. Frequency, percentage, weighted mean and ANOVA were used as the statistical tools. Based on the result, majority of the respondents were Gen Z, female and college students using Facebook as social media platform. It was found out that the factors affecting the use of social media platforms are perceived usefulness, perceived ease of use, actual use, social influence. Social media platforms are effective in influencing customers in terms of visual appeal, informativeness, desire for food and perceived convenience. The effect of the use of social media platforms service differs when respondents were grouped according to sex as to perceived usefulness, actual use and social influence. It also differs in professional status in terms of perceived usefulness and social influence.

Keywords: casual dining restaurants; social media platform

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1. Introduction

Companies are using social media platforms as marketing channels and social connection assets to sell their products. The social networking era changed the marketing landscape and the relationship between a corporation and its consumers. The factors that drive consumer commitment must be recognized to allow better customers to communicate via social media; this can lead to long-term marketing and sales ties. Corporate Insider predicts social media marketing spending will top \$15 billion by 2022 (Schomer, 2019).

Digital technology offers opportunities and challenges for food and beverage companies' long-term growth. Digital transformation has upended operations management strategy and tactics due to intelligent technology integration. Digital user participation can improve product development, production efficiency, and customer service. Modern technologies allow efficient resource allocation, boosting environmental sustainability. Digital marketing platforms (like Alibaba, Amazon Marketplace, iTunes, eBay, and Expedia) and social media marketing communities replace traditional marketing methods (such as Twitter, Facebook, Instagram, and others). DM is a multi-disciplinary field that can expand with new ICT tools and platforms, not just an electronic marketing application. Social media marketing has become one of the most effective digital marketing channels for businesses delivering a wide range of goods and services, especially in the food and beverage supply industry.

Food and beverage marketing exposure influences kids' diets. It's linked to children's diet, consumption, and buying habits. More evidence links food marketing exposure to teen and adult eating habits. With 3.484 billion social media users worldwide, a 9% increase over 2018, this is a smart business move (Quach, 2019). In the food and beverage industry, researchers have studied restaurants' social media impact. Park et al. (2016) used Twitter analytics to study consumer perceptions of Asian restaurants, while Lepkowska et al. (2019) studied small restaurant social media techniques to examine the difficulties and advantages of using social media as a monitoring tool. There's a knowledge gap in implementing and evaluating social media for food and beverage promotion (Shukla, & Mishra, 2018). This important food and beverage industry aspect hasn't been studied. Global food and beverage suppliers are vital to the sector's growth, but product competitiveness requires a deeper understanding of how to succeed (Singh et al., 2018). Social media participation and interaction by food and beverage customers may help create a competitive advantage. Casual dining restaurants are second to fast food in brand recognition. Because casual dining restaurants have a distinct theme or motif, they are a more diverse choice for research than fast food chains, which can cater to almost anyone.

San Juan, the capital region's metropolis, will host the research. San Juan, Manila, has casual, gourmet, fast food, food trucks, pop-ups, bistros, and hotels. The recent pandemic has led to a shift to online platforms, resulting in technical developments. In its second year, the food and beverage business has integrated recent changes, including an increase in online presence. San Juan, Manila F&B businesses used Facebook, TikTok, and Instagram to comply with health laws. The researcher believes the study's findings will lead to a better understanding of how to use social media platforms as marketing tools for food and beverage establishments. It can increase F&B firms' revenues and lifespan during the epidemic and beyond the new normal. Innovations and adaptations today may set future standards. This research aims to show how food and beverage companies can use social media to boost revenue and capitalize on new technology.

1.1 Objectives of the study

This study aimed to assess the effectiveness of social media as a marketing tool for Casual Dining

Restaurant in Northern, Metro Manila. Moreover, this study 1.) present the demographic profile in terms of age, sex, educational attainment, and professional status;(2) Identify the psychographic profile of the respondents in terms of which social media platforms they use, how frequent, and if it affects their decision-making in regard to meals or food items. (3) Analyze the factors that affect the use of social media platform services in terms of , perceived usefulness, perceived ease to use, actual use, and social influence.(4) to assess the effectiveness of the social media platform in influencing customer in terms of Visual Appeal, Informativeness, desire for food, perceived convenience, (5) test the significant differences on the effectiveness of social media platform when grouped according to demographic profile; (6) to propose an action plan based on the result of the study.

