A Comparison of The Effectiveness of Various Social Media Platforms in Promoting Restaurants

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Abstract

The primary focus of this research is on how social media impacts the Colombian restaurant industry. Social media, without a question, has a significant impact on today's youth. Social media has a significant impact on a wide range of human activities. Using social media, such as Facebook, Instagram, and Twitter, has a significant influence on the behavior of many people. Despite this, little is known about the impact of social media on the restaurant industry. In addition to fashion, entertainment, and eating habits, there are several other things that may be affected by social media. Social media's impact on Colombian eateries was examined in this research. Five eateries in Colombia's capital city of Bogota were found through an internet search that included a glance at their social media pages. This study's evidence was matched to the data from these social media accounts as part of a literature review. This document outlines the study's recommendations and limitations. Social media may help restaurants in Colombia run more efficiently and generate more money if utilized appropriately, according to the study.

Keywords: Colombia, Promotion, Restaurant sector, Social media, Star rating

Declarations

 Competing interests:

The author declares no competing interests.

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1. Introduction

Around two billion individuals accessed social media sites in 2015, which is a significant number. Only 8% of the total was accounted for in 2005. Because of the ease with which a larger database can be accessed, social media platforms such as Facebook, Instagram, and Twitter are now being used in a variety of contexts. In terms of active users, Facebook has 1.2 million; LinkedIn has a million members; and Twitter has 255 million. Business-to-business transactions and business-to-customer transactions are both taking place on social media platforms. Social networking services (SNSs) have grown in popularity, which has resulted in a greater number of commercial opportunities (D. Kim et al., 2015). SNSs have recently seen an increase in use in the hotel industry, which indicates that SNSs can help businesses reach their ideal clients. Digital marketing has a greater influence on restaurant owners than traditional marketing, according to a survey from the National Restaurant Association. About a quarter of consumers use social media to find a restaurant, according to the study. Social media is used by most organizations to inform their customers and clients about product changes and how to enhance them (A. J. Kim & Johnson, 2016). (Kwok & Yu, 2013) Large and medium-sized businesses are taking advantage of the fact that more people are using social media to advertise, communicate, and collect feedback from their clients.

Since mobile devices are so widely used, customers may express their thoughts on how they were treated and how long they were there. As an example, many individuals make purchase decisions based on the information they find on the web (eWOM). When diners share their experiences and opinions regarding a restaurant's service and food, they are generating user-generated content (UGC). Restaurants have reaped the most benefits from social media in the previous several years. More and more restaurant owners are making use of social media to promote their establishments Scholars estimate that social media accounts for around 80% of all restaurant communication these days. There were a variety of ways in which social networking sites (SNSs) affected the hotel sector. Promotional messages may be sent out through social media sites like Facebook and Twitter, for example.

Additionally, social media is cost-effective. Restaurants may lose money if they use other marketing strategies that cost a lot of money. In addition, because social media is utilized all around the world, businesses may post advertising and receive both positive and negative feedback from their customers using this platform. In the eyes of big enterprises and restaurants, their position in the market is of

paramount importance. To demonstrate their importance in the industry, Coca-Cola became the first business to attain 50 million Facebook likes. Advertising and marketing on social media give a lot more leeway than conventional forms of promotion. People trust user-generated content (UGC) and 25 percent of them pick a restaurant based on its social media presence (D. Kim et al., 2015). There has been a lot of study in the past on the ways in which social media may help companies interact with customers, how people make purchases, and how brands are known. Even though there is a lot of discourse about how social media influences business, the analysis in the hotel sector is quite limited. It was also stated by Ainin et al. (Ainin et al., 2015) that just a few research had examined how restaurants performed when they employed social media. There is a dearth of research on the impact of social media on individuals in Colombia.

Research objectives

This study focuses mostly on the influence of social media on Colombian restaurants. To produce uniform principles for increasing restaurant efficiency and performance through social media campaigns, it provides comparative data on companies with social media profiles. A better use of social media to create attention, enhance income, and improve their brand image is expected to be a result of the findings.

