



**A STUDY OF HOW THE CONTENT OF FACEBOOK
ADVERTISING INFLUENCES CONSUMER SHABU
RESTAURANT'S CHOICES DECISION**

BY


MS. SUPAPITCH POOTHONG

**AN INDEPENDENT STUDY SUBMITTED IN PARTIAL
FULFILLMENT OF
THE REQUIREMENTS FOR THE DEGREE OF MASTER OF
SCIENCE PROGRAM IN MARKETING
(INTERNATIONAL PROGRAM)
FACUALTY OF COMMERCE AND ACCOUNTANCY
THAMMASAT UNIVERSITY
ACADEMIC YEAR 2018
COPYRIGHT OF THAMMASAT UNIVERSITY**

**A STUDY OF HOW THE CONTENT OF FACEBOOK
ADVERTISING INFLUENCES CONSUMER SHABU
RESTAURANT'S CHOICES DECISION**

BY

MS. SUPAPITCH POOTHONG



**AN INDEPENDENT STUDY SUBMITTED IN PARTIAL
FULFILLMENT OF
THE REQUIREMENTS FOR THE DEGREE OF MASTER OF
SCIENCE PROGRAM IN MARKETING
(INTERNATIONAL PROGRAM)
FACUALTY OF COMMERCE AND ACCOUNTANCY
THAMMASAT UNIVERSITY
ACADEMIC YEAR 2018
COPYRIGHT OF THAMMASAT UNIVERSITY**

THAMMASAT UNIVERSITY
FACULTY OF COMMERCE AND ACCOUNTANCY

INDEPENDENT STUDY

BY

MISS SUPAPITCH POOTHONG

ENTITLED

A STUDY OF HOW THE CONTENT OF FACEBOOK ADVERTISING
INFLUENCES CONSUMER SHABU RESTAURANT'S CHOICES DECISION

was approved as partial fulfillment of the requirements for
the degree of Master of Science Program in Marketing (International Program)

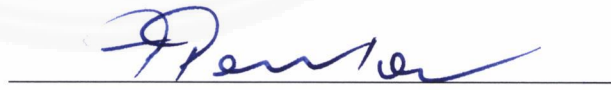
on **13 MAY 2019**

Chairman




(Associate Professor Nigel Barrett, Ph.D.)

Member and Advisor



(Professor Paul G. Patterson, Ph.D.)

Dean



(Associate Professor Pipop Udorn, Ph.D.)

Independent Study Title	A STUDY OF HOW THE CONTENT OF FACEBOOK ADVERTISING INFLUENCES CONSUMER SHABU RESTAURANT'S CHOICES DECISION
Author	Mr. Supapitch Poothong
Degree	Master of Science Program in Marketing (International Program)
Major Field/Faculty/University	Faculty of Commerce and Accountancy Thammasat University
Thesis Advisor	Professor Paul G. Patterson, Ph.D
Academic Year	2018

ABSTRACT

Nowadays, the growth of restaurant industry keeps increasing rapidly as well as the number of Facebook users. The explosive growth of social media like Facebook registered by over 46 million Thai users in 2017 in today's digital world is one of the main reasons behind the success of many restaurants using this tool as primary communication channel. In term of market growth, a number of new players have entered into this industry due to huge market value. On the consumer side, social media is also one of the important things for Thai people lives' today, and Facebook was ranked for the highest number of Thai users registered on this platform compared to others.

Due to high potential market opportunity, many companies enter into this industry. However, with the intense competition, many new restaurants also suffered and fail. In terms of success case, many restaurant marketers highly focus on quality of content on their Facebook to attract their target customers.

The research objectives are 1.) To understand how the content of Facebook advertising influences consumer shabu restaurant's choices decision 2.To recommend restaurant owner how the best apply to make their Facebook advertising most effective. The research approach is exploratory research with quantitative method.

Data collection methods are in-depth interview and secondary research. The sampling method is convenience with snowball technique. The target respondents of 25 people are male and female between the age of 20-50 years old and of various demographic and socioeconomic status. The insights collected will be used to generate hypotheses to be interpreted in the descriptive research based on content analysis.

As a result of this study, the major factors influencing the content of Facebook advertising of shabu restaurants are 1. Visual Attractiveness such as meat color or food presentation 2. Marketing Messages 3. Credibility of Content

In conclusion, the result of this study will enable readers to understand all related factors affecting the content of Facebook advertising and, for applying this knowledge, shabu restaurant owners should focus on important factors and also understand the insight of their target consumer in order to develop their own business wisely.

Keywords: Shabu, Facebook Content, Advertising

ACKNOWLEDGEMENTS

This study has been completed with support in term of guidance and experience from many people. First of all, I would like to express my appreciation to my Advisor, Prof. Dr. Paul G. Patterson, who gives a guideline and technique to accomplish this entire study professionally.

Furthermore, I would like to thank all respondents who sacrifice their time to provide very deep information about their experiences which cannot be searched from any secondary data.

Also, MIM office team and my MIM friends who share their opinions to enhance the quality of this study. Importantly, they always give an encouragement to finish this study through tough time.