2. Methods

Research Design - The study used a descriptive design to evaluate Food and Beverage Establishments' use of Social Media Platforms in Northern Metro Manila. This type of research is used to answer, "what exists?". These research projects describe a population's characteristics and explain a phenomenon systematically. Descriptive data is collected through surveys, interviews, or observations (Almeida et al., 2016).

Participants of the study - Northern Metro Manila diners participated in the study. They often used Facebook, Instagram, TikTok, Reddit, and Twitter. A total of 388 customers participated. Rao soft calculator was used with 5% margin of error and 95% confidence.

Data gathering Instrument - The researcher used a modified questionnaire. The first section of the questionnaire asks about respondents' age, gender, education, and profession. The second section of the questionnaire was a psychographic profile that helped researchers better understand the respondents. They were evaluated on which social media sites they use, how often, and if it influences their meal or food choices. The third section evaluates factors that influence the use of social media platform services during COVID-19 in San Juan, Manila, based on convenience motivation, perceived usefulness, perceived ease of use, actual use, and social influences (Hyun et al., 2021). Restaurant owners, managers, and a private university professor validated the instrument's content. The instrument was improved based on experts' recommendations and criticisms. The reliability or pilot testing of the instrument yielded the following results from 30 study participants.

Data Gathering Procedure - The researcher then gathered the necessary material from books, the internet, and new works. The approved questionnaire was then distributed. The researcher contacted online people and groups with knowledge of casual dining establishments in the study area and access to social media. Data collection participants met both criteria. Facebook Messenger, email, and LinkedIn were used to send the survey. The researcher emailed the author for permission to use the questionnaire but received no reply.

Data Analysis - Statistical tools were used to analyze data. The respondents' demographic profile was described by frequency and percentage. Weighted means and ranking were used to assess social media's influence on COVID-19. Shapiro-Wilk Test revealed that variable p-values are less than 0.05, meaning the data set is not normally distributed. As non-parametric tests to determine significant differences, Mann-Whitney U for two groups and Kruskal Wallis for three groups were used. All data were treated using PASW version 26 to interpret the study using an alpha level of 0.05.

Ethical Consideration - The researchers for this paper considered some ethical issues. We kept the participants' personal information and the company they represented anonymous by using pseudo names. This is to protect their privacy and make them feel safe. If we need to provide such information, we provided a consent form to get their permission to be mentioned in the research publication. Data, results, methodologies, and procedures will be obtained and used without alteration. It delivers accurate research results without change. Researchers told participants everything about the study, so they understood its goals and objectives. Nobody will be threatened or coerced into participating. They can withdraw at any time. Participation must be voluntary.

3. Result and Discussion

Table 1

Profile of the Respondents

	Frequency	Percentage
Age		
18-24 (Gen Z)	328	84.50
25-40 (Gen Y or Millennials)	30	7.70
41-56 (Gen X)	27	7.00
57-75 (Baby Boomers)	3	.80
Sex		
Male	100	25.80
Female	288	74.20
Highest Educational Attainment		
High school	31	8.00
Bachelor's or College	344	88.70
Master's Degree	4	1.00
PHD or Doctorate Degree	1	0.30
Others	8	2.10
Professional Status		
Student	323	83.20
Unemployed	13	3.40
Self-Employed	12	3.10
Employed	40	10.30

Table 1 shows the respondents' age, sex, highest education, and professional status. Gen Z (18-24) had 328 or 84.50 percent, followed by Gen Y (24-50) with 30 or 7.70 percent. Boomers (ages 57 to 75) scored 3 or .80%. Most respondents are between 18 and 24, or Generation Z. Unsurprisingly, most respondents grew up with advanced technology. In contrast to Baby Boomers, who contributed just three responses to the study, Millennials have been exposed to social media and its benefits since childhood. This may be due to kids' lack of interest in new technology. 344 or 88.70% of respondents have a bachelor's degree, followed by 31 or 8% with high school or less. At the study's start, 1% of respondents had master's degrees and 0.3% had Ph.D.'s. non-categorical respondents made up 2.10 percent of the total. Swanzen (2018) included his findings in his theory that Generations Y and Z are more technologically skilled and exposed to online purchases. Hong et al (2021) say Gen Y and Z are more likely to use the internet. Some argue that casual dining restaurant chains' web marketing influenced the online purchase in question. Technical literacy and regular exposure make Gen Y and Z more sensitive to social media marketing.