Research questions

The following questions were the focus of the study:

In Colombia, how has social media impacted the sales and income of restaurants?

Was there a better way for Colombian restaurants to deal with the future trends and what should those be?

Is it possible that restaurants in Colombia have become more accessible because of technological advancement?

Literature review

Theoretical background

When it comes to marketing, small companies have relied heavily on social media in the past (Boulianne, 2015)(Boulianne, 2015; D. Kim et al., 2015). Social media is a great way for restaurants to market themselves, according to numerous surveys. Although social media is widely used in both academic and corporate contexts, there are conflicting views on its efficacy. There has been a lot of interest in the use of social media in business, though. On the other hand, it appears as if the contentious argument never ends. Comparing the performance of social media to the success of other businesses in the same industry is a good way to determine how effective it is. The amount of money that social media generates for businesses and brands has become an essential indicator of how successful an organization is, according to some experts. The amount of money spent on marketing tactics and the amount of money earned from that investment must be kept in balance (Baxter et al., 2014). The economic impact of social media is rarely examined. A company's overall growth is linked to its social media operations, as well.

Many businesses utilize social media to earn money, attract customers, and persuade them to act. A competitive advantage has been seen in previous investigations. When businesses and customers use social media for marketing, they do not have to wait for a specific length of time before they can communicate with each other. Customer support is available around the clock for many businesses. Customers who are both happy and unsatisfied with the things a company provides may now voice their opinions about the firm's offerings via social media. These positions contribute to the overall improvement of a firm by identifying and resolving issues(Baxter et al., 2014).

The number of clients a company has may also be determined via the usage of social media. Things like client acquisition or retention rates, for instance, might be taken into consideration. One way to tell is to look at the amount of "likes" and "unlike" and other social media slang terms. The right use of this technology can also assist to discourage people from spreading misleading information and increase the value of brand. Restaurants who use social media platforms appropriately are nearly likely to see an increase in their bottom line because of this research. More money, larger consumer bases, and greater efficiency may be achieved by those that use social media appropriately. To find out if social media may help companies enhance their financial performance, Bilal and colleagues conducted research in this area. Text mining was used to obtain and evaluate evidence from social media platforms such as Facebook, Twitter, blogs, and business websites. Between January and March of

this year, 150 publicly listed companies participated in the survey. Because social media platforms have a significant influence on a company's financial performance, the usage of social media strategies is strongly tied to the company's financial performance. According to the findings, a company's financial success might be influenced by the way it utilizes social media platforms.

How social media affects a company's bottom line

To understand the link between social media and the financial performance of many firms, it is best to look at it through the lens of social media. A company's financial performance was examined because of this platform's utilization. For (Schniederjans et al., 2013) and Cao to do this was a big deal. Based on study conducted between January and March on 150 publicly listed firms, it was revealed that businesses that employ social media strategies do better financially. Social media has a significant influence on a company's financial success.

According to a recent study, social media has a significant influence on the profitability of enterprises. A wide variety of phenomena in their natural environments are examined through the lens of ecological and interpretative methodologies. To get a better understanding of how social media platforms might be utilized to improve advertising and branding, researchers employed inductive analysis to identify common themes and patterns. Social media is widely used by most businesses to generate positive word-of-mouth about their products, according to the findings of the research. Because of this, loyal clients are pulled back to their favorite restaurants and shops. It goes to demonstrate that a company's usage of social media may have an impact on its performance and productivity. If a company's financial strength is being evaluated, it might be compared to the company's customer service or client relations. As a company's costs continue to fall, it becomes increasingly more critical that it maintain its financial stability and cultivate positive connections with its clients. Additionally, customers may obtain free information about their product or service. Even though many individuals were used to establish the link between social media and corporate success, the improvement in performance may be noticed immediately. The restaurant's performance should increase if efficient social media utilization is implemented.