Finally, I would like to thank my family who are always beside me and give support without any condition.

Ms. Supapitch Poothong

TABLE OF CONTENT

	Page
ABSTRACT	(1)
ACKNOWLEDGEMENTS	(3)
LIST OF TABLES	(6)
LIST OF FIGURES	(7)
CHAPTER 1 INTRODUCTION	1
1.1 Research background	1
1.2 Research purpose	2
1.3 Research objective	2
CHAPTER 2 REVIEW OF LITERATURE	3
2.1 Background	3
2.1.1 An overview of industry	3
2.2 Analytical Framework	5
CHAPTER 3 RESEARCH METHODOLOGY	8
3.1 Research flow	8
3.2 Research methodology	8
3.2.1 Secondary research	8
3.2.2 Exploratory research	8

3.3 Sampling	9
3.4 Data collection	11
3.4 Data analysis	12
CHAPTER 4 RESULTS AND DISCUSSION	13
4.1 Visual Attractiveness	16
4.1.1 Photo	16
4.1.2 Video	17
4.1.3 Meat Color	18
4.1.4 The Marbling of Beef/Pork	19
4.1.5 Food Presentation	20
4.1.6 Type of Facebook Ad	20
4.2 Marketing Message	23
4.2.1 Promotion	23
4.2.2 The Copy of Content	23
4.2.3 The Origin of Meat	24
4.3 Credibility of Content	
4.3.1 Publisher	25
4.3.2 Engagement	26
CHAPTER 5 CONCLUSIONS AND RECOMMENDATIONS	28
REFERENCES	31
APENDIX	32
BIOGRAPHY	33

LIST OF TABLES

Tables	Page
Table 2.1 Percentage of restaurant areas in the shopping malls	4
Table: 3.1 Respondents' Profile	9
Table: 4.1 Top 3 key driver in choosing shabu restaurants	16



LIST OF FIGURES

Figures	Page
Figure 2.1 The number of shopping malls and large retail stores nationwide	3
Figure 2.2 Consumer Decision-Making Process	6
Figure: 3.1 Research Flow Chart	8
Figure 4.1 The meat color	18
Figure 4.2 The marbling of beef	19
Figure 4.3 Examples of food presentation	20
Figure 4.4 The types of Facebook ad	20
Figure 4.5 Facebook ad dimension	21
Figure 4.6 Facebook ad in the form of Four Landscape	22
Figure 4.7 The example of Facebook ad content	23
Figure 4.8 The example of Facebook ad which display the origin of meat	24
Figure 4.9 An example of top comment in Facebook ad	27
Figure 5.1 An example of successful Facebook ad	28
Figure 5.2 An example of creative Facebook ad	30

CHAPTER 1

INTRODUCTION

1.1 Research Background

Nowadays, Facebook is highly influencing people around the world in today's digital era. Marketers are utilizing this media as marketing tools to drive their business, and restaurant is one of the industries that are using this tool as primary communication channel to attract more customers which is one of the main reasons behind the success of many restaurants including shabu.

Especially, Facebook is a great opportunity for marketer to acquire or reach a number of target customers. Thailand was ranked in one of the top countries for the number of Facebook users registered with over 46 million of Thais. There are many examples of successful local restaurants that have become very popular in short time such as Shabu Nagnai, Fufu Taiwanese Shabu or Shabu Lab.

However, the significant market value, 411 to 415 billion Thai baht, has attracted a lot of new player to this industry (bangkokbiznews, 2018) which result in heated competition among store formats, channels, and other marketing activities.

Hence, this study will present the insight of restaurant's consumer behavior and preference towards content of Facebook advertising that will enable restaurants operator or marketer to apply for their target customers. The explosive growth of social media like Facebook registered by over 46 million Thai users in 2017 in today's digital world is one of the main reasons behind the success of many shabu restaurants using this tool as primary communication channel. However, restaurant operators are facing the significant challenge that a number of competitors are aware the potential of

Facebook and keep launching many different marketing activities to fight for target customers. A number of effective Facebook advertising were developed. According to this intense competition, a credible market research is needed to obtain insight of restaurant's consumer behavior and preference towards content of Facebook advertising.

1.2 Research purpose

The purpose of the research is to understand all related factors and key success factors affecting content of Facebook advertising of shabu restaurants and to provide recommendation of how can they apply the knowledge from research results to develop their own business.

1.3 Research Objective

Definition

Facebook advertising refers to any form of advertising available on Facebook posted by Facebook Fan Page

1. To understand how the content of Facebook advertising influences consumer shabu restaurant's choices decision
2. To recommend to restaurant owners how the best apply to make their Facebook advertising most effective

CHAPTER 2

REVIEW OF LITIRATURE

2.1 Background

2.1.1 An overview of industry

Today's restaurants are driven by the anticipation that consumers will spend confidently on restaurants and café meals throughout 2018 which account for 39 percent of all dining expense per household in Thailand revealed by a recent survey of Thai Nation Statistic Organization (Food Intelligence Center Thailand, 2017). The market is currently worth 411 to 415 billion Thai baht. Even the economy slows down, but the industry growth is projected to reach a healthy 4 to 5 percent (ศูนย์วิจัยกสิกรไทย, 2018) due to their change in spending behavior.

