THE IMPACT AND EFFECT OF SOCIAL MEDIA VIA MAJOR SOCIAL MEDIA PLATFORMS ON RESTAURANT SELECTION IN THAILAND

BY

MISS VORAPIN NAOVARATANOPHAS

AN INDEPENDENT STUDY SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE DEGREE OF MASTER OF SCIENCE PROGRAM IN MARKETING (INTERNATIONAL PROGRAM)

FACULTY OF COMMERCE AND ACCOUNTANCY

THAMMASAT UNIVERSITY

ACADEMIC YEAR 2014

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ENTITLED

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was approved as partial fulfillment of the requirements for
the degree of Master of Science Program in Marketing (International Program)
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Independent Study Title	THE IMPACT AND EFFECT OF SOCIAL MEDIA VIA MAJOR SOCIAL MEDIA PLATFORMS ON RESTAURANT SELECTION IN THAILAND
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Independent Study Advisor	Professor K. Douglas Hoffman, Ph.D.
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ABSTRACT

The impact and effect of social media via major social media platforms on restaurant selection in Thailand has been chosen to be a part of contemporary topic in applied marketing in the area of technology. This research aims to understand users' attitudes and usages of social media on restaurant selection and to explore the factors influencing dining intention. The research was conducted both exploratory and descriptive research. From the exploratory research, top three social media in Thailand are Facebook, Twitter and Instagram. However, Twitter seems not be effective for restaurant industry. Therefore, descriptive Research focused only Facebook and Instagram. Survey was conducted online and analyzed by SPSS. The number of qualified respondents, social media users who go to restaurant at least once a month, is 265. From the findings, respondents have positive attitudes toward social media. They agree that social media are fast and convenient channels to get information. They mostly explore feeds more than post, share and search on social

media respectively. In the exploration stage related to restaurant selection, media channels affect following behaviors more than creators. Social media users explore new interesting restaurants by following Facebook pages while less following Instagram. The attractive posts for social media users are photos of foods and restaurant decorations also. When they interested in restaurants on social media, they will search for more information from restaurant directory websites and online communities before making decision. In the last stage, customers would advocate restaurants by posting photos taken in restaurants on social media.

Keywords: Social media, Restaurant selection

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Vorapin Naovaratanophas

TABLE OF CONTENTS

LIST OF TABLES

LIST OF FIGURES

CHAPTER1
INTRODUCTION

Social media are websites and applications that enable users to create and share contents or to participate in social networking (Oxford Dictionaries). Social media allow people to share photos, information and ideas in virtual communities and become an integral part of people daily lives networks (Kaplan, 2010).

Due to the growing number of social media platforms, people have many choices of platforms to use. But only few of them are accepted from the mass. According to the research, the world most popular social network, Facebook, has already reached 1.35 billion users, followed by Qzone (Chinese social media platform), Google Plus, LinkedIn, Instagram and Twitter respectively. (Statista.com, 2014)

- Facebook - 1.35 billion users
- Qzone - 629 Million users
- Google Plus - 342 Million users
- LinkedIn - 332 Million users
- Instagram - 300 Million users
- Twitter - 284 Million users

The most used social media platforms in Thailand are quite similar to the world's. Facebook is most used platform with 28 million users that are equal to 42% of Thai population. The second most used platform is Twitter, and the third is Instagram (Zocial Inc., 2014).

- Facebook - 28 million users
- Twitter - 4.5 Million users
- Instagram- 1.7 Million users

Age range that has highest usage rate on social media is 18 – 34 years. The age between 18 – 24 years old spend longest usage duration on computers follow by the age 25 – 34 years old. On the other hand, people who are 25 – 34 years olds spend longest usage duration on mobile websites and applications followed by the age 18 – 24. (Nielsen2012). In Thailand the average time spent on social media is 3.7 hours per day, the third most in the world (Zocial Inc., 2014).

People can engage with others through social media. In Thailand, type of post that people post most is photo, 57% of total posts on Facebook. The second most popular posts is check in post 33%, followed by links 21%, video 3% and status 2% (Zocial Inc., 2014).

In addition, there is a considerable relationship between photo posts and foods. The research from 360i has shown that the number one top type of photo cliché taken by users is food and drink photo. It is counted for 60% of people have taken photos (360i, 2011).

Moreover, social media can affect dining behavior of users. According to the research of National Restaurant Association of America's 2011, social media users dine out more frequently than non-users. The research found that 92% of consumers who frequently use at least one service such as Facebook, foursquare and Yelp dine at a full-service restaurant at least once a month.

It is beneficial to understand user insights in this high growth and the most engaging channels to leverage business strategies in restaurant industry. This study provides understandings of attitudes and behaviors of social media users in choosing restaurants and also identifies key factors that affect their decision.

The research was conducted with social media users who often have dinning out in Thailand. Key findings from this study will help restauranteurs and other related businesses enhance their marketing strategies to encourage dining intentions.

1.1 Area of this Study

This study is a contemporary topic in applied marketing and focus on area of technology opportunities, the Social media.

1.2 Purpose of the Study

The research design was guided by these following objectives.

1.2.1 To identify relationship between target groups and social media

1.2.1.1 Their attitudes, perceptions and benefits toward using social media to select a restaurants

1.2.1.2 Their behaviors on using social media to select a restaurant

1.2.1.3 Their behaviors on sharing restaurant experiences on social media

1.2.2 To identify attractive posts on social media for Dining intention

1.2.1.4 Style of contents

1.2.1.5 Types of visual illustrations

1.2.3 To identify potential characteristics of target on each medium type

CHAPTER 2
REVIEW OF THE LITERATURE

2.1 Impacts of social media

"Social media can leverage marketing communication. Only one person can communicate to hundreds or even thousands of other people with in a minute. The impact of consumer-to-consumer communications has been greatly increased in the marketplace (Mangold, 2009)".

The most used social media is Facebook. It becomes the most popular platform due to it has highest number of visitors compare to every websites (Dev, 2010). And people in united state also spend time on it most (Nelson, 2010).

Many businesses link social media to their online channels. For example, they embed Twitter's and Facebook's "Share" buttons in their own websites. These can rapidly spread the messages from their website (Kwok, 2013).

Social media create an opportunity to reach the customers easier and play important roles in consumer decision process. Moreover, social media can create awareness, provide information, form opinions and attitudes (Mangold, 2009).

2.2 Decision process

The most recognized model of buying decision by Engel et al in 1995 explains consumer behaviors in five stages.

Figure 2.1 Buying decision process (Engel et al, 1995)

Problem or need recognition - The first stage that customers recognize their problem or need.

Information search – At this stage, customers try to find out their best solution through many sources of information.

Evaluation of alternative – Customers evaluate their different choices on the basis of varying attributes. The complexity of this stage depends on types of products, high or low involvement.

Purchase decision – Buying stage, the purchase takes place in. However the decision would change by negative customer feedback and unanticipated situations. (Kotler, 2009)

Post purchase decision – The last stage indicates customer satisfaction. If customers are satisfied, it would create brand loyalty.

Focusing on online behavior specifically, based on "The RACE Digital Marketing Planning Framework" developed in 2010 by Smart Insights. Online customer lifecycle is explained through 4 stages of funnel, Reach - Act - Convert - Engage. These four steps help brands engage their customers (Dave Chaffey, 2012).

Reach - Reach is in the exploration stage of buyers. It involves building brand awareness. The products or services can build traffic by sharing to other networks and influencers to draw visitors to the content hub. Key measures in this stage are unique visitors, value per visit and fans or followers.

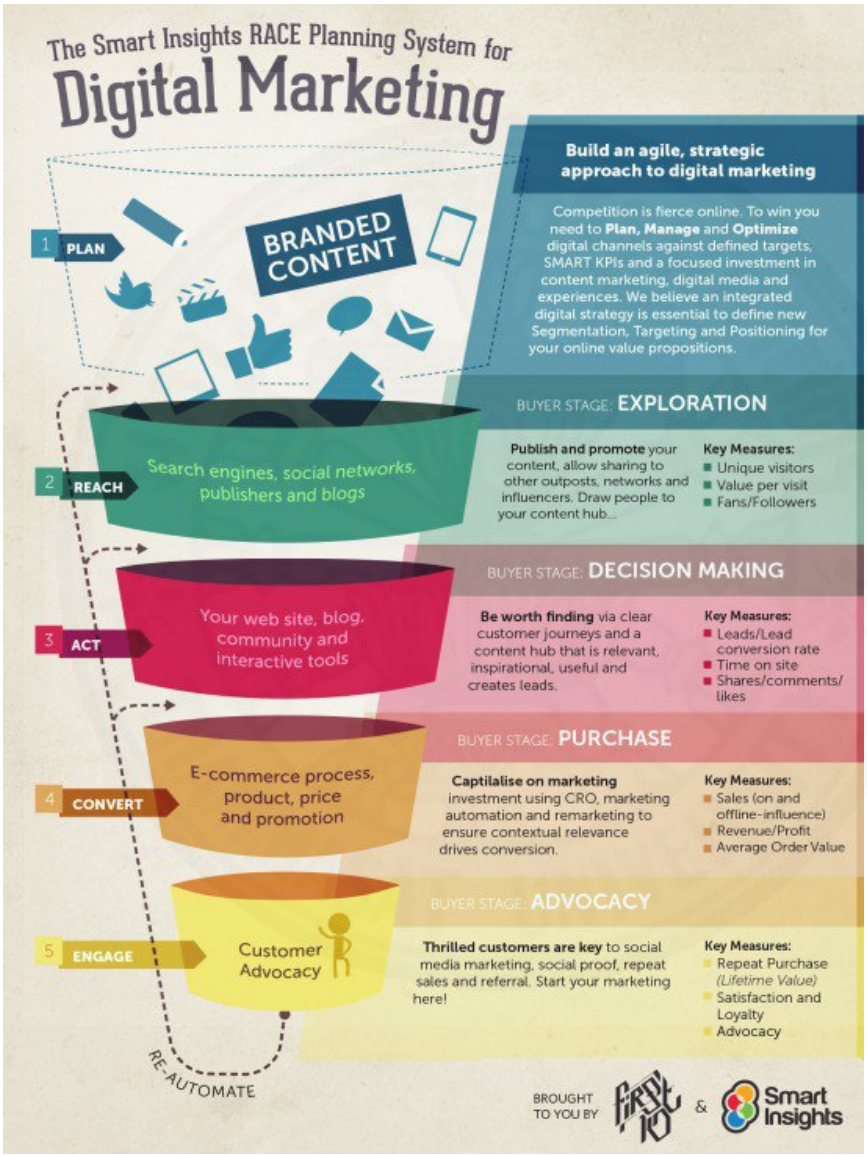
Act – It is in the decision making stage of buyers. Act is short for interact. It is about persuading site visitors and prospects to make decision into the next step to purchase. People would search more about the products or services such as read a review in websites, blogs, communities and other interactive tools. Key measures in this stage are leads or lead conversation rate, time on site, shares, comments and likes.