Social media's impact on customer performance is enormous.

Customers and companies can better interact with one another thanks to social media platforms like Facebook and Twitter. According to those who participated in the poll, social media has a positive

impact on businesses and specific brands. The effectiveness of Facebook pages as a marketing tool is directly proportional to the number of likes and comments they receive. It has been asserted that social media facilitates communication between firms and their clients. To influence customers and establish brand loyalty, customer interaction is essential. New consumers and current customers alike benefit from this strategy.

Using social media to disseminate information is also an excellent idea. A virtual trading platform may now be set up via social media, allowing it to reach more individuals and more markets, thanks to new technology. (Nisar & Whitehead, 2016) also claimed by academics that these platforms allow customers to express their opinions about a company's items in public remarks. When a company makes a good impression and excites its customers, they are more inclined to buy from them. Customers who disseminate information on social media are more likely to leave if they have a bad experience. There is so much information available on social media that customers have become researchers. Before making a transaction or purchasing something, customers examine the reviews. Customers are more likely to trade for a product or service that has received favorable reviews.

The impact of social media on a company's image

One of the most powerful ways to influence public perception is to utilize social media (Boulianne, 2015). An international airline company's 3531 clients were surveyed by Dijkmans and a group of friends. People's interest in the company's social media activities and how they viewed the company's reputation were analyzed by researchers. In addition, a company's reputation is directly impacted by the speed with which it reacts to consumer complaints and compliments on social media. Study conducted on German and American participants indicated that consumers' opinions of a company's reputation are influenced by the speed with which it reacts to criticism and queries on social media. Social media interaction is seen as a positive for a company's reputation by the public. Businesses are increasingly turning to social media as a means of conducting business, as interactive development and social media's popularity have increased over the past decade. Social media and video-streaming networks such as YouTube are often used by businesses for marketing purposes, according to (Szwajca, 2017). Photo networks or geolocation or corporate blogs aren't used by them. Using social media in an unprofessional or impulsive manner may damage a company's reputation, thus firms that utilize it monitor staff communications. Inaccurate information posted by workers may lead to legal action against the organization, according to prior studies. Reputational damage has been done to the

business. These tactics claim that workers are expected to utilize social media in their personal life in accordance with established norms(Walsh et al., 2017).

Research gaps

Even though positive evaluations on social media may help restaurants generate money, the restaurant business has not given much attention to how social media can benefit its marketing and performance. It has not been properly examined how employing social media to cover a research gap might benefit a restaurant. Comprehensive study is needed beyond just looking at how social media is used in restaurants to understand the full impact that it has on that business. In the study now being discussed, social media can influence eateries. Five eateries in Colombia were the focus of the investigation. The article also included some tips on how to best utilize social media to promote restaurant goods and services. This paper's examination of the literature reveals a substantial connection between corporate performance and the usage of social media. This project's evaluation of past research led to these new hypotheses.

H1: The restaurant sector is greatly influenced by the widespread usage of social media.

H2: Revenues can be increased by boosting social media presence.

Research methodology

Research design and duration

Cross-sectional research was used to examine the influence of social media on Colombian restaurants. Researchers conducted an exploratory investigation, which was shown to successfully fill the gap in their expertise. There were 26 days in the research, from January 5th to January 31st, 2017.

Research population and sample

Restaurants in Colombia are included in the study sample. An internet search on five restaurants, including Arrooz Antiqueno, Restaurant Hong Kong and Colombia, Bruetti Colombia, Parriella Colombia, and Indio, was conducted to meet the study's goals. The restaurant must be able to provide an online breakfast service to be considered for inclusion. Bogoda, Colombia is home to all these eateries. As a result, many online customer evaluations were gathered and thoroughly analyzed for the purpose of this research. Each restaurant in Bogoda had 46 reviews examined at the end of the five-month research period. This amounted to 180 reviews in a short amount of time.