This significant market value, 411 to 415 billion Thai baht, has attracted a lot of new player to this industry (bangkokbiznews, 2018) which result in heated competition among store formats, channels, and other marketing activities. Besides, one more reason driven the heated competition is increasing in a number of shopping malls. This also result in bigger number of restaurant entrepreneurs, the expansion of existing restaurants and new players. *The chart below illustrates the number of shopping malls and large retail stores nationwide.*

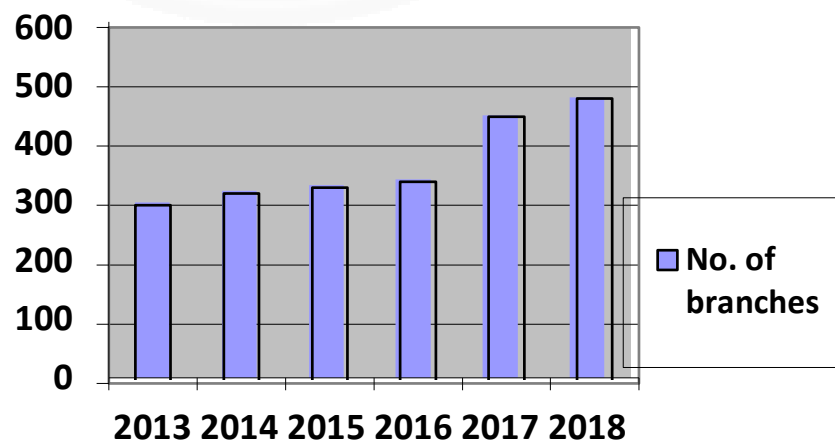


Figure 2.1 The number of shopping malls and large retail stores nationwide

Table 2.1 Percentage of restaurant areas in the shopping malls

<u>Restaurant Area</u>	<u>THEN</u>	<u>NOW</u>
Percentage of restaurant areas in the shopping malls	20-25 %	30-40 %

Apart from that, some new shopping malls or large retail stores have been positioned their place as food destination

Currently, there are 205,709 restaurants operating in Thailand which was registered on Wongnai database. It was also revealed that newly opened restaurants in 2017 holds 8.5% higher than 2016, and 14.94 % compared to 2015 (Wongnai, 2019).

Mobile has become increasingly entrenched in the way we think and shop for new products and services. It could highly influencing consumers' purchasing decision and many of them rely on the Internet to choose a restaurant (Kesonkajontip, 2016).

To understand more about Thai consumer behavior, the table below will show top dinners' searches in shabu category gathered from Wongnai database with over 3 million users.

Table 2.2 List of most popular Wongnai searches

LIST OF MOST POPULAR WONGNAI SEARCHES	
SHABU TYPE	Taiwanese, Chinese, Japanese, Thai and Fusion
SHABU RESTAURANT	Manee Me Mor, Shabu Lab, Penguin Shabu, Penguin Eat Shabu, Yuu Shabu, Suki Masa, Shabu Nang Nai, Fufu

	Taiwanese Shabu, MK Suki, Momo Paradise, Aka, You & I Premium Suki Buffet
SHOPPING MALL	CentralWorld, Siam Paragon, CentralPlaza Ladprao, Emquartier, Mega Bangna, Terminal21, Future Park Rangsit, MBK Center, CentralPlaza Pinklao และ CentralPlaza Rama 9
LOCATION	Siam, Pattaya, Hatyai, Lardprao, Bangna, Huahin, Donhoilord, Sukhumvit, Rangsit and Ratchapreuk

In Thailand, Facebook has become one of the most visited websites, with over 46 million Thai users registered in 2017 (Janmes, 2016). With this high usage rate, a number of restaurants across Thailand increasingly use this social media to promote their businesses (Forbes, 2017)

2.1.2 Analytical Framework

Consumer decision-making process

However, there are many ways to enhance the effectiveness of Facebook marketing and understanding the customer decision making process is one of the marketing concepts that marketer can be utilized to help create the most effective marketing activities to your target customer (Al-Tarawneh, 2012)

The consumer decision-making process is a reasonably theoretical mode to understand and identify consumer commitment towards purchasing a product or service. Figure 2.2 provides five steps in the consumer decision-making process which are 1. Need recognition 2. Information search 3. Evaluation of alternatives 4. Purchase decision 5. Post-purchase decision

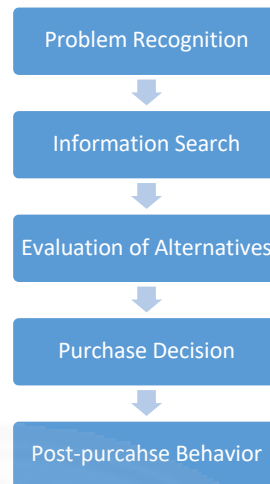


Figure 2.2 Consumer Decision-Making Process

1. Need recognition

This stage occurs when the consumers establish their need of product or service (Kotler, 2018) Many precursors can motivate need recognition such as advertising and recommendation.