Convert – Convert is in the purchase stage of buyers. It involves getting the visitors to take the most important step and convert from visitors to customers. The payment can be taken both via online, E-commerce transaction and offline. Key measures in this stage are revenue, profit, and unit sold.

Engage – Engage is in the advocacy stage of buyers. It develop long- term relationship with customers and create customer loyalty and repeat purchases by

communicating trough online media such as website, email and direct interactions to create lifetime value of customers. Key measures in this stage are repeat purchase, satisfaction, loyalty and advocacy.

Figure 2.2 The RACE Digital Marketing Planning Framework (Dave Chaffey, 2012).



2.3 Factors influencing restaurant selection

According to Lewis (1981), the attributes were categorized in five factors which are food quality, menu variety, price; atmosphere and convenience factors. The most important factor in his research is food quality. Another research by Auty's (1992)

classified the factors to ten factors which consist of food type, food quality, value for money, image and atmosphere, location, speed of service, recommended, new experience, opening hours, and facilities for children. Top five of important factors in his research are food type (71%), food quality (59%), value for money (46%), image and atmosphere (33%) and location (32%)

CHAPTER 3
RESEARCH DESIGN

3.1 Research methodology

The research was conducted in two stages, exploratory research and descriptive Research. Exploratory research helped us to understand various aspects of user insights in order to determine elements of social media that would affect dining intention. Descriptive Research then helped to clarify and confirm the results from exploratory research yielding the conclusion of all findings. Both exploratory research and descriptive research were designed to answers 3 main objectives.

3.1.1 Exploratory research

In this type of research, secondary research and in-depth interview were conducted to provide a better understanding of the insight and behavior of our target respondents, restaurant customers who use social media.

3.1.1.1 Secondary Research: Secondary research was conducted to see the current overview of social network and restaurant industry. The source of information of secondary data is mostly the fact and data that is helpful in both in-depth interviews and questionnaire design

3.1.1.2 In-depth interviews: The face-to-face in-depth interviews were conducted with ten participants. They are both users and Content creators or providers on social media who are restaurant owners, food bloggers, and founders of restaurant guide websites and mobile applications. The interviews were conducted to gain information from their perspectives and experiences on the topic of ***impact and effect of Social media via major platform on restaurant selection*.**

The result was used to develop questionnaire for descriptive research in a later stage. The in-depth interviews helped to explore

(1) Major social media platforms that are often used for restaurant industry
(2) The difference, strength and weakness of each media channel for restaurant industry
(3) The key factors that influence dining intention through social media

3.1.2 Descriptive Research

Quantitative Methods:

The data was conducted by using questionnaire to quantify the research result in figure, percentage and ranking. The results were measured to represent the overall population. The questionnaire was designed based on the results from exploratory research and the questionnaire consists of both nominal and interval scale such as Likert scale. The data were collected mainly online via Survey Monkey, online survey software. The results will be analyzed and interpreted with Statistical Package for statistical analysis in social science (SPSS) software packaging and Microsoft Excel.

The questionnaire was designed to describe:

3.1.2.1 To identify relationship between target groups and social media

(1) Their attitudes, perceptions and benefits toward using social media to select a restaurants

(2) Their behaviors on using social media to select a restaurant

(3) Their behaviors on sharing restaurant experiences on social media

3.1.2.2 To identify attractive posts on social media for Dining intention

(1) Style of contents

(2) Types of visual illustrations

3.1.2.3 To identify potential characteristics of target on each medium type

3.2 Sampling Selection

3.3.1 In-depth interview

Sampling technique: Convenience sampling

Sample size: ten participants, four participants for social media users and six for restaurant Content creators or providers on social media who have high experience in this industry

Time frame: December 2014

Table 3.1 In-depth interview respondents

Type of respondents	No. of participants	Detail of respondents
Social media users	4	Those who use social media such as Facebook and Instagram on daily basis and go to restaurant frequently
Food Bloggers	2	Eat With Pete and Eat Lek Lek, bloggers who have many media channels
Food guide websites and mobile applications	2	Founders of Wongnai and Ginraidee who have experience about restaurant review in many channels (websites, mobile applications, Facebook, Instagram and Twitter)
Restaurant owners	2	Restaurant owners of See Fah restaurant and If It Is restaurant that have their official page on Facebook
Total Respondents	10	

3.2.2 Descriptive research

Sampling technique: Convenience sampling

Sample size: Total number of the participants is 301 and number of qualified participants is 265.

Time frame: March 2015

3.3 Data collection

3.3.1 In-depth interview

Data collection: Face to face interview

Approximate duration: 15 minutes each

Interview locations: Bangkok

- Siam Paragon
- Thammasat university

3.2.2 Descriptive research

Data collection: Online questionnaire *(see Appendix A)*

Approximate duration: less than ten minutes each

Survey Distribution: Online questionnaire URL via Survey Monkey, online survey software, was distributed over the Internet by

- Personal connection via Facebook and Line application

- Online communities such as food forum in Pantip.com and Dek-D.com

Questionnaire was divided in to 4 parts:

- Part1: Screening question
- Part2: Attitudes and behaviors toward social media in general
- Part3: Attitudes and behaviors toward social media on restaurant selection
- Part4: Profile of respondents

3.4 Data Analysis

The results from in-depth interviews were used to design the questionnaire. All of the analyses were done through Statistical Package for the Social Sciences (SPSS) and Microsoft Excel software program to interpret and analyze data.

The results are analyzed to see the overall picture of users by focusing on behaviors and attitudes toward social media, what are the important factors they concern, segments that can be categorized and also the differences between subgroups and segments. The methods of analyses include frequency comparison, cross-tabulations and Chi-square tests, mean comparison, one-way ANOVA, factor analysis and two-step cluster analysis.

CHAPTER 4
RESEARCH RESULTS AND ANALYSIS

In this study, both exploratory research and descriptive research were conducted. Besides retrieving information from the results of exploratory research, results and findings from secondary research and in-depth interview, they are also used to design the questionnaire for the descriptive purpose. The analysis of descriptive research was done by software of statistical analysis in social science (SPSS). The data and results were analyzed and interpreted to answer the three objectives.

4.2 Results from in-depth interview

There consist of ten participants in the in-depth interview. They were separated to two groups, target users and Content creators or providers. Target users those who use Social media via many platforms such as Facebook, Twitter and Instagram on a daily basis and also go to the restaurant at least once a week. For Content creators or providers, they have many channels of media to provide restaurant information and have experience more than five years in restaurant industry.

4.2.1 Findings from target users

There are four participants in this group. In terms of demographics, they live in Bangkok area and age between 25-35 years old. All of the participants liked at least one of Facebook page of restaurant, food blogger or food guide and three of them are following at least one of restaurant account, food blogger or food guide on Instagram. None follows Twitter account related to restaurant information although in Thailand Twitter has higher number of users than Instagram. The reason behind is the style of contents of twitter. People mostly tweet texts, hardly have visual illustrations and the users also do not expect to see photo on Twitter. On the other hand Instagram focuses only photos and VDO that are easier to appreciate contents related to a restaurant for example an appetizing food photo or nice restaurant decoration.

According to the interviews, behaviors when participant choose restaurants can be described by RACE model, Reach-Act-Convert-Engage *(see figure 2.2)*. Social media reach them in the first stage, exploration, to create awareness and interests. If the contents look attractive, they would search for more information in restaurant review

websites and online communities before making decisions. Moreover, after dining or purchase stage, they would advocate the restaurants by posting or sharing information about the restaurant that they are impressed. The participants often post photos of themselves, foods, decoration and atmosphere in the restaurant they like.

For the factors that they concern when choosing a restaurant are both product (food) and service. When they have not had any experience of their choices of restaurants before, their decisions are based on the tangible clues, both visual and descriptive. Visual clues are an appearance of food, service scape, restaurant decoration, location, contact personal and other customers. Descriptive clues are explanations of taste, cleanliness and service.