There are 288 female respondents (74.20%) outnumbered 100 male respondents (25.80%). Women are more accessible on social media than men. Women are more likely to shop online than men, says a study. Women use social media more personally than men. Dolega et al. (2021) found that women improve corporate metrics. The majority of respondents (323 or 83.20%) are college students, followed by employed (40 or 10.30%), jobless (13 or 3.40%), and self-employed respondents (12 or 3.10 percent). As a result, most college students now learn online. College students use Facebook and Twitter to broadcast campus-related events and issues. Universities and colleges are publishing more information on social media, and students are using it for schoolwork and other aspects of college, resulting in more exposure (Ki et al., 2019).

Table 2 shows social media users' psychographics. Facebook has the most respondents (348 or 90.38%), followed by Instagram and Tiktok with 172 or 44.67%. YouTube received 164 votes, or 42.69 percent, while Twitter received 88 votes, or 22.85%. With 2.89 billion monthly users by mid-2021. It's Facebook. Facebook says its popularity is shown by its 1.90 billion daily active users. People interact more on Facebook. Facebook is now part of many people's daily routines. Students spend hours a day on Facebook. They chat with friends, meet new people with similar interests, exchange photos, videos, blogs, dates, and games.

Table 2*Psychographic Profile*

	Frequency	Percentage
Social Media Platform		
Facebook	348	90.39
Twitter	88	22.85
Instagram	172	44.67
YouTube	164	42.59
Tiktok	172	44.67
Duration of browsing social media platforms in a day		
1 hour	29	7.50
2 hours	83	21.40
3 hours	65	16.80
4 hours or more	211	54.40
social media platforms you use push advertisements from food and beverage establishments?		
Facebook		
Yes	328	84.50
No	60	15.50
Twitter		
Yes	163	42.00
No	225	58.00
Instagram		
Yes	317	81.70
No	71	18.30
YouTube		
Yes	259	66.80
No	129	33.20
Tiktok		
Yes	262	67.50
No	126	32.50
Does the advertisement entice you into visiting the establishment's personal page/website?		
Yes	330	85.10
No	58	14.90
Have you bought ordered a meal after visiting a page/website advertised on a social media platform?		
Yes	228	58.80
No	160	41.20

There are 54.40% of the respondents that spend four hours or more a day on social media, according to the data. 97% of students used social media. Only 1% of respondents used social media for school. 35% used these platforms to socialize, while 43% used them to waste time. 57% were social media addicts. Social media occupies 74% of their free time. Snapchat (45%), Instagram (22%), Twitter (18%), and WhatsApp (16%) were the most popular apps (18 percent). 7% 46% and 39% of them reported going to bed between 11 p.m. and 12 a.m. While, 328 respondents (or 84.50%) have seen food and beverage ads on Facebook. Facebook has over 2 billion monthly users. One-third of the world's population. With 65 million businesses using Facebook Pages and 6 million marketers selling their brand on Facebook, it's reasonable to assume therefore businesses want a social media presence.

Furthermore, 317 participants said they saw food and beverage ads on Instagram. Instagram is an American photo-sharing website that has exploded in popularity since 2012. With over a billion users, Instagram is a natural way to reach consumers. The fact that #food has 327 million entries shows that the app promotes food-related products. Facebook owns Instagram, which encourages easier use for business owners and customers. YouTube received 259 votes, or 66.80% approval. YouTube has 2 billion registered users and 1 billion hours of daily video. YouTube is the second most popular website in the world. Facebook, Instagram, and YouTube have boosted online commerce. Tresa Sebastian. et al. (2021) Attention, interest, want, and action determine advertising success, where action is a purchase desire. The number of views and likes may also indicate how well the ad performed on YouTube (audio, video, content, and message appeals). Multimodal frameworks explain YouTube ad performance. The framework represents audio, visual, and textual patterns developed using multimedia signal processing and natural language processing technologies. Temporal pattern

extracts provide advertisement content.