2. Information Search

When consumer have decided what are desired products or service, they will start to search for information surrounding the product. The sources of information available for them are numerous such as internet, newspapers, advertising and personal recommendations. The process can be very detailed if the product is unfamiliar for customers, or short if the source of information is informal like word of mouth recommendation (Kotler, 2018).

3. Evaluation of Alternatives

At this stage, consumers will evaluate alternatives based on their personal interpretation. Blackwell (2006) explains that an individual consumer will give a different personal weighting to various factors gathered during the information search, such as perceived value, brand value, price, speed of service and possibly location.

4. Purchase Decision

At this stage, consumers will decide of what are product or service they decide to purchase based on the information in previous stage.

5. Post-purchase Evaluation

This is the final stage, after the goods has been purchased. Consumers retrospectively evaluate their purchase decision against their original assessment and purchase criteria, identifying the extent to which an item has met, exceeded or even failed to meet expectations (al, 2011). According to Solomon et al (2011) positive evaluation at this stage will almost inevitably lead to repeat purchase and future positive word of mouth recommendation.

Content Analysis

In general, the approach of understand and studying media content is content analysis. This theory will be a quantitative approach in communication research. A series of specific steps are used for ensuring systematic coding, counting and sampling of media content. (Rose, 2001)

Content analysis is a research method that has been widely used in analyzing data. This analytical technique is used to generate findings and put them into context. The most common notion in qualitative research is that a content analysis simply means doing a word-frequency count. The assumption is made based on the words that are mentioned most often. Synonym can also be used to count as the same words as well.

Content analysis is a research technique used to make replicable and valid inferences by interpreting and coding textual material. By systematically evaluating texts (e.g., documents, oral communication, and graphics), qualitative data can be converted into quantitative data. (Vincent J. Duriau, 2007)

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Research Flow



Figure: 3.1 Research Flow Chart

At first, I started by designing research methodology and, in this study, it was conducted by two research methods which were secondary and exploratory research. Next step was preparing topic guide for the interviewing the targeted respondents for the most effective result. Then, convenience sampling method and snowball technique were implemented. The interviews would be hold as face-to-face or phone call based on interviewee's preference, but face-to-face will be firstly prioritize for the best result interpretation. After all, data analysis and final report had been completely finished within two months from February to March 2017.

3.2 Research Methodology

The study will be based on *qualitative method analysis*. The selected research methods with the objectives corresponding to issue are as follows:

1. Secondary Research

This method will be used to find out the information o from external sources or published data. The objective is to understand the industry overview, and the coming trends of Thai shabu restaurants.

2. Primary Research:

In-depth interviews will be conducted to collect qualitative data from restaurant customer. The purpose of the interviews is to collect insights on the

perception of the respondents regarding attributes of content of Facebook advertising such as their likes and dislikes that affect purchase decision.

3.3 Sampling

A total of 25 semi-structured in-depth interviews will be conducted to qualified respondents between the age of 20-50 years old and of various demographic and socioeconomic status. The insights collected will be used to generate hypotheses to be interpreted in the exploratory research.

The qualification of respondents used to screen the target population is shown below

1. Male and female
2. Age of 20-50 years old
3. Used to visit restaurants after seeing Facebook advertising

The list of all respondents is shown in the following table:

Table: 3.1 Respondents' Profile

No.	Name	Gender	Age	Occupation	Frequency of Visiting Shabu Restaurant
1	Ms.Pattra	Female	23	Unemployed	1-2 times / Month
2	Ms.Nittaya	Female	25	Account Executive	Less than 1 time / Month
3	Ms.Tunjira	Female	25	Media Planner	2 times / Month
4	Mr.Tum	Male	27	Business Owner	1-2 times / Month
5	Mr.Ekasit	Male	37	Analyst	1 time / Month
6	Mrs.Ploypailin	Female	42	Sale Manager	Less than 1 time / Month
7	Mr.Supachai	Male	26	Freelance	2 times / Month

No.	Name	Gender	Age	Occupation	Frequency of Visiting Shabu Restaurant
8	Ms.Praewa	Female	27	Marketing Executive	2 times / Month
9	Ms.Rujira	Female	27	Flight Attendant	1-2 times / Month
10	Mr.Jiratchaya	Male	26	Freelance Photographer	2 times / Month
11	Mrs.Supattra	Female	35	Teacher	Less than 1 time / Month
12	Mr.Samruay	Male	30	Translator	Less than 1 time / Month
13	Mrs. Charoensri	Female	31	Analyst	1 time / Month
14	Mrs. Ketkaew	Female	33	Business Owner	2 times / Month
15	Mrs.Tiwakorn	Female	37	Salesperson	1 time / Month
16	Mr.Wasin	Male	44	Business Owner	1 time / Month
17	Mr.Pakdee	Male	39	Account Manager	1-2 times / Month
18	Mrs. Nisarat	Female	37	Visual Merchandiser	2 times / Month
19	Ms. Krongkaew	Female	28	Stylish	1-2 times / Month
20	Mr.Likit	Male	28	Photographer	2 times
21	Ms.Sirada	Female	29	Account Manager	1-2 times / Month
22	Mrs. Sujira	Female	32	Buyer	1-2 times / Month
23	Mr. Samak	Male	31	Manager	Less than 1 time / Month

No.	Name	Gender	Age	Occupation	Frequency of Visiting Shabu Restaurant
24	Ms.Kitchamon/ n/	Female	33	Business Owner	2 times
25	Ms.Panida	Female	22	Student	Less than 1 time / Month

3.4 Data Collection

Secondary data were obtained from credible sources including online sources such as the Standard, Marketeer, Bangkok Post and Facebook, published academic papers, business journals etc. These data presented an overview of restaurants business in Thailand as well as the current Facebook issues related to this industry, all of which provided a solid ground to set hypothesis for later research.