4.2.2 Findings from Content creators or providers

There are six participants in this group, the content creators or providers who have high experiences in this industry. Two are restaurant owners, two are food bloggers and the rest are founders of restaurant guide website and mobile application *(see Table 3.1).*

The most used social media platforms are Facebook and Instagram. Facebook is the best in reaching the audiences due to the high number of users. Instagram seems get higher percentage of engagement by its simple visual illustration system and interface. For Twitter, according to in-depth interviews, It is not that popular and effective. It conforms to the results of in-depth interview of target users that was mentioned earlier. For two popular platforms, Facebook and Instagram, there have different limitations. Facebook has an algorithm to select which posts will be fed to whom. Especially for Facebook page that has lower rate of reach than general account unless the page buys Facebook advertising. For Instagram which is free and has high percentage of engagement, users cannot create photo album to group their photo together like Facebook. In addition, Instagram user also cannot post any URL that can link to the additional information of that restaurant. However Instagram can link to other posts by using hashtag (#) that group photos together.

When comparing Social media platforms to other online platforms such as websites and mobile applications. Social media are not highly adjustable for the format of information. However social media give an opportunity to feed information to users without searching. All of the participants agree that they still need their websites to

be a content hub which provide informative contents about particular restaurant. And official websites of restarants and restaurant guides should be easy to find on search engines when the users already have intention to go to the restaurants but have not decided yet. At the same time, based on this interview, Content creators or providers also need social media channels such as Facebook page and Instagram account to create awareness and interest to draw people to their content hub.

To create customer advocacy and engagement between their brands, Content creators or providers often organize online events or marketing campaign to attract people to engage with their social media channels and also create word of mouth and social proof by spreading information of restaurant to their friends, for example, the restaurant will give discount to people who posts or share photo about the restaurants.

4.3 Results from Descriptive Research

According to the in-depth interviews, social media platforms that were chosen to analyse in descriptive research are Facebook and Instagram. The scopes of analysis for descriptive research are frequencies, cross-tabulations, means and standard deviations, differences between groups and correlations. The total respondents are 301 respondents. 36 unqualified respondents consist of 11 respondents who have not used any Facebook or Instagram and 25 respondents who go to restaurant less frequently than once a month.

4.3.1 Respondent profile

4.3.1.1 Demographic profile

From the data set of 265 respondents, 61% of respondents are female. 55% of respondents age between 25-34 years old, 20% age between 35-44 years old and 15% age between 18-24 years old. Nearly 80% of respondents are single *(see Appendix B).*

4.3.1.2 Respondent status

51% of respondents are studying or have completed master degree. 43% of respondents are studying or have completed bachelor degree. 46% of them are full time officers or managers and 19% are proprietor. The income level ranges between 35,001-50,000 Baht 20%, 24,001-35,000 Baht 19%, 50,001-80,000 Baht 16% *(see Appendix B).*

4.3.2 Behaviors on social media

99% of respondents use Facebook, 70% use Instagram and 69% use both Facebook and Instagram *(see appendix C)*.

The results form chi-square method have shown that It has difference between people who use and not use Instagram. Instagram usages have correlation with almost every dimension of demographic characteristics. There moderately correlate with marital status (Chi-square = 31.565, $p < .000$, Cramer's V = .345), age range (Chi-square = 30.162, $p < .000$, Cramer's V = .337) and income levels (Chi-square = 19.035, $p < .008$, Cramer's V = .268). And There weak correlate with gender (Chi-square = 11.696, $p < .020$, Cramer's V = .210), and education (Chi-square = 10.089, $p < .001$, Cramer's V = .195).

There have three interesting points about demographic profiles of Instagram users and non-users. Firstly, Instagram users have higher percentage of female and single users than non-users who use only Facebook. And the last, percentage of age range between 18-34 years old is also higher than non - users (see Table 4.1).

Table 4.1 Demographic characteristics of respondents of Instagram users and non-users

Variables		Users		Non-users	
		N (178)	%	N (87)	%
Sex	Male	58	32.6%	46	52.9%
	Female	120	67.4%	41	47.1%
Age	18-24 years old	29	16.3%	0	0.0%
	25-34 years old	113	63.5%	12	13.8%
	35-44 years old	29	16.3%	25	28.7%
	45-60 years old	6	3.4%	17	19.5%
	Over 60 years old	1	.6%	1	1.1%
Marital status	Single	157	88.2%	51	58.6%
	Married	21	11.8%	34	39.1%
	Others	0	0.0%	2	2.3%

Usage Frequency: 94% of Facebook users use Facebook at least once a day. Nearly 60% of them use Facebook more than three times per day and 29% use Facebook more than eight times per day. While 56% of Instagram users use Instagram at least once a day. 24% use Instagram more than three times per day and only 11% of them use Instagram more than eight times per day. Facebook seems to reach the users more frequently than Instagram but the most of the times users use both Facebook and Instagram are 1-3 times per day *(see appendix D)*.

Duration per usage: 46% of Facebook users spend 5 to 15 minutes each time on average. 24% spend more than 15 minutes to 30 minutes each time on average. 48% of Instagram users spend 5 to 15 minutes each time on average. 33% spend less than 5minutes. Overall, users spend time on Facebook longer than Instagram, However, the duration that users use both Facebook and Instagram are 5-15 minutes *(see appendix E).*

Activities on Facebook: According to the result by comparing means, 'check new feed on Facebook' matches with users' behavior most (mean = 5.94). 'Click the links posted by friend and page on Facebook' somewhat matches with their behavior (mean = 5.10 and 4.74). On the other hand, 'post video on Facebook' and 'Search on Facebook' quite do not fit to their behavior (mean = 2.74 and 2.56) *(see Appendix E).*

Activities on Instagram: For Instagram users, 'see others post on Instagram' matches with users' behavior (mean =5.50). 'Post a photo on Instagram' somewhat matches with their behavior (mean =5.15) but 'post video on Instagram' does not fit to their behavior (mean =2.80) (see Appendix F).

4.3.3 Dining out frequency

83% of respondents go to the restaurants at least once a week and the majority of them, counted for 62%, go to the restaurant one to three times a week. According to the results of cross-tabulation analysis, it has shown that there has difference between groups of income levels with moderate correlation with dining out frequency. The respondents who have higher income tend to go to the restaurant more frequently *(see table 4.2).*

Table 4.2 Association between dining out frequency and income levels

Dining out frequencies		Average personal income/month (Thai Baht)								Total
		8,000 & below	8,001-15,000	15,000-18,000	18,001-24,000	24,001-35,000	35,001-50,000	50,001-80,000	> 80,000	
Less than once a week	N	4	7	6	10	6	5	7	1	46
	%	25.0%	50.0%	42.9%	27.8%	12.0%	9.4%	16.3%	2.6%	17.4%
1-3 times /week	N	8	7	6	22	30	43	24	23	163
	%	50.0%	50.0%	42.9%	61.1%	60.0%	81.1%	55.8%	59.0%	61.5%
More than 3 times /week	N	4	0	2	4	14	5	12	15	56
	%	25.0%	0.0%	14.3%	11.1%	28.0%	9.4%	27.9%	38.5%	21.1%
Total	N	16	14	14	36	50	53	43	39	265
	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-square = 45.478, $p < .000$, Cramer's V = .293

4.3.4 Behaviors in online media related to restaurant selection

According to in-depth interviews and secondary research. Social media involve in three stages of behaviors in RACE model, exploration and Instagram Account, decision-making and advocacy *(see Figure 2.2)*.

4.3.4.1 Exploration stage - Reach

To explore something people are interested, they are likely to follow Facebook pages or Instagram Accounts that related to their interests. Based on research results, users tend to follow restaurant guide and food bloggers' pages on Facebook most (mean = 4.05), Followed by restaurants' Facebook pages (mean = 3.98) but hardly follow restaurant guide and food bloggers' and restaurants' account on Instagram (mean = 2.78 and 2.63) (*see Table 4.3)*.

Social media platforms seem effect following behaviors more than types of creators. Respondents tend to follow pages on Facebook more than follow accounts on Instagram. However, when focusing on types of Content creators or providers, restaurant guides and food bloggers seem more effective than official restaurant pages or accounts. And the following behaviors are not related to dining out frequency.

Table 4.3 Respondents' behaviors on following content creator through Facebook and Instagram

Rank	Following behaviors	Compare means		Top 2 box scores		
		Means	Std. Dev.	Level of Correspondence	N	%
1	Follow restaurant guide/ food bloggers' pages on Facebook	4.05	1.64	Not match	51	19.2%
				Neutral	154	58.1%
				Match	60	22.6%
2	Follow restaurants' pages on Facebook	3.98	1.68	Not match	55	20.8%
				Neutral	158	59.6%
				Match	52	19.6%
3	Follow restaurant guide / food bloggers' account on Instagram	2.78	1.85	Not match	135	50.9%
				Neutral	102	38.5%
				Match	28	10.6%
4	Follow restaurants' account on Instagram	2.63	1.80	Not match	143	54.0%
				Neutral	100	37.7%
				Match	22	8.3%

4.3.4.2 Decision-making stage - Act

When the respondents would like to find a restaurant or evaluate their alternatives, they will search more information in details. Most of the respondents search information from food guide and review websites such as Wongnai.com and EDT

guide.com (mean = 5.05), followed by online communities such as Pantip.com (mean = 4.82) and official restaurant websites (mean = 4.46). They search restaurant information less on mobile applications (mean = 3.71) and Facebook (mean = 3.69) and they rarely search information about restaurant on Instagram (mean = 2.57) *(see Table 4.4)*.