Data collection

Surveys across a wide range of professions and subjects benefit greatly from the use of websites. Data was gathered from restaurants where a comparison was made between the breakfast options and branch services supplied based on social media evaluations of each company's profiles. It was necessary to examine each restaurant's performance statistics rigorously for the five eateries. Each restaurant's Google review was considered. A company's results based on customer reviews are especially important since they build an image of the company in the customer's eyes (Büschken & Allenby, 2016). It is advised that data gathering methods on customer evaluations be utilized cautiously when assessing the influence of online trends like social media (Engler et al., 2015). As a result, many online consumer evaluations were analyzed in detail.

Data analysis

Text mining was used as an early data analysis method. For Lau, Lee, and Ho (Lau et al., 2005), text mining differs from a more typical qualitative technique in that conclusions are taken from a population-representative sample rather than an entire dataset. The data was organized, processed, and presented in tables in a logical fashion. Overall hotel star ratings were studied, as well as the gender of reviewers, costs, quality of food, cleanliness, internet services, and varieties of cuisine supplied. The study also looked at whether a certain restaurant's social media platform will grow. It was also examined whether the restaurants had a website that included a menu, location, deals, contact, and complaints information (Al-Afifi et al., 2015).

Results

It is a huge honor for the chef and owner of the restaurant to be included in the Michelin Guide Rouge. Notoriety rises because of acknowledging one's achievements and garnering attention from the media. Experts in this field play a critical role. The reputations of chefs and restaurants were shaped by their views. On the one hand, the restaurant 1 had the highest star rating for age, whilst eateries 3, 4, and 5 received the same rating. While the reviewers reported a 3.2 gender ratio at each establishment, they believed restaurant 2 had the best food selection and the highest level of service(Keinert, 2008).

As can be seen in Table 2, a social media profile analysis indicated that Restaurant 2 has a website with information such as a menu, address, contact information, and reviews. The fact that so many of these establishments now provide their services through the internet is a significant finding. However, Restaurant 5 is only able to provide its location and images online. However, not all restaurants provide the full range of these services to their customers. A few eateries are in the process of creating social media accounts for their customers. Restaurant 2 has the most stars, while Restaurant 5 has the fewest. Restaurant 2 is shown to give the best results in terms of cleanliness, food quality, and a positive working atmosphere, whereas Restaurant 5 delivers the worst results. When it comes to the variety of cuisine served, Restaurant 5 does not fall behind. Compared to Restaurants 1 and 4, Restaurant 5 has a wider range of options. Restaurant 2 was found to have a favorable reputation based on the results. Restaurant 5 was panned by many reviews for its shortcomings. Restaurant 2 is more popular with reviews than Restaurant 5, for example (Table 2).

For the most part, shoppers in Colombia turn to the well-known names in a wide range of commercial fields. There is a gap between brand-obsessed culture and brand-obsessed individuals, yet they are aware of the brands and utilize them. According to the findings, it is necessary to establish the trend rather than just follow it. Because they are a brand, they care about what they buy.

Table 1:Restaurants' Total Star Rating

	Age	Gender (ratio)	Varity of food %	Quality of service %	Price %	Stars (ratio)	Environment of restaurant %	Cleanness of the restaurants %
Restaurant 1	31	3.2	55	47	53	3	77	60
Restaurant 2	30	3.2	72	67	70	5	80	90
Restaurant 3	29	3.2	62	53	70	4	53	85
Restaurant 4	30	3.2	57	50	63	4	53	80

Restaurant 5	30	3.2	53	53	67	3	57	75

Table 2: Social media profile

	Menu Available Online (%)	Location (%)	Picture (%)	Offers (%)	Contact (%)	Complaints (%)
Restaurant 1	2	3	2	2	2	1
Restaurant 2	3	4	3	3	3	2
Restaurant 3	2	3	2	3	3	1
Restaurant 4	2	3	2	2	1	2
Restaurant 5	2	3	2	1	1	1

conscious. The findings support the hypothesis that social media use has a substantial impact on the restaurant business. To increase sales, restaurants make a significant investment in their online presences. The data used to compile these findings is unbiased because it was gleaned from reputable online consumer evaluations. Most reviews were written by people in their late 20s and early thirties; this makes the findings more trustworthy.