For primary data, this descriptive research was conducted to validate consumer insights collected from the in-depth interviews and collect further insights relative to the research objectives. The interviews helped to understand the target consumers towards Facebook advertising from restaurants in terms of the marketing mix attributes as well as their lifestyle and other relevant factors that affected their purchase behavior of choosing restaurants. The set of important questions was created in English and translated into Thai language and both versions were used interchangeably as appropriate. Throughout the interviews, simple terms that were easily understood by respondents of all socioeconomic status were prioritized. At first, a series of screening questions were also used to filter respondents before arranging the appointment.

The interviews were hold by researcher with the target respondents of 25 people who use to visit restaurants after seeing Facebook advertising that are well-represented in all socioeconomic status. On average, each interview took no more than 30 minutes to complete, including screening questions. The interviews were hold as face-to-face or phone call based on interviewee's preference, but face-to-face will be firstly prioritize for the best result interpretation.

3.5 Data Analysis

All interviews were recorded and themes determined using content analysis and consumer decision-making process.



CHAPTER 4

RESULT AND DISCUSSION

Major criteria in choosing shabu restaurants

Almost all of respondents have similar criteria in choosing shabu restaurant.
The most important criteria that most of respondents have strongly agreed are

1. Price
2. Store location
3. Attractiveness of the restaurant ad
4. Friend

Table: 4.1 Top 3 key driver in choosing Shabu restaurants

		Key Driver		
No.	Name	1	2	3
1	Ms.Pattra	Promotion	Price	Brand
2	Ms.Nittaya	Location	Price	Content attractiveness
3	Ms.Tunjira	Location	Promotion	Friend
4	Mr.Tum	Price	Fiend	Advertising Attractiveness
5	Mr.Ekasit	Location	Girlfriend	Price
6	Mrs.Ploypailin	Friend	Location	Restaurant Ambience
7	Mr.Supachai	Restaurant Ambience	Location	Advertising Attractiveness
8	Ms.Praewa	Price	Friend	Location

No.	Name	Key Driver		
		1	2	3
9	Ms.Rujira	Price	Location	Advertising Attractiveness
10	Mr.Jiratchaya	Price	Advertising Attractiveness	Location
11	Mrs.Supattra	Price	Friend	Location
12	Mr.Samruay	Advertising Attractiveness	Price	Location
13	Mrs. Charoensri	Price	Location	Advertising Attractiveness
14	Mrs. Ketkaew	Price	Brand	Location
15	Mrs.Tiwakorn	Location	Advertising Attractiveness	Location
16	Mr.Wasin	Location	Advertising Attractiveness	Price
17	Mr.Pakdee	Price	Friend	Advertising Attractiveness
18	Mrs. Nisararat	Price	Location	Advertising Attractiveness
19	Ms. Krongkaew	Price	Advertising Attractiveness	Location
20	Mr.Likit	Advertising Attractiveness	Promotion	Price
21	Ms.Sirada	Price	Brand	Advertising Attractiveness
22	Mrs. Sujira	Price	Location	Advertising Attractiveness

		Key Driver		
No.	Name	1	2	3
23	Mr. Samak	Advertising Attractiveness	Promotion	Location
24	Ms.Kitchamon	Price	Location	Friend
25	Ms.Panida	Advertising Attractiveness	Location	Friend

For the attractiveness of the restaurants, there are many factors related to evaluate the level of attractiveness, and this study has grouped the key drivers of Facebook advertising content for shabu restaurants into four categories as shown below

1. Visual Attractiveness
 - 1.1 Photo
 - 1.2 Video
 - 1.3 Meat Color
 - 1.4 Marbling of Beef/Pork
 - 1.5 Food Presentation
 - 1.6 Types of Facebook Ads
2. Marketing Messages
 - 2.1 Promotion
 - 2.2 The Copy of Content
 - 2.3 The Origin of Meat
3. Credibility of Content
 - 3.1 Publisher
 - 3.2 Engagement

Key driver for attractiveness of Facebook advertising content

1. Visual Attractiveness

1.1 Photo

Resulting from the interviews, all of respondents mutually agreed that photo is the most essential key driver of Facebook advertising. To clarify how the good ad photo should be, basically, the key findings from majorities' answer are summarized below

1.1.1 High quality photo

The photo should be clear in high definition. The technique of depth of field, the focal object is clear with blurred background, is not preferred form majority of respondents

“The ad photo should be clear which allows me to see the whole elements of the restaurants such as food and restaurant ambience” (Ketkaew, 33)

“I want to see not only the food but also the utensil provided.” (Samruay, 30)

1.1.2 Good lighting

Twenty-two of the respondents agreed that natural light is important key. The light should be soft or diffused. It should always bring out the part you want to emphasize with bright spot. Also, nine of them mentioned that harsh shadow makes the food unappetizing. Besides, five of them said that they prefer lighting from side because it allows people to see food texture and dimension of real dish.