Table 4.4 Information search behaviors on Facebook and Instagram (N = 265)

Rank	Information search behaviors	Compare means		Top 2 box scores		
		Means	Std. Dev	Level of Correspondence	N	%
1	Search information from food guide/ review websites	5.05	1.58	Not match	24	9.1%
				Neutral	119	44.9%
				Match	122	46.0%
2	Search information online communities	4.82	1.72	Not match	33	12.5%
				Neutral	122	46.0%
				Match	110	41.5%
3	Search information from official restaurant websites	4.46	1.65	Not match	38	14.3%
				Neutral	143	54.0%
				Match	84	31.7%
4	Search information from mobile applications	3.71	1.74	Not match	74	27.9%
				Neutral	144	54.3%
				Match	47	17.7%
5	Search information from Facebook	3.69	1.67	Not match	71	26.8%
				Neutral	155	58.5%
				Match	39	14.7%
6	Search information from Instagram	2.57	1.71	Not match	145	54.7%
				Neutral	105	39.6%
				Match	15	5.7%

Additionally, based on the results of cross-tabulation analysis with dining frequencies, there have difference between people who search and do not search information from food guide and review websites. There have weak correlation with dining out frequency *(see table 4.5)*.

It can be explained that the moment they need to choose restaurants, the respondents find information on social media less than any type of websites, food guide and review websites, online communities and official restaurant websites. And there correlate between information search behavior on food guide and review websites and dining out frequency.

Table 4.5 Association between dining out frequency and information search behavior on food guide and review websites (N = 265)

Dining out frequencies		Search information from food guide and review websites			Total
		Not match	Neutral	Match	
Less than once a week	N	8	26	12	46
	%	33.3%	21.8%	9.8%	17.4%

1-3 times /week	N	12	68	83	163
	%	50.0%	57.1%	68.0%	61.5%
More than 3 times /week	N	4	25	27	56
	%	16.7%	21.0%	22.1%	21.1%
Total	N	24	119	122	265
	%	100.0%	100.0%	100.0%	100.0%

Chi-square = 10.902 $p < .028$, Cramer's V = .143

4.3.4.3 Advocacy stage - engage

After customers past the purchase stage, dine out in the restaurants, they could create positive words of mouth through social media by posting or sharing about the restaurants they are impressed on social media.

According to the results of this research, posting photos of themselves in the restaurants is the behavior they doing most (mean = 4.68), followed by posting photos of foods (mean = 4.34) and restaurant decoration and atmosphere (mean = 4.33) on Facebook.

The respondents less check in the restaurants they went via Facebook (mean = 3.84) and less post any types of photos on Instagram, photos of foods (mean = 3.29), restaurant decorations and atmosphere (mean = 3.28) and themselves (mean = 3.23). They rarely write a review via online (mean = 4.33) and rarely post video on both Facebook (mean = 2.08) and Instagram (mean = 1.80) *(see Table 4.6)*.

Table 4.6 Customers advocacy behaviors on Facebook and Instagram (N = 265)

Rank	Customer advocacy behaviors	Compare means		Top 2 box scores		
		Means	Std. Dev.	Level of Correspondence	N	%
1	Post photo(s) of themselves in restaurants on Facebook	4.68	1.86	Not match	43	16.2%
				Neutral	121	45.7%
				Match	101	38.1%
2	Post photo(s) of restaurant decorations / atmosphere on Facebook	4.34	1.92	Not match	61	23.0%
				Neutral	122	46.0%
				Match	82	30.9%
3	Post food photo(s) on Facebook	4.33	1.94	Not match	58	21.9%
				Neutral	123	46.4%
				Match	84	31.7%
4	Check in the restaurants on Facebook	3.84	1.98	Not match	79	29.8%
				Neutral	121	45.7%
				Match	65	24.5%
5	Post food photo(s) on Instagram	3.29	2.22	Not match	123	46.4%
				Neutral	85	32.1%
				Match	57	21.5%
6	Post photo(s) of restaurant decorations / atmosphere on Instagram	3.28	2.22	Not match	124	46.8%
				Neutral	82	30.9%
				Match	59	22.3%
7	Post photo(s) of themselves in restaurants on Instagram	3.23	2.27	Not match	132	49.8%
				Neutral	70	26.4%
				Match	63	23.8%

8	Write a review via online	2.63	1.77	Not match	153	57.7%
				Neutral	88	33.2%
				Match	24	9.1%
9	Post VDO(s) on Facebook	2.08	1.44	Not match	183	69.1%
				Neutral	73	27.5%
				Match	9	3.4%
10	Post VDO(s) on Instagram	1.80	1.32	Not match	203	76.6%
				Neutral	56	21.1%
				Match	6	2.3%

However, There have difference with moderate correlation between people who post and do not post foods photo on Instagram on dining out behaviors. The respondents who like to post food photo than instagram tend to go to the restaurants more frequently *(see Table 4.7)*.

Table 4.7 Association between dining out frequency and behavior on posting food photos on Instagram (N=178)

Dining out frequencies		Post food photos on Instagram			Total
		Not match	Neutral	Match	
Less than once a week	N	28	9	9	46
	%	22.8%	10.6%	15.8%	17.4%
1-3 times /week	N	77	55	31	163
	%	62.6%	64.7%	54.4%	61.5%
More than 3 times /week	N	18	21	17	56
	%	14.6%	24.7%	29.8%	21.1%
Total	N	123	85	57	265
	%	100.0%	100.0%	100.0%	100.0%

Chi-square = 18.456 $p < .018$, Cramer's V = .228

4.3.5 Users attitudes toward social media

According to the results of this research, it was founded that the respondents agree more on positive statements about social media.

They agree most that *social media are fast channels to get information* (mean = 6.40) and none of the respondents disagree with that statement. The second most agreed statement is *"Social media are convenient channels to get information"* (mean = 6.32), followed by *"Social media provide updated news and trends"* (mean = 5.88) and none of them disagree with this statement also, *"Social media provide beneficial information"* (mean = 5.08) and *"Social media offer good promotions and previlleges"* (mean = 4.80). The respondents agree less on negative statements, *"Social media are not reliable sources"* (mean = 4.57) and *"Social media waste users' time"* (mean = 3.72) *(see Table 4.8)*.

Table 4.8 Attitudes towards social media in general (N = 265)

Rank	Customer advocacy behaviors	Compare means		Top 2 box scores		
		Means	Std. Dev.	Level of Correspondence	N	%
1	Social media are fast channels to get information.	6.40	.71	Not match	-	-
				Neutral	27	10.2%
				Match	238	89.8%
2	Social media are convenient channels to get information.	6.32	.82	Not match	1	.4%
				Neutral	35	13.2%
				Match	229	86.4%
3	Social media provide updated news and trends.	5.88	.91	Not match	-	-
				Neutral	86	32.5%
				Match	179	67.5%
4	Social media provide beneficial information.	5.08	1.06	Not match	2	.8%
				Neutral	168	63.4%
				Match	95	35.8%
5	Social media offer good promotions and privileges.	4.80	1.24	Not match	10	3.8%
				Neutral	176	66.4%
				Match	79	29.8%
6	Social media are not reliable sources.	4.57	1.16	Not match	10	3.8%
				Neutral	199	75.1%
				Match	56	21.1%
7	Social media waste users' time.	3.72	1.46	Not match	50	18.9%
				Neutral	182	68.7%
				Match	33	12.5%

In addition, there have different attitudes between groups of people who have different usage frequencies on Facebook but there do not have different attitudes between people who have different usage frequencies on Instagram and usage durations on both Facebook and Instagram. In addition, there also do not have different attitudes between people who different dining out frequencies.

Based on one-way ANOVA method, Respondents who use Facebook more frequently tend to agree more on these two statements *"social media are fast channels to get information" and "Social media are convenient channels to get information"*.

The respondents who use Facebook more than 8 times a day agree on these two statements most (mean = 6.58 and 6.57), followed by respondents who use Facebook 4-8 times a day (mean = 6.52 and 6.39), 1-3 times a day (mean = 6.19 and 6.13) and less than once a day (mean = 6.18 and 6.16) respectively *(see Appendix G)*.

Then focusing on benefits toward social media on restaurant selection, the research has shown that respondents perceive most that *social media help them know new interesting restaurants* (mean = 6.08) and none of respondents disagree with this statement. The second most perceived benefit statement is *"Social media help us to make decision to select a restaurant faster"* (mean = 5.38), followed *by "Social media help us make decision to select a restaurant more convenient*" (mean = 5.25),

"Social media help us know beneficial information of each restaurant" (mean = 4.82) and "Social media helps us get restaurant promotions and privileges" (mean = 4.47) *(see Table 4.9)*.

Table 4.9 Benefits towards social media on restaurant selection (N = 265)

Rank	Customer advocacy behaviors	Compare means		Top 2 box scores		
		Means	Std. Dev.	Level of Correspondence	N	%
1	Social media help us know new interesting restaurants.	6.08	.91	Not match	-	-
				Neutral	63	23.8%
				Match	202	76.2%
2	Social media help us make decision to select a restaurant faster.	5.35	1.11	Not match	3	1.1%
				Neutral	125	47.2%
				Match	137	51.7%
3	Social media help us make decision to select a restaurant more convenient.	5.25	1.06	Not match	5	1.9%
				Neutral	137	51.7%
				Match	123	46.4%
4	Social media help us know beneficial information of each restaurant.	4.82	1.28	Not match	11	4.2%
				Neutral	164	61.9%
				Match	90	34.0%
5	Social media helps us get restaurant promotions and privileges	4.47	1.37	Not match	21	7.9%
				Neutral	179	67.5%
				Match	65	24.5%

Moreover, there have different levels of perceived benefits between groups of people who have different usage frequencies on Facebook.