Discussion
An in-depth analysis of social media's impact on restaurants is provided in this study. According to an online poll, social media is a great way to promote and advertise business and products. There is no doubt that social media advertising and customer service are effective in their functions as branding and marketing tools. According to past research, companies that use social media platforms reap both substantial profits and long-term client loyalty (Nisar & Whitehead, 2016). online evaluations may show that Facebook and Instagram "like" were directly tied to sales of the restaurant's products. Getting an Instagram like on a food photo and putting it on the menu has been demonstrated to attract more customers, according to studies and reviews in the general public More "Instagram" likes usually to signify that the goods did not actually satisfy its clients on social media. To attract more customers, product quality, attractiveness, and appeal may be improved by using these likes. In the case of a cake that obtains a low number of likes, the chef could consider reducing production. This would lead to lower prices and less waste in the long run.

The number of likes an Instagram photo of a menu item receives may help a restaurant attract more guests, based on public ratings. Facebook and Instagram likes are often a sign that a product isn't

appealing to buyers. When there are less likes on a fresh photo, the chef may utilize that information to improve the product. The findings show that Colombian restaurants are making good use of social media as a tool for online promotion. Customers may be reached via social media giants like Facebook and Instagram for online advertising as well as customer service and brand management. Customers in Colombia are said to be convinced of the quality of their items by using social media. Using social media in the right way is thought to increase the likelihood of customers making a purchase (Guesalaga, 2016). As a result, the use of social media is thought to encourage consumers to make purchases (D. Kim et al., 2015). (D. Kim et al., 2015) feel that social media platforms such as Instagram and Facebook are used to deceive clients. Because of this, restaurants must use social media to influence their clients. Restaurants that offer online services including menus, locations, photographs, and customer support are ranked better than those that don't offer these features. According to (Trainor et al., 2014), social media can elicit good feelings in its users. Many social media users are heavily impacted by online trends, even though this is not scientifically verified. Consequently, customers could unwittingly make purchases they wouldn't otherwise make. As a result, it should come as no surprise that the firm enjoys a strong reputation on social media. High-quality items, efficiency, growing profitability, substantial sales, and excellent customer evaluations may be seen in restaurants that rely heavily on social media to sell their products.

Limitations and recommendation

Certain restrictions apply to this study. The study, for example, fails to draw a causal link between the usage of social media and the financial success of restaurants. Furthermore, this study relied on internet searches for data gathering, although face-to-face interviews have been shown time and time again to be valuable in research. Researcher-respondent contact is also enhanced by doing face-to-face interviews (Comi et al., 2014). The interviewee's confidence in the interviewer may lead to more honest and genuine data from the original data source. Customers utilizing social media and restaurant marketing staff should be interviewed face-to-face in future research to enhance service and boost profit. In addition, restaurants might provide unique meals for regular clients who follow them on social media. Collaboration with other restaurants to share patrons might be extremely beneficial for both parties. Finally, surveys done on social media are a good method for creating menus and obtaining accurate input, as demonstrated in this study.

Conclusions

According to the findings of the research, restaurants can effectively sell, brand, and provide customer service using social media. By integrating social media in their marketing strategy, restaurants may reap the benefits of increased revenue and improved customer relations. To have a better understanding of the subject matter, extra research is needed, including in-depth interviews and a questionnaire. It is important to study how social media affects business when rivals utilize social media platforms to learn about one other. As a result of this research, more studies on the influence of social media on other industries, such as tourism, should follow suit. Finally, according to the findings, correct usage of social media might have a good impact on the sector.

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