1.1.3 Right composition for displaying the essence of dish

Majority of the respondents said that the ad photo should be visually clear of what is the selling point, highlight or gimmick of each shabu restaurants. Fifteen of them agreed that placing the selling point at center is the best

composition, while the six respondents mentioned that the food can be placed anywhere but size of selling dish should occupy the largest part of the photo. The rest four interviewee agreed that the dish size or composition does not matter but leading signal is essential such as ad copy.

“The focal dish is easy to capture if it was placed at the center of the photo” (Supattra, 35)

“Placing the meat at center is the best composition” (Krongkaew, 280)

“The selling point can be positioned in any part of the photo but it should have something leading to see it such as arrow pointing to it” (Charoensri, 31)

1.2 Video

Twenty of respondents answered that video key component of attractive ad photo. Moreover, this study also finds the preferred attributes of video ad as follow.

1.2.1 Subtitle is needed.

Facebook ads in the form of video were set to play automatically on new feed unless you turn it off. So most of the respondents said that subtitles can help them understand or able to watch the video content more clearly in many situations.

“It happens many times that the host in video or narrower voice describe how much the shabu taste delicious but I could not understand or see it because they don’t provide subtitles, especially when I am out” (Wasin, 44)

“Even I watch the video but turned the sound off, I can understand it. The subtitles and the photos are tempting enough to make me add the shabu restaurant to my dinner list” (Sirada, 29)

1.2.2 Short and concise video

Many of respondents are not willing to take time watching ad video longer than 2 to 5 minutes.

“The video length should not be longer than 2 minutes. The introduction must be short and concise” (Tunjira, 26)

“I will not sacrifice time watching ad that long. The maximum time is 5 minutes for me. Less than 2 is perfect” (Nittaya, 25)

1.2.3 Exposing stars or famous food expert on video

Most of respondents agreed that if the video contains famous or well-known stars or famous food expert, they are more willing to watch the video ad.

“If I see the actor or actress or famous chef in advertising, I will watch the video longer” (Tum, 27)

“Food influencer is good ad component that make me feel more interested and trust more” (Ploypailin, 42)

Key component in shabu ad photo and video is sliced beef or pork as all of

respondents requested to see in ad photo. Almost all of interviewee agreed that thinly sliced shape is important component, while all of them want to see the freshness and juiciness of the meat. The clarification of how to make it meets customer standard is shown below.

1.3 Meat color

The major visual factor which affects the quality of meat is its raw color. The intensity of meat color should be freshly red, pink, or dark red. However, the shade must not be too vivid which can easily see that it was retouched unnaturally. These can be applied to pork, beef and lamb also.



Figure 4.1 The meat color

“The quality of meat is the most important factor for me that can induce potentially to visit. Thinly sliced marbled red beef or pork are necessary” (Rujira, 27)

“Color and layer of fat are what I used for identifying the quality of meat. Red means fresh and tastes delicious. The color should be pink or red” (Jiratchaya, 26)

Besides, we also found that most of respondents are preferred to see the photo of raw meat rather than cooked because they can guess the taste and quality.

“If the copy did not describe well about the sourcing of meat, I am able to guess from the color and texture of raw meat. If they have neither, I might not go” (Charoensri, 31)

“The photo of raw sliced meat is far more attractive than cooked one” (Likit, 28)

1.4 The Marbling of Beef/Pork

For beef, the presence of marbling, a layer of white color from fat in the form of marble imbedded within meat, can deliver positively effect to audience in the aspect of beef quality in terms of flavor, tenderness and also juiciness. For identifying the perfect level of fat, we can use renowned ‘Wagyu beef’ as benchmark.



Figure 4.2 The marbling of beef

“I am beef lover. I personally think me and other beef eaters must know that marbled beef means good quality. The more layer of fat, the more deliciousness, juiciness and tenderness” (Nisararat, 37)

“Describing how the layer should be is difficult to explain, but I can give you the best example of how good marling be like - Wagyu beef” (Ketkaew, 33)

1.5 Food Presentation

The presentation of food is key visual for advertising. A number of respondents agreed that most of the attractive shabu ad for them displayed the motion of gripping sliced meat over the boiling hot pot.