According to analysis via one-way ANOVA method, respondents who use Facebook 4-8 times a day agree most on the statement *"Social media help us know new interesting restaurants"* (mean = 6.22), followed by the respondent who use Facebook more than 8 times a day (mean = 6.13), 1-3 times a day (mean = 6.04) and less than once a day (mean = 5.41) respectively *(see Appendix H)*.

There also have different levels of perceived benefits between groups of people who have different dining out frequencies. The respondents who go to restaurants more frequently tend to have higher levels of perceived benefits of quickness and convenience by levels of agreement of these two statements *"Social media help us make decision to select a restaurant faster"* and *"Social media help us make decision to select a restaurant more convenient"*. The respondents who go to restaurant more than three times a week have highest levels of agreement (mean = 5.66 and 5.63), followed by respondents who go to restaurant one to three times a week (mean = 5.34 and 5.19) and who go to restaurant less than once a week (mean = 5.02 and 5.02) *(see Appendix I)*.

4.4.6 Factors influencing dining intention

When people need to choose a restaurant to go, they make decision base on their beliefs and attitudes in many aspects. The restaurant should know how each factor is important to their target customers to present appropriated information to their potential customers.

According to the results of this research, taste of foods is the most important factors when making decision (mean = 6.42). Nearly 90% of respondents agree that food taste is important factor in restaurant selection and none of respondents disagree with this factor. The second most important factor is cleanliness (mean = 5.91). The third is service (mean = 5.81), followed by location, restaurant decoration and atmosphere (mean = 5.41), type of foods (mean = 5.39), food appearance (mean = 5.20) that is rather important as price (mean = 5.19). And brand of restaurant seems least important than other factors (mean = 4.51) *(see Table 4.10)*.

Table 4.10 Factors influencing dining intention (N = 265)

Rank	Customer advocacy behaviors	Compare means		Top 2 box scores		
		Means	Std. Dev.	Level of Correspondence	N	%
1	Taste of foods	6.42	.71	Not match	-	-
				Neutral	27	10.2%
				Match	238	89.8%
2	Cleanliness	5.91	.94	Not match	1	.4%
				Neutral	70	26.4%
				Match	194	73.2%
3	Services	5.81	.92	Not match	-	-
				Neutral	88	33.2%
				Match	177	66.8%
4	Location	5.68	1.05	Not match	3	1.1%
				Neutral	122	46.0%
				Match	140	52.8%
5	Restaurant decoration & atmosphere (service scape)	5.41	1.02	Not match	2	.8%
				Neutral	92	34.7%
				Match	171	64.5%
6	Type of foods	5.39	1.13	Not match	5	1.9%
				Neutral	121	45.7%
				Match	139	52.5%
7	Food appearance	5.20	.96	Not match	1	.4%
				Neutral	160	60.4%
				Match	104	39.2%
8	Price	5.19	1.07	Not match	4	1.5%
				Neutral	154	58.1%
				Match	107	40.4%
9	Brand of restaurant	4.51	1.26	Not match	19	7.2%
				Neutral	190	71.7%
				Match	56	21.1%

Based on analysis by one-way ANOVA method, there have different levels of importance on food taste between the different dining out frequencies. The respondents who go to restaurant more frequently than three times a week have highest level of importance (mean = 6.50), followed by respondents who go to restaurant one to three times a week (mean = 6.47). And the last is the respondents who go to restaurant less frequently than once a week (mean = 6.50) *(see Appendix J)*.
Moreover, there have different levels of importance on Price between the different income levels. The respondents who have income less than 8,000 Baht have the highest level of importance on price (mean = 5.75), followed by who have income in the range of 18,001-24,000 Baht (mean = 5.61), 8,001-15,000 Baht (mean = 5.50), 24,001-35,000 Baht (mean = 5.34), 15,001-18,000 Baht (mean = 5.29), 35,001-50,000 Baht (mean = 5.06), 50,001-80,000 Baht (mean = 4.86) and the respondents who have income more than 80,000 Baht have the lowest level of importance on price (mean = 4.77) *(see Appendix K)*.
In additions to the results from frequency analysis, it has shown some similar among factors. The researcher decides to reduce dimension by using factor analysis. The four-factor from factor analysis produced loading *(see Appendix L)*.
Factor1: Consist of three factors, food appearance, restaurant decoration and atmosphere and brand of restaurant. This factor could be defined as “Appearance and image”
Factor2: Consist of three factors, taste of foods, cleanliness and service. This factor could be defined as “Intangible qualities” which cannot be visualized by pictures and images.
Factor3: Consist of two factors, types of food and location. This factor could be defined as “Occasions & convenience”, what and where to eat.
Factor4: Consist only “Price”

4.4.7 Segmentation

This study is focused on segmentation mainly by demographics, are gender, age and marital status. These characteristics easily filter to reach the targets on social media like Facebook. Two-step Cluster Analysis was used to analyze the clusters to find potential target segments.

The demographic variables were used to test for best cluster components according to these criteria. Ratio of smallest cluster is not smaller than three times of the largest and the important of cluster's variable must more than 0.4 *(see Appendix M)*.

Cluster #1 with the size 30.2% of all respondents, represent "Male between 25 to 34 years old who are single."

Cluster #2 with the size 22.3% of all respondents, represent "People both male and female age between 25 to 60 years old who get married."

Cluster#3 with the size 47.5% of all respondents, represent "Female age between 18 to 34 years old who are single"

It is interesting that the three clusters have difference in the level of perceived benefit on restaurant selection through social media. By one-way ANOVA method, cluster#3 perceives benefit from social media most.

Cluster#3 agrees most with these two statements "*Social media help them know new interesting restaurants"* and "*Social media help us to make decision to select a restaurant faster"* (mean = 6.25 and 5.56) followed by Cluster#2 (mean = 6.05 and 5.19) and Cluster#1 (mean = 5.83 and 5.16). And Cluster#3 also agrees most with these two statements "*social media help us to make decision to select a restaurant more convenient"* and *"Social media help us know beneficial information of each restaurant"* (mean = 5.40 and 5.02), followed by Cluster#1 (mean = 5.19 and 4.84) and Cluster#2 (mean = 5.02 and 4.36) *(see Appendix N)*.

When focusing on purchasing power by income levels, there have difference among three clusters. Clusters#2 seems has higher income due to the percentage of income range higher than 50,000 Baht than other clusters *(see Table 4.11)*.

Table 4.11 Association between clusters and income levels

Clusters		Average personal income/month (Thai Baht)								Total
		8,000 & below	8,001-15,000	15,000-18,000	18,001-24,000	24,001-35,000	35,001-50,000	50,001-80,000	> 80,000	
Cluster #1	N	7	4	6	12	14	13	14	10	80
	%	43.8%	28.6%	42.9%	33.3%	28.0%	24.5%	32.6%	25.6%	30.2%
Cluster #2	N	0	1	2	4	3	10	16	23	59
	%	0.0%	7.1%	14.3%	11.1%	6.0%	18.9%	37.2%	59.0%	22.3%
Cluster #3	N	9	9	6	20	33	30	13	6	126
	%	56.3%	64.3%	42.9%	55.6%	66.0%	56.6%	30.2%	15.4%	47.5%
Total	N	16	14	14	36	50	53	43	39	265
	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-square = 61.706, $p < .000$, Cramer's V = .341

In addition, the results from cross-tabulation analysis between clusters and factors influencing restaurant selection show that cluster#1 gives priority to price significantly. Cluster#2 places importance on intangible qualities such as taste, cleanliness and service. And cluster#3 gives priority to occasions and convenience which are location and types of foods. However, cluster#3 also concerns with image and appearance of the restaurant, food appearance, service scape and brand and price.

CHAPTER 5
MANAGERIAL IMPLICATIONS AND CONCLUSIONS

Social media, the highest growth and most engaging media channels, that are integrated in part of live. The analysis results from this research provide advantages information of attitudes and behaviors of social media users on restaurant selection through social media platforms, especially on Facebook and Instagram. These would help restaurateurs and other related businesses in this industry to enhance their businesses.

User profiles of Facebook and Instagram

Facebook has higher usage rate than instagram both frequency and duration than Instagram. It reaches the users more frequently and the users spend time on them longer. However most of people use both Facebook and Instagram 1-3 times per day and spend time on them 5-15 minutes. The activities that people mostly do on Facebook and Instagram rather similar. Social media users like to explore what other posts as spectators than being creators. If they post something, most type of posts is a photo. However, Instagram users tend to post photos and search the Hashtag more than Facebook users.

There have some different demographic profiles between Instagram users and non-users who use only Facebook. Instagram has higher percentage of female and single users and Instagram users tend to be younger than non-users.

5.1 Restaurant selection behaviors

More than 80% of respondents go to the restaurant at least once a week. And there have correlation between dining out frequency and income levels. Higher income people tend to go to the restaurant more frequently.