TikTok has 262 or 67.50 for food and drink ads. TikTok is one of the three most downloaded programs worldwide and the fastest-growing social media platform of all time. TikTok has 1 billion users. TikTok is the sixth-most popular social network. Advertisers like TikTok because it shows young viewers' creativity and teamwork. Fast-paced gameplay keeps players engaged for 52 minutes per day, on average. 90% of TikTok users daily. They're also app-savvy. 68% of TikTok users watch another user's video, and 55% publish their own (Moran, 2019). There are 255 or 58% of Twitter users disagree with the platform's commercial push. Twitter ads have a CTR between 1% and 3%, compared to Facebook's 0.12%. Twitter's ads are now in-stream, not on the side. Twitter's CPM is \$3.50 compared to Facebook's \$0.59. The company has several social media outreach options. This makes Twitter unsuitable for the high exposure and informativeness of other platforms, making it an unsatisfactory social media option. 85.10% of participants, or 330 people, visited the page/website after seeing social media ads. This may be due to personalized advertising, which is a message and/or delivery channel tailored to individual customers based on their past actions and preferences while adhering to mass message distribution principles. Due to public access to one's data on social networking platforms, the algorithm of one's activities, online searches, and favorite objects are all factored into consumer-targeted ads. According to their research Kaplan and Haenlein, (2010), brands use social media to build consumer relationships. This exercise increases buying intent when participants are asked if they've bought a product after viewing a social networking page/website. 228 people (58.80%) agreed. Some Tresa Sebastian et al. (2021) participants found advertising helpful when buying a product. Participants found some ads entertaining and thought-provoking. Some ads were entertaining, while others were interesting.

Table 3

Factors that affect the use of social media platform services during in Northern Manila

	Weighted Mean	Verbal Interpretation	Rank
1. Perceived Usefulness	4.14	Agree	1
2. Perceived Ease to Use	3.91	Agree	2
3. Actual Use	3.57	Agree	3
4. Social Influence	3.68	Agree	4
Composite Mean	3.82	Agree	

Legend: 4.50 – 5.00 = Strongly Agree; 3.50 – 4.49 = Agree; 2.50 – 3.49 = Moderately Agree; 1.50 – 2.49 = Disagree; 1.00 – 1.49 = Strongly Disagree

The table summarizes social media platform service factors. The composite mean of 3.82 indicates strong agreement with the indicators. Perceived usefulness scored 4.14, perceived ease of use 3.66, and social influence 3.68 and Actual use 3.57. How beneficial a service is to its clients is the single most important factor in determining its use. If a customer thinks technology will improve their performance or life, that's a good sign. Customer happiness, stakeholder relationships, and brand perception all improve. With each successful platform, consumers' faith in the perceived utility grows, leading to improved perceived ease of use, which leads to real service usage, which increases brand loyalty. Social media allows business owners and marketers to change operations and increase consumer participation. The event strengthens the supplier-customer bond.

Hyun et al. (2020) researched social commerce operators and marketers. Social media algorithms or experience flow affect usability, utility, and purpose, according to their analysis. These results tell managers two things. The social media algorithm helps establish positive attitudes about technology and social media buying. Second, social networking sites' usability and utility boost social purchasing intent. Based on these findings, marketers can combine technology knowledge with flow characteristics to build holistic retail functions and boost shopping views on social media platforms. Experience flow is a viable paradigm for demonstrating actual online user behavior, with a positive correlation between actual use and purchase intent. Variables like the flow of websites used to examine online brand equity, trust, and loyalty affect consumer actual use. Online enjoyment, control, and integration influence user behavior.