Figure 4.3 Examples of food presentation

“I always see this pose from shabu ad even it is redundant but it still works well. Audience like me have mouthwatering” (Pakdee, 39)

“Almost every shabu I visited after see their ads. There is one common thing in detail which is portraying someone’s gripping raw sliced beef with chopstick above the pot” (Tiwakorn, 37)

“These poses make me feel familiar with the previous experience when eating shabu which sometimes triggered me want to eat it again” (Sirada, 29)

1.7 Types of Facebook Ad

There are many types of Facebook ads for restaurant owners to choose for creating their own advertising such as canvas ads, carousel ads or lead ads, but, surprisingly, the most effective type that gets overwhelming consumer feedback is “Boosting an existing post”, the simplest one, yet very effective. Almost all of respondents decided to visit restaurant after seeing this ad type. Most of them agreed that it is easier to see on their Facebook feed since you can find ad placement on the center of your screen even you open Facebook on any devices, and, essentially, it looks more like the post from the page you are following unless you read the tiny word ‘sponsored’ under the page name. Furthermore, it contains a lot of information from description and comments and the whole elements make it more persuasive.

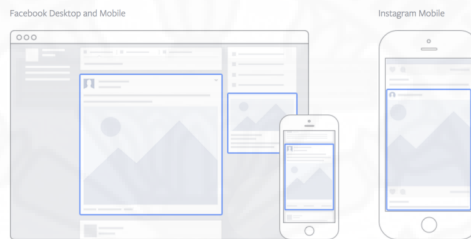


Figure 4.4 The types of Facebook ad

“Mostly, I did not look at Facebook ad in the left or right side, or at the corner of the screen. Middle is compulsory to see.” (Pattra, 23)

“I feel familiar more with normal post boosted from Fanpage because it looks like the post from my friend or the page I am following. So, I often read the content on this platform rather than others” (Praewa, 27)

However, the boosted posts can be displayed in the form of single image, single video or multiple image and video.

For multiple photo/video ad that uses photo as major focal point, the largest proportion, we found that the ratio of “Four Portrait”, “Six Portrait” and “Six Landscape” as shown below are

“I see that this type makes the advertising most comfortable to see. It shows the focal point more clearly unlike other types. Some ads have all photos in equal size is more difficult to see what is the selling point, especially when read the feed roughly” (Ekasit, 37)

“The ad post which placed the biggest photos on the left side vertically are most preferred to see” (Tiwakorn, 37)

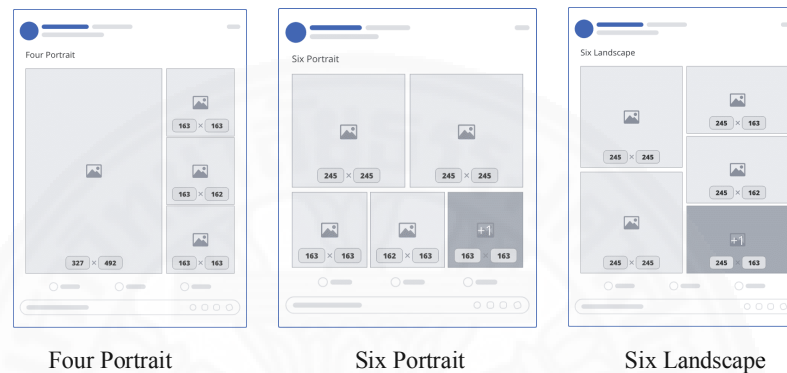


Figure 4.5 Facebook ad dimension

For multiple photo/video ad that uses video as major focal point, the largest proportion, we found that the ratio of “Four Landscape” is most effective ad dimension for customers to watch the video even they scroll the feed down quickly.

“This is the best composition for watching video ad for me. The size of focal point is wide which is comfortable to see detail or read subtitles” (Samruay, 30)

“I like to see this ad type because I can see what’s in video clearly in the largest box and the small photos are mostly the highlight of each restaurant” (Nisarat, 37)



Figure 4.6 Facebook ad in the form of Four Landscape

2. Marketing Messages

2.1 Promotion

From interviews, eighteen of respondents answered that sale promotion in restaurant is highly influencing factor that affect their interest and decision making. This study also finds type of effective sale promotion that have attracted majority of them to visit before which are (1) discount (2) buy one get one free. However, three male respondents mentioned that sale promotions slightly effected their interest and concern more about the quality.

“It is easier to make decision to go if the promotion fit to number of people who will go to eat. For example, my family has 4 people, so buy 3 get 1 free promotion is very attractive to me for buffet shabu” (Ekasit, 37)

“Big discount from expensive a la cart shabu is always tempting for me like 50 percent off on A5 wagyu sliced beef” (Supachai, 26)

“I did not care much about the promotion. I concern more the quality of food or value of quality” (Tunjira, 25)

“If my girlfriend like, I can pay” (Nittaya, 25)

Besides, this study also found that limited time offer for special/seasonal ingredient or dish can highly attracted almost half of the respondents such as imported beef or fish.

2.2 The Copy of Content

This study also found the key success component for the copy of contents that almost all of respondents showed they have visited before after seeing Facebook advertising as shown below.

1. Inform all branches available, price and store contacts
2. Use simple words like chatting with close friends.
3. Use many rousing words in describing product details
4. Insert some emoticon
5. Add some hashtag on the words related to shabu restaurant or use to strengthen the word.