To choose a restaurant, Social media involve in three stages, exploration and decision-making and advocacy. Social media users explore something they are interested by following Facebook pages or Instagram Accounts. Media channels tend important than creators. Facebook pages are more popular than Instagram accounts and pages or accounts from third opinion seem get more attention. When people need to find a restaurant or compare between alternatives, they will search information from

websites especially food guide and review websites more than from social network like Facebook and Instagram. After Dining in the restaurants, Customers can create social proof by posting or sharing photos and information about the restaurants. The posts that people post on Facebook most are photos of themselves in the restaurants.

5.2 Attitudes toward social media

People agree more in positive attitude about social media. No one disagree that social media are fast channels to get information. Especially, people who use Facebook more frequently tend to agree more that social media are fast and convenient channels to get information.

When focusing in the social media benefits on restaurant selection. The perceived benefit that people agree most is to help them know new interesting restaurants. None of them disagree with this benefit and people who use Facebook more frequently tend to agree more. Moreover, people who go to restaurants more often tend to have higher levels of perceived benefits of quickness and convenience. However, they less agree that social media help them know restaurant information in details and help them get promotions and privileges.

Attractive factors

90% of people told that the taste of foods is important when choosing restaurant. And it seems more important for people who dine out more frequently. Besides the taste, cleanliness, services, location, type of food appearance of food and service scape and price are also important factor when making decision. However price seem less sensitive for people who have higher income. To communicate theses important factors to the customers through social media, the posts should consist of both attractive styles of contents and types of visual illustration. Styles of contents that people prefer are recommended menu, full review of restaurant and top ten restaurants of each food category. And types of visual illustration that people prefer are photos of restaurant decoration and atmosphere and photo of food while video is not preferable.

5.3 Interesting targets

From the analysis of this study, interesting clusters are cluster#3 who are single women age between 18 to 34 years old and #2 who are married people age between 25 to 60 years old.

Due to cluster#3 who counted for 47.5% of respondents and have the best in attitudes towards social media on restaurant selection and cluster#2 who have highest purchasing power. While cluster#1 who are single men age between 25-34 years old seem most price sensitive and have lower attitude levels.

To target Cluster#3, restaurants should do well on the occasions and convenience such as location and food types and restaurants should be have good image, brand, service scape and foods appearance, that can leverage by using visual illustration through social media.

To target Cluster#2, restaurants should do well on the intangible qualities, taste, cleanliness and services. The descriptive clues can be described in the reviews on social media.

In conclusion, Social media benefit to restaurant industry in terms of getting awareness in exploration stage and leverage restaurants or other related business to reach their potential customers and draw them to their content hub such as their websites to convince customers to make decision. Moreover social media help restaurant engage through customer posts to develop long-term relationship with customers.

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APPENDICES

Appendix A

Online Questionnaire

1. **Have you ever used Facebook or Instagram?** *
   Mark only one oval.
   - ◯ Yes
   - ◯ No *After the last question in this section, stop filling out this form.*

2. **Do you dining out at restaurant at least once a month?** *
   Mark only one oval.
   - ◯ Yes
   - ◯ No *Stop filling out this form.*

Attitude and behavior through social media (Facebook & Instagram)

3. **How much do you agee with "Social media…"** *
   Mark only one oval per row.

	strongly disagree	disagree	somewhat disagree	neither agree nor disagree	somewhat agree	agree	strongly agree
is a convenient way to get information.	◯	◯	◯	◯	◯	◯	◯
is a fast way to get information.	◯	◯	◯	◯	◯	◯	◯
provides beneficial information.	◯	◯	◯	◯	◯	◯	◯
provides updated NEWS & trends.	◯	◯	◯	◯	◯	◯	◯
offers good promotions & privileges.	◯	◯	◯	◯	◯	◯	◯
wastes my time.	◯	◯	◯	◯	◯	◯	◯
is not a reliable source.	◯	◯	◯	◯	◯	◯	◯

Facebook

4. **Do you use Facebook?** *
   Mark only one oval.
   - ◯ Yes
   - ◯ No *After the last question in this section, skip to question 8.*

5. **How often do you use facebook?** *
Mark only one oval per row.

	<weekly	<daily but >weekly	1-3 times/day	4-8 times/day	over 8 times/day
Facebook	◯	◯	◯	◯	◯

6. **how long do you spend on Facebook per time on average** *
Mark only one oval per row.

	less than 5 mins.	5-15 mins.	>15 but < 30mins	30 -59 mins	more than 1 hrs
Facebook	◯	◯	◯	◯	◯

7. **How much each sentence describes your behaviour "You always..."** *
Mark only one oval per row.

	Definitely do not match	Do not match	Slightly do not match	Neutral	Slightly match	Match	Definitely match
check news feed on Facebook.	◯	◯	◯	◯	◯	◯	◯
post a photo on Facebook.	◯	◯	◯	◯	◯	◯	◯
post VDO on Facebook.	◯	◯	◯	◯	◯	◯	◯
post status on Facebook.	◯	◯	◯	◯	◯	◯	◯
check in on Facebook.	◯	◯	◯	◯	◯	◯	◯
search on Facebook	◯	◯	◯	◯	◯	◯	◯
click the links posted by your friend on Facebook	◯	◯	◯	◯	◯	◯	◯
click the links posted by page on Facebook	◯	◯	◯	◯	◯	◯	◯

Instagram

8. **Do you use Instagram?** *
Mark only one oval.

◯ Yes
◯ No *After the last question in this section, skip to question 12.*

9. **How often do you use Instagram?** *
Mark only one oval per row.

	>weekly	<daily but >weekly	1-3 times/day	4-8 times/day	over 8 times/day
Instagram	◯	◯	◯	◯	◯

10. **how long do you spend on Instagram per time on average** *
Mark only one oval per row.

	less than 5 mins.	5-15 mins.	>15 but < 30mins	30 -59 mins	more than 1 hrs
Instagram	◯	◯	◯	◯	◯

11. **How much each sentence describes your behaviour "You always..."** *
Mark only one oval per row.

	Definitely do not match	Do not match	Slightly do not match	Neutral	Slightly match	Match	Definitely match
check what friends post on Instagram.	◯	◯	◯	◯	◯	◯	◯
post a photo on Instagram.	◯	◯	◯	◯	◯	◯	◯
post VDO on Instagram.	◯	◯	◯	◯	◯	◯	◯
search on Instagram.	◯	◯	◯	◯	◯	◯	◯
share from Instagram to Facebook.	◯	◯	◯	◯	◯	◯	◯

Perception and behavior on restaurant selection

12. **How often do you go to the restaurant ?** *
Mark only one oval.

- ◯ less than 1 time/week
- ◯ 1-3 times/week
- ◯ more than 3 times/week

13. **How much these factors are important to you when choosing restaurants?** *
Mark only one oval per row.

	Not at all important	Not important	Slightly not important	Neutral	Slightly important	important	Very important
Price	◯	◯	◯	◯	◯	◯	◯
Cleanliness	◯	◯	◯	◯	◯	◯	◯
Taste	◯	◯	◯	◯	◯	◯	◯
Food appearance	◯	◯	◯	◯	◯	◯	◯
Type of food (Thai,Chinese,etc.)	◯	◯	◯	◯	◯	◯	◯
Service	◯	◯	◯	◯	◯	◯	◯
Location	◯	◯	◯	◯	◯	◯	◯
Decoration & atmosphere	◯	◯	◯	◯	◯	◯	◯
Brand	◯	◯	◯	◯	◯	◯	◯

14. **To choose where to have a meal, how much do you agree that using Social media help you to ...** *

Mark only one oval per row.

	strongly disagree	disagree	somewhat disagree	neither agree nor disagree	somewhat agree	agree	strongly agree
make decision easier	◯	◯	◯	◯	◯	◯	◯
find the satisfied restaurant faster	◯	◯	◯	◯	◯	◯	◯
know which restaurant is good or bad.	◯	◯	◯	◯	◯	◯	◯
know new interesting restaurants.	◯	◯	◯	◯	◯	◯	◯
get promotions & privileges from restaurants.	◯	◯	◯	◯	◯	◯	◯

15. **How much each sentence describes your behavior?** *

Mark only one oval per row.

	Definitely do not match	Do not match	Slightly do not match	Neutral	Slightly match	Match	Definitely match
Follow food guide/ blogger page(s) on Facebook	◯	◯	◯	◯	◯	◯	◯
Follow food guide/ blogger(s) on Instagram	◯	◯	◯	◯	◯	◯	◯
Follow restaurant page(s) on Facebook	◯	◯	◯	◯	◯	◯	◯
Follow restaurant(s) on Instagram	◯	◯	◯	◯	◯	◯	◯
Search restaurant on facebook	◯	◯	◯	◯	◯	◯	◯
Search restaurant on Instagram	◯	◯	◯	◯	◯	◯	◯
Search restaurant(s) from food guide website (ex. Wongnai.com)	◯	◯	◯	◯	◯	◯	◯
Search restaurant official website(s)	◯	◯	◯	◯	◯	◯	◯
Search restaurant(s) on online communities (ex. Pantip.com)	◯	◯	◯	◯	◯	◯	◯
Use food directories application(s)	◯	◯	◯	◯	◯	◯	◯

16. **Of the following type of posts, please rate how they impact on your dining decision** *
Mark only one oval per row.

	Not at all impact	Not impact	Slightly not impact	Neutral	Slightly impact	Impact	Most impact
Recommended menu							
Top 10 restaurants (food category)							
Full review of restaurant							
Promotional news							

17. **Of the following choices, please rate how they impact on your dining decision** *
Mark only one oval per row.