Table 4

Effectiveness of the social media platform in influencing customer relationships

	Weighted Mean	Verbal Interpretation	Rank
1. Visual Appeal	4.24	Effective	1
2. Informativeness	4.15	Effective	3
3. Desire for Food	4.07	Effective	4
4. Perceived Convenience	4.20	Effective	2
	4.20	Effective	

Legend: 4.50 – 5.00 = Strongly Agree; 3.50 – 4.49 = Agree; 2.50 – 3.49 = Moderately Agree; 1.50 – 2.49 = Disagree; 1.00 – 1.49 = Strongly Disagree

The table 4 shows how social media affects customer relations. The composite mean of 4.16 indicates the success of the following indicators. Visual appeal averages 4.24, then perceived convenience (4.20). Meanwhile, Informativeness (4.15) and desired for food were rated lowest (4.07). When customers have too many options, food demand decreases. Once a person's favorite meal is identified, algorithms push similar meals. Visual platforms on the Internet increase likeability. Aesthetically pleasing menus can help restaurants boost sales. Menu design is influenced by the background color, text colors, textures, images, typefaces, dialog boxes, menu size, items, and pricing positioning. Online shoppers can't touch or feel products, so the visual style must be appealing. Retailers must show customers photos of their products. These images can boost purchase intent, enjoyment, and trust. Papias et al., (2022) found that recalling pleasurable consumption simulations requires words and pictures. Compared to delivering healthy and sustainable meals, communicating health benefits may increase food demand, perceived attractiveness, choice, and likeability.

Table 5

Factors that affect the use of social media platform services in Northern Manila

	Age	$\lambda 2c / U$	p-value	Interpretation
Perceived Usefulness		13079.5	0.170	Not Significant
Perceived Ease to Use		13791	0.526	Not Significant
Actual Use		13915.5	0.614	Not Significant
Social Influence		14392	0.993	Not Significant
	Sex			
Perceived Usefulness		8.525	0.036	Significant
Perceived Ease to Use		7.762	0.051	Not Significant
Actual Use		8.164	0.043	Significant
Social Influence		16.539	0.001	Significant
	Educational Attainment			
Perceived Usefulness		6.061	0.300	Not Significant
Perceived Ease to Use		3.202	0.669	Not Significant
Actual Use		4.486	0.482	Not Significant
Social Influence		4.837	0.436	Not Significant
	Professional Status			
Perceived Usefulness		8.335	0.040	Significant
Perceived Ease to Use		1.377	0.711	Not Significant
Actual Use		2.325	0.508	Not Significant
Social Influence		8.555	0.036	Significant

Legend: Significant at p-value < 0.05

The table 5 compares responses about factors influencing social media platform usage in Northern Manila, by profile. The p-value was less than 0.05 for perceived usefulness, actual usage, and social impact. This shows that statistically, females have a higher assessment of the above areas. Women are more likely than men to use social media for personal reasons. Women use social media more than men to support businesses and get discounts and promotions. It's over 50% of women. Female social media users follow and comment on brands more than men. This is true even though men dominate social media. Women have been more consistent social media users than men for at least five years. Men are inactive. Women interact differently than men and drive the shift from desktop to mobile social media. Women are driving the shift from desktop computers to mobile devices, which is a major worry for social networking sites in the coming years. Women positively impact company success, according to Dolega et al (2021). Women dominate social media marketing because they're

more accessible than men. Second, women are more likely to shop online than men. This may be why women value usefulness, actual use, and social influence more than men.

Perceived usefulness and social impact differed by professional rank ($p = 0.040, 0.036$). A post hoc test found that employed people rate their usefulness and social influence higher. Because we use social media platforms daily, we're more tolerant of their services. Consumers have varying degrees of tolerance for additional features that may be beneficial. Social media marketing may appeal to the working class because it eliminates the need to prepare meals; the time saved can be spent on more enjoyable or relaxing activities. Functional items are valued in functional environments. According to the study, perceived ease of use and usefulness influence consumers' attitudes toward new technology and social shopping.

Table 6

Effectiveness of the social media platform in influencing customer relationships

	Age	$\lambda 2c / U$	p-value	Interpretation
Visual Appeal		13437	0.309	Not Significant
Informativeness		13950.5	0.637	Not Significant
Desire for Food		14180.5	0.819	Not Significant
Perceived Convenience		12391.5	0.035	Significant
	Sex			
Visual Appeal		2.714	0.438	Not Significant
Informativeness		4.178	0.243	Not Significant
Desire for Food		20.298	0.000	Highly Significant
Perceived Convenience		4.75	0.191	Not Significant
	Educational Attainment			
Visual Appeal		3.841	0.572	Not Significant
Informativeness		4.845	0.435	Not Significant
Desire for Food		7.973	0.158	Not Significant
Perceived Convenience		4.032	0.545	Not Significant
	Professional Status			
Visual Appeal		5.971	0.113	Not Significant
Informativeness		8.436	0.038	Significant
Desire for Food		14.519	0.002	Significant
Perceived Convenience		6.464	0.091	Not Significant

Legend: Significant at p-value < 0.05

The table 6 compares profile-based responses about social media's impact on customer relationships. The p-value of 0.035 was less than the alpha threshold, indicating that age groups differed in online meal ordering ease. This only shows that Generation Z responds differently statistically. Generation Z is interested in international food trends and innovative dishes. They prefer new things over traditional food and tried-and-true options. Gen Z's positive attitude toward food reflects its positive attitude about food and diet. This generation has access to Metro Manila's modern culinary scene and is more nutrition-conscious than previous generations. Meal ordering and delivery have evolved, giving Gen Z more meal options. Generation Z's perception of tourism and catering products and services is subjectively shaped by online text, images, and evaluation data, according to Zuo et al. (2022) Consumer choice depends on product or service understanding, according to "cognition-preference." After learning about the products, buyers can form preferences. Appetite also differed significantly, since 0.000 was less than alpha. Females found it more successful (desire for food).

Social media marketing targets women more than men because women use these platforms for personal reasons. Imagining an ambiguous food item will likely result in a pleasant experience, increasing the desire for it. Hunger motivates them. Visual stimulation leads to a joyful experience, which reinforces the concept and ensures the cycle continues. Muoz-Vilches, et al. (2020) hypothesize that mental stimulation on motivation is based on the grounded cognition theory of desire and motivated behavior; performing process simulation with an ambiguous product will induce consumers to adopt an indulgent mindset, increasing product selection. Informativeness ($p = 0.038$) and eating demand ($p = 0.002$) differed by profession. The p-values were smaller than alpha. Employed people believe social media networks are more effective than other platforms, according to a pairwise comparison. Recently, more businesses have used social media. Workers' job optimism and social

media productivity may suffer.

A study found that employed people find social media more effective than other channels. Recently, more businesses have adopted social media. Positive attitudes about work and social media productivity may decline. Businesses use social media to interact with customers and employees. Studies show that using professional social media to regularly demonstrate industry expertise can boost one's reputation in that sector. Using social media to demonstrate expertise can boost a person's reputation (Utz & Breuer, 2016). We can infer that employees value social networking sites in other areas of their lives, such as food shopping.

4. Conclusion and Recommendation

Most participants spent at least 4 hours per day on social media. Instagram and YouTube came in second and third, respectively, in the poll. Most were persuaded to visit a business's page or website by ads, and more than half made a purchase after doing so. Respondents agreed that social media platforms are useful for communicating meal shopping needs due to their user-friendly interfaces. Respondents preferred using their mobile phones for social media surfing because smartphones are easier to use than PCs or other gadgets. The respondent agreed that transaction speed is the most important sub variable in social media use. Technology has made people want faster service. Respondents said they would recommend social media for meal shopping to friends and family. When customers perceive the platform's usefulness and use it positively, they'll recommend it to others so they can enjoy the same benefits.

Respondents agreed that how an establishment presents itself online is critical because social media advertising lacks access to our other senses. Respondents preferred social media platforms that showed good descriptions and photos of food and beverage items. Customers can choose using photos and clear descriptions. It improves efficiency and speed. The respondent said they felt hungry after browsing the restaurant's menu, demonstrating how social media can affect food demand. Social media advertising relies heavily on visuals. A tasty-looking meal can entice a customer to buy. Respondents agreed that online ordering is convenient because it allows them to avoid crowds. The progress of technology has affected the food and beverage sector. One can now enjoy food and beverage goods at home, saving time and effort. When grouped by sex, social media practices differ in perceived usefulness, actual use, and social influence, while professional status affects perceived usefulness and social influence. As for the effectiveness of social media, there was a significant difference in online food ordering convenience by age and informativeness and desire for food by professional status.