Figure 4.7 The example of Facebook ad content

2.3 The Origin of Meat

The type of meat which is originally from renowned species for consumer in targeted area should be stated on advertising. If it was sold in Shabu restaurant. The type of meat can be shown as wording on ad photo or stated in a copy. We also found that Kurobuta pork, Ko Khun Ponyangkum beef, Wagyu beef and Matsusaka beef are

famous species for all respondents that can identify its quality without further explanation.



Figure 4.8 The example of Facebook ad which display the origin of meat

“I know what are famous meat species. Kurobuta pork and Wagyu beef are commonly known as high quality meat. It can confirm the level of fatness even the photo shown on ads are cooked or dipping in sauce” (Tum, 27)

“Famous meat species like Ko Khun Ponyangkum or Wagyu beef or famous brand like Thai-French beef are very attractive on advertising for me” (Ekasit, 37)

3. Credibility of Content

3.1 Publisher

In general, restaurant owners can promote their ads on their personal channel-official Facebook Fanpage and get more people reached by boosting its post. However, the boosted posts will be appeared as “sponsored ads”. This word is highly sensitive to audience than we have ever known because customers can easily notice and immediately known that this content is advertisement. So, advertisings that were posted directly from official restaurants’ Fanpage are less influencing than those shared or posted from online influencers which are mostly food Fanpages.

“When I see the word ‘sponsored post’ on my feed I knew immediately that it is advertising. So I won’t check that much for what they are trying to present” (Charoensri, 31)

“I follow many food Fanpages on Facebook and I always read their content even known some are paid, however, some are real too.” (Wasin, 44)

“It would be more interesting if the content was shared from my friend on Facebook” (Krongkaew, 28)

3.2 Engagement

Many consumers are actively looking at the level of engagement of a certain restaurant's ads as well as the content of Facebook advertising. We found that there three main factors that they used in evaluation which are

- (1) Like
- (2) Share
- (3) Comment.

For the first two types, people can easily check the number of people liked or shared, but comments are key factor that can highly impact to ads' credibility and dig down for more information

“Sometimes, I did not skip Facebook sponsored ads because there are hundreds or thousands of people liked, shared or comments. I think these numbers can represent that there must be something interesting here” (Pakdee, 39)

“I like to see how people react to the ads on Facebook. Comments are fun to see” (Supattra, 35)

A number of people read the comments under the post apart from the content selling. They will check the real feedback from end users to evaluate the quality of that restaurants before deciding to go. There are three types of comments that typically found on ads which are (1) Positive comments (2) Negative comments and (3) People tagged their friends. The first two types are perceived as direct experience from real users which ads' audience give high value to these categories, while a number of people tagging each other imply to increasing the level of attractiveness to

the restaurant. Surprisingly, the numbers of like on top comments are important factors as well.

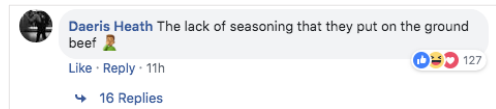


Figure 4.9 An example of top comment in Facebook ad

“Mostly, I will see the top comments and read what they discussed about this restaurant. If the more than one customer said that the store is good or food are very delicious, I will add to my list” (Likit, 28)

“When I see negative comment or positive comments on any particular ads but no one liked, I will not give much value on it. More numbers of like mean more people agreed.” (Tum, 27)

CHAPTER 5

CONCLUSIONS AND RECOMMENDATIONS

As mentioned in previous section, restaurants owner should understand and be able to identify pricing and location of your targeted customers since these are two major factors in choosing shabu restaurants. *Price and all available location should be stated in the content of Facebook advertising as caption or photo.* You can see the example of successful ads from competitors using this strategy from respondents' answer as shown below.

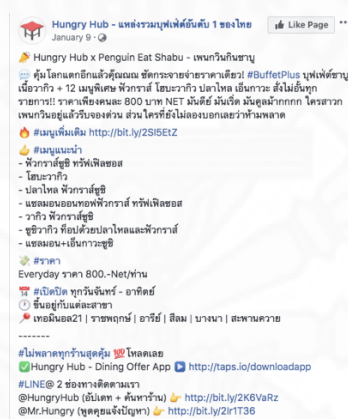


Figure 5.1 An example of successful Facebook ad

Since we found that price and store location are key factors in deciding the choice of shabu restaurant. Manager should ask creatives to display this information on ad photo or mention in the copy because if it meets consumer criteria, it can help them to filter the choice or capture their interest effectively. Importantly, all Facebook advertising from top searches shabu restaurants added this information in their sponsored ad instead of showing only tempting food and brand as well.

In term of developing the most attractive ad content, first, owner should select the most effective types of content- Four Portrait, Six Portrait and Six Landscape, which enable audience to see multiple photo or video.

As for pre-production process, it is necessary to ask the food stylist for designing the food presentation which comprises of key components found from this study. First, thinly sliced beef or pork in perfectly red or pink color should be

appeared in ads to portray freshness, juiciness and tenderness. Also, it should have marbling, multiple layers of white fat imbedded meat texture. Importantly, the motion of gripping sliced meat over the boiling hot pot is a great key visual to recall the pleasure of previous experience of eating shabu. For briefing photographer, the quality of photo must be clear in whole picture. The light should be soft and look natural which allows consumer to see texture of food. Brightness should be spotted on