	Not at all impact	Not impact	Slightly not impact	Neutral	Slightly impact	Impact	Most impact
Nice photo of food							
Nice photo of restaurant							
Video clip reviews							

18. **How much each sentence describes your behaviour when you went to the restaurant? "You always..."** *
Mark only one oval per row.

	Definitely do not match	Do not match	Slightly do not match	Neutral	Slightly match	Match	Definitely match
post food photo(s) on Facebook.							
post food photo(s) on Instagram.							
post self photo(s) on Facebook.							
post self photo(s) on Instagram.							
post photo(s) of restaurant decoration & scenery on Facebook.							
post photo(s) of restaurant decoration & scenery on Instagram.							
write a review							
check-in on Facebook.							
post VDO(s) on Facebook.							
post VDO(s) on Instagram.							

Basic Informations

19. **Please specify your gender** *
Mark only one oval.

- ◯ Male
- ◯ Female

20. **Please specify your age** *
Mark only one oval.

- ◯ Under 18 years old
- ◯ 18-24 years old
- ◯ 25-34 years old
- ◯ 35-44 years old
- ◯ 45-60 years old
- ◯ Over 60 years old

21. **Please specify your marital status** *
Mark only one oval.

- ◯ Single
- ◯ Married
- ◯ Others

22. **Please specify your highest education level (studying or complete)** *
Mark only one oval.

- ◯ Below high school
- ◯ High school
- ◯ Vocational certificate/ High vocational vertificate
- ◯ Bachelor degree
- ◯ Master degree
- ◯ Doctoral Degree

23. **What is your present occupation** *
Mark only one oval.

- ◯ Student
- ◯ Freelance
- ◯ Manager/officer
- ◯ Government officer
- ◯ Proprietor
- ◯ Homemaker
- ◯ Other: _____

24. **Please specify your personal income per month** *
Mark only one oval.

- 8,000 THB and below
- 8,001 - 15,000 THB
- 15,001 - 18,000 THB
- 18,001 - 24,000 THB
- 24,001 - 35,000 THB
- 35,001 - 50,000 THB
- 50,001 - 80,000 THB
- above 80,000 THB

Appendix B

Demographic profiles

Variables		N	%
Gender	Male	104	39.2%
	Female	161	60.8%
Age	18-24 years old	41	15.5%
	25-34 years old	145	54.7%
	35-44 years old	54	20.4%
	45-60 years old	23	8.7%
	Over 60 years old	2	.8%
Marital status	Single	208	78.5%
	Married	55	20.8%
	Others	2	.8%
Highest education level (studying or complete)	Below high school	0	0.0%
	High school	1	.4%
	Vocational certificate	11	4.2%
	Bachelor degree	114	43.0%
	Master degree	135	50.9%
	Doctoral Degree	4	1.5%
Occupation	Student	38	14.3%
	Freelance	36	13.6%
	Manager/officer	123	46.4%
	Government officer	14	5.3%
	Proprietor	50	18.9%
	Homemaker	3	1.1%
personal income/month	8,000 THB and less	16	6.0%
	8,001 - 15,000 THB	14	5.3%
	15,001 - 18,000 THB	14	5.3%
	18,001 - 24,000 THB	36	13.6%
	24,001 -35,000 THB	50	18.9%
	35,001 - 50,000 THB	53	20.0%
	50,001- 80,000 THB	43	16.2%
	> 80,000 THB	39	14.7%

Appendix C

Facebook and Instagram usage

Variable	N	%
Use Facebook	253	99%
Use Instagram	178	70%
Use both Facebook & Instagram	176	69%
Total respondents	256	100%

Appendix D

Facebook and Instagram usage frequency and duration

		Facebook		Instagram	
		N	%	N	%
Usage frequencies	Once a week or less	1	.4%	34	19.1%
	More than once a week but less than once a day	16	6.1%	44	24.7%
	1-3 times/day	93	35.4%	58	32.6%
	4-8 times/day	77	29.3%	23	12.9%
	More than 8 times/day	76	28.9%	19	10.7%
Usage durations	Less than 5 mins	40	15.2%	59	33.1%
	5-15 mins	120	45.6%	85	47.8%
	More than 15 mins but less than 30 mins	63	24.0%	25	14.0%
	30 mins but less than 1 hr.	26	9.9%	8	4.5%
	1 hr. and more	14	5.3%	1	.6%

Appendix E

Users activities on Facebook

Rank	Activities on Facebook		Means	Std. Diviation
1	Explore	Check news feed on Facebook.	5.94	1.15
2		Click the links posted by your friend	5.10	1.17
3		Click the links posted by Page	4.74	1.23
4	Post	Post a photo on Facebook	4.35	1.73
5		Share a link from others	3.83	1.61
6		Post status on Facebook	3.79	1.81
7		Check in	3.46	1.86
8	Post VDO	Post video	2.74	1.51
9	Search	Search on Facebook	2.56	1.59

(N = 263)

Appendix F

Users activities on Instagram

Rank	Activities on Facebook		Means	Std. Diviation
1	Explore	See others post on on Instagram	5.50	1.47
2	Post	Post a photo	5.15	1.70
3	Link	Share from Instagram to Facebook	3.88	2.09

4	Search	Search on Instagram.	3.73	1.87
6	Post VDO	Post Video on Instagram.	2.80	1.57

(N = 178)

Appendix G

Association between attitudes toward social network and Facebook usage frequencies

		N	Mean	Std. Deviation	Std. Error	95% Confidence Lower Bound	95% Confidence Upper Bound	Min	Max
Social media are fast channels to get information.	2.00	17	6.06	0.75	0.18	5.67	6.44	5	7
	3.00	93	6.13	0.77	0.08	5.97	6.29	4	7
	4.00	77	6.39	0.95	0.11	6.17	6.60	1	7
	5.00	76	6.57	0.68	0.08	6.41	6.72	4	7
	Total	263	6.33	0.82	0.05	6.23	6.43	1	7
Social media are convenient channels to get information.	2.00	17	6.18	0.81	0.20	5.76	6.59	4	7
	3.00	93	6.19	0.77	0.08	6.04	6.35	4	7
	4.00	77	6.52	0.62	0.07	6.38	6.66	5	7
	5.00	76	6.58	0.62	0.07	6.44	6.72	4	7
	Total	263	6.40	0.71	0.04	6.31	6.49	4	7

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Social media are fast channels to get information.	Between Groups	9.503	3.00	3.17	4.93	0.00
	Within Groups	166.376	259.00	0.64		
	Total	175.878	262.00			
Social media are convenient channels to get information.	Between Groups	8.346	3.00	2.78	5.87	0.00
	Within Groups	122.734	259.00	0.47		
	Total	131.080	262.00			

Appendix H

Association between benefits toward social network on restaurant selection and Facebook usage frequencies

		N	Mean	Std. Deviation	Std. Error	95% Confidence Lower Bound	95% Confidence Upper Bound	Min	Max
Social media are fast channels to get information.	2	17	5.41	1.28	0.31	4.75	6.07	3	7
	3	93	6.04	0.82	0.09	5.87	6.21	4	7
	4	77	6.22	0.79	0.09	6.04	6.40	4	7
	5	76	6.13	0.97	0.11	5.91	6.35	4	7
	Total	263	6.08	0.91	0.06	5.97	6.19	3	7

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Social media are fast channels to get information.	Between Groups	9.447	3	3.149	3.961	.009
	Within Groups	205.877	259	.795		
	Total	215.323	262			

Appendix I

Association between benefits toward social network on restaurant selection and dining out frequencies

		N	Mean	Std. Deviation	Std. Error	95% Confidence Lower Bound	95% Confidence Upper Bound	Min	Max
Social media are fast channels to get information.	< 1times/week	46	5.02	1.20	0.18	4.66	5.38	2	7
	1-3 times/week	163	5.19	1.02	0.08	5.03	5.35	1	7
	>3times/week	56	5.63	0.96	0.13	5.37	5.88	3	7
	Total	265	5.25	1.06	0.07	5.12	5.38	1	7
Social media help us make decision to select a restaurant more convenient.	< 1times/week	46	5.02	1.31	0.19	4.63	5.41	1	7
	1-3 times/week	163	5.34	1.01	0.08	5.19	5.50	2	7
	>3times/week	56	5.66	1.12	0.15	5.36	5.96	2	7
	Total	265	5.35	1.11	0.07	5.22	5.49	1	7

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Social media are fast channels to get information.	Between Groups	10.853	2	5.426	4.985	.008
	Within Groups	285.208	262	1.089		
	Total	296.060	264			
Social media help us make decision to select a restaurant more convenient.	Between Groups	10.364	2	5.182	4.347	.014
	Within Groups	312.293	262	1.192		
	Total	322.657	264			

Appendix J

Association between factor influencing dining intention and Dining out frequencies

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean Lower Bound	95% Confidence Interval for Mean Upper Bound	Min	Max
Taste of foods	< 1times/week	46	6.15	0.89	0.13	5.89	6.42	4	7
	1-3 times/week	163	6.47	0.64	0.05	6.37	6.57	5	7
	>3times/week	56	6.50	0.71	0.10	6.31	6.69	4	7
	Total	265	6.42	0.71	0.04	6.33	6.51	4	7

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Taste of foods	Between Groups	4.006	2	2.003	4.022	.019
	Within Groups	130.499	262	.498		
	Total	134.506	264			