Casual dining marketing teams or departments may develop an online identity based on the study's findings to maximize social media platform benefits. Facilitate business-to-customer and customer-to-customer communication to boost social influence. The study recommends casual dining establishments streamline online transactions by eliminating unnecessary processes and ambiguous information. In collaboration with banks and other payment scheme providers, the establishment may improve online transaction security for customers' peace of mind and new users' trust. Business owners may invest in better desktop and other device presentation platforms to overcome limited smartphone reach. They may also invest in a technical team to improve the menu's audiovisual presentation and other interactive marketing elements to increase customer actual use. The study recommends casual dining establishments focus on platform usefulness to attract more satisfied customers. Future research should include more respondents because current conditions limit the ability to investigate specific indicators. Their perspective could improve this study.

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Appendix. Questionnaire

Part I. Assess the factors affecting the use social media platforms

5 – Very Satisfied 4- Satisfied 3 – Moderately Satisfied 2 – Less Satisfied 1 – Not at All

	Perceived Usefulness	5	4	3	2	1
1	I acquire more information when I use social media in my meal shopping concern.					
2	I meet people that are helpful with my meal shopping concern.					
3	Social media has increased my efficiency in sharing information concerning meal-related concerns.					
4	Social media has increased the number of people I can connect with about meal shopping.					
5	Social media is a valuable service for communication for meal shopping needs.					
6	Social media is a valuable service for the interaction of members to get helpful information about meal shopping.					
7	I take into account the opinion of other people on social media platforms when I choose my meals.					
8	I have rarely accepted suggestions from other people on social media regarding my meal choices.					
	Perceived Ease to Use					
1	Learning to use social media for my meal shopping needs is easy for me.					
2	The process of using social media concerning meal shopping is clear and understandable to me.					
3	I find social media easy to use concerning meal shopping.					
4	Social media is making meal shopping harder for me.					
5	I get confused when I use social media for my meal shopping.					
6	I prefer using a telephone transaction when I do my meal shopping.					
	Actual Use					
1	I tend to use social media for my meal shopping needs frequently.					
2	I spend much time on social media about my meal shopping needs.					
3	I exerted myself to social media and getting information for my meal shopping needs.					
4	I only use social media platforms for my meal shopping needs.					
5	I can complete a transaction quickly.					
	Social Influence					
1	People who are important to me think that I should use social media for my meal shopping support needs.					
2	It is expected that people like me use social media to support their meal shopping needs.					
3	People I look up to expect me to use social media for my meal shopping support needs.					
4	I recommend that people close to me use social media for meal shopping.					
5	I recommend people I barely know to use social media for meal shopping.					

Part II. Part I. Assess the effectiveness of social media platforms in influencing customer relationship
 5 – Very Satisfied 4- Satisfied 3 – Moderately Satisfied 2 – Less Satisfied 1 – Not at All

Performance Measures						
Visual Appeal		5	4	3	2	1
1	The way the establishment displays its online presence is attractive.					
2	The social media platform used is visually appealing.					
3	I like the look and feel of the social media platform used.					
4	I like the layout of the social media platform used.					
Informativeness						
1	The way the establishment presented itself online is informative.					
2	The social media platform used provides goods descriptions of the food and beverage being offered.					
3	The platform provides precise details about ingredients and food preparation methods.					
4	The platform provides potential diners with a comprehensive picture of the food being offered.					
5	The platform provides enough details to decide whether the food being offered would be a good fit for my appetite.					
Desire for Food						
1	I feel hungry after viewing the restaurant’s menu.					
2	The menu made my mouth water.					
3	The menu made me desire the food.					
4	While I was viewing the menu, I began to salivate.					
5	I felt an impulse to eat the food after I saw the menu.					
6	When I saw the menu, I felt a desire to grab and eat the food.					
7	I felt a strong irresistible urge to eat the food when I saw the menu.					
Perceived Convenience						
1	I like the ability to order food without leaving home.					
2	I like the ability to make an online transaction.					
3	I like having food delivered right to my home.					
4	I like having food ready for me to pick up as soon as I arrive at the restaurant.					
5	Online food ordering allows me not to have to think about preparing my meals.					
6	Online food ordering allows me to avoid crowds.					
7	Online food ordering will make my daily lifestyle easier during the Pandemic.					