Appendix K

Association between factor influencing dining intention and income levels

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Min	Max
						Lower Bound	Upper Bound		
Price	8,000 THB and less	16	5.75	0.93	0.23	5.25	6.25	4	7
	8,001 - 15,000 THB	14	5.50	0.85	0.23	5.01	5.99	4	7
	15,001 - 18,000 THB	14	5.29	0.99	0.27	4.71	5.86	4	7
	18,001 - 24,000 THB	36	5.61	0.87	0.15	5.32	5.91	4	7
	24,001 -35,000 THB	50	5.34	1.04	0.15	5.04	5.64	2	7
	35,001 - 50,000 THB	53	5.06	0.86	0.12	4.82	5.29	3	7
	50,001- 80,000 THB	43	4.86	1.36	0.21	4.44	5.28	1	7
	> 80,000 THB	39	4.77	1.09	0.17	4.42	5.12	2	7
	Total	265	5.19	1.07	0.07	5.06	5.32	1	7

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Price	Between Groups	26.517	7	3.788	3.527	.001
	Within Groups	276.049	257	1.074		
	Total	302.566	264			

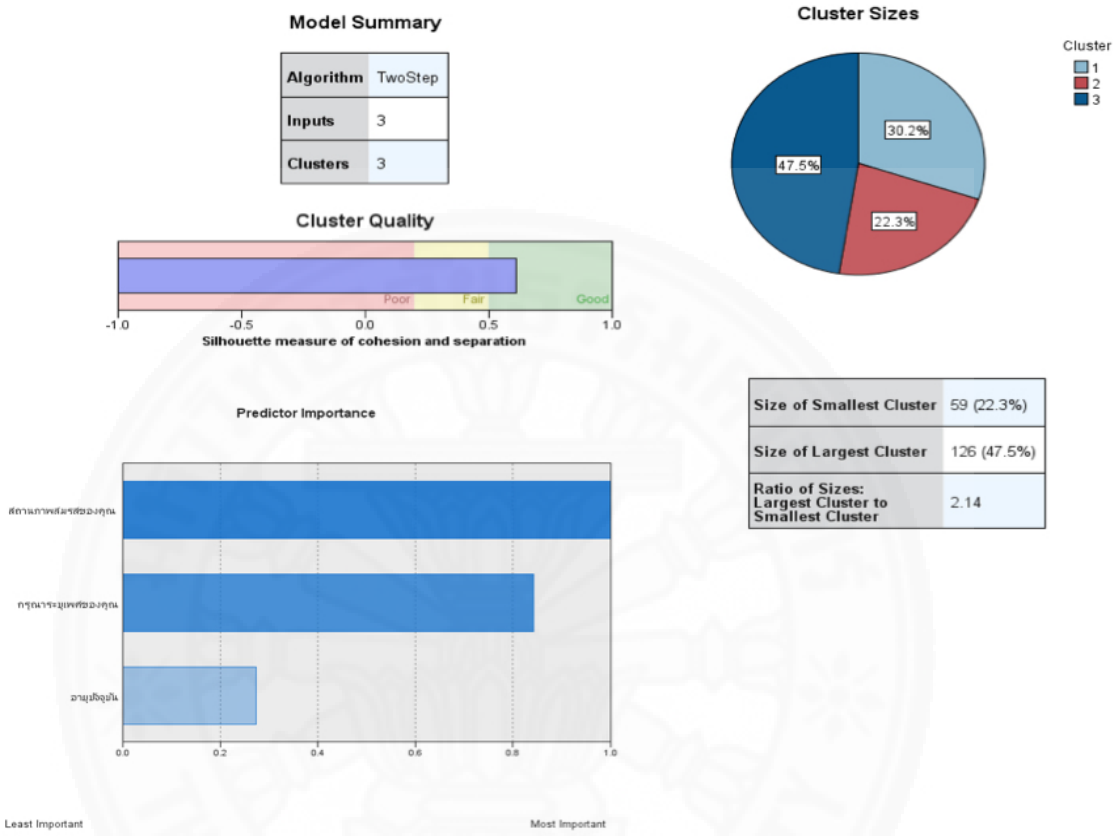
Appendix L

Loading factors

Variables	Component			
	1	2	3	4
Food appearance	.689	.328	.116	-.059
Restaurant decoration & atmosphere	.659	.363	.182	-.172
Brand of restaurants	.785	-.013	.184	.095
Cleanliness	.258	.773	-.141	.170
Services	.247	.696	.091	-.035
Taste of foods	-.214	.611	.549	.019
Types of foods	.290	.081	.675	-.324
Location	.295	-.058	.740	.229
Price	-.024	.090	.013	.932

Appendix M

Cluster analysis



Appendix N

Association between clusters and attitudes on restaurant selection through social media

		N	Mean	Std. Deviation	Std. Error	95% Confidence Lower Bound	95% Confidence Upper Bound	Min	Max
Social media help us make decision to select a restaurant more convenient.	1	80	5.19	1.21	0.14	4.92	5.46	1	7
	2	59	5.02	0.99	0.13	4.76	5.28	2	7
	3	126	5.40	0.96	0.09	5.23	5.57	2	7
	Total	265	5.25	1.06	0.07	5.12	5.38	1	7
Social media help us make decision to select a restaurant faster.	1	80	5.16	1.21	0.13	4.89	5.43	1	7
	2	59	5.19	1.04	0.14	4.91	5.46	3	7
	3	126	5.56	1.04	0.09	5.37	5.74	3	7
	Total	265	5.35	1.11	0.07	5.22	5.49	1	7
Social media help us know beneficial information of each restaurant.	1	80	4.84	1.32	0.15	4.54	5.13	1	7
	2	59	4.36	1.48	0.19	3.97	4.74	1	7
	3	126	5.02	1.09	0.10	4.83	5.22	2	7
	Total	265	4.82	1.28	0.08	4.66	4.97	1	7

Social media help us know beneficial information of each restaurant.	1	80	5.83	1.04	0.12	5.59	6.06	4	7
	2	59	6.05	0.86	0.11	5.83	6.27	3	7
	3	126	6.25	0.80	0.07	6.11	6.39	3	7
	Total	265	6.08	0.91	0.06	5.97	6.19	3	7

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Social media help us make decision to select a restaurant more convenient	Between Groups	6.533	2	3.266	2.956	.054
	Within Groups	289.528	262	1.105		
	Total	296.060	264			
Social media help us make decision to select a restaurant faster.	Between Groups	9.709	2	4.854	4.064	.018
	Within Groups	312.948	262	1.194		
	Total	322.657	264			
Social media help us know beneficial information of each restaurant.	Between Groups	17.964	2	8.982	5.693	.004
	Within Groups	413.341	262	1.578		
	Total	431.306	264			
Social media help us know beneficial information of each restaurant.	Between Groups	8.720	2	4.360	5.498	.005
	Within Groups	207.770	262	.793		
	Total	216.491	264			

Appendix O

Association between clusters and factors

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Min	Max
						Lower Bound	Upper Bound		
Appearance and image	1	80	-0.08	0.95	0.11	-0.29	0.13	-2.91	1.40
	2	59	-0.06	0.93	0.12	-0.30	0.18	-3.60	1.72
	3	126	0.08	1.07	0.09	-0.11	0.27	-3.56	2.52
	Total	265	0.00	1.00	0.06	-0.12	0.12	-3.60	2.52
Intangible qualities	1	80	-0.18	1.00	0.11	-0.41	0.04	-2.99	1.83
	2	59	0.14	1.02	0.13	-0.13	0.40	-2.58	2.18
	3	126	0.05	0.98	0.09	-0.12	0.23	-2.54	2.67
	Total	265	0.00	1.00	0.06	-0.12	0.12	-2.99	2.67
Occasions & convenience	1	80	-0.17	1.07	0.12	-0.41	0.06	-4.59	1.63
	2	59	-0.13	0.96	0.12	-0.38	0.12	-3.22	1.95
	3	126	0.17	0.96	0.09	0.00	0.34	-3.07	2.44
	Total	265	0.00	1.00	0.06	-0.12	0.12	-4.59	2.44
Price	1	80	0.11	1.10	0.12	-0.14	0.35	-3.91	2.13
	2	59	-0.27	0.97	0.13	-0.52	-0.02	-2.50	2.01
	3	126	0.06	0.93	0.08	-0.11	0.22	-4.19	1.93
	Total	265	0.00	1.00	0.06	-0.12	0.12	-4.19	2.13

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
REGR factor score 1 for analysis 2	Between Groups	1.544	2	.772	.770	.464
	Within Groups	262.456	262	1.002		
	Total	264.000	264			
REGR factor score 2 for analysis 2	Between Groups	4.182	2	2.091	2.108	.123

	Within Groups	259.818	262	.992		
	Total	264.000	264			
REGR factor score 3 for analysis 2	Between Groups	7.063	2	3.532	3.601	.029
	Within Groups	256.937	262	.981		
	Total	264.000	264			
REGR factor score 4 for analysis 2	Between Groups	5.540	2	2.770	2.808	.062
	Within Groups	258.460	262	.986		
	Total	264.000	264			

BIOGRAPHY

Name	MISS Vorapin Naovaratanophas
Date of Birth	Febuary 5,1986
Educational Attainment	2008: Bachelor of Industrial Design, Faculty of Architecture, Chulalongkorn University (Major in Graphic Communication Design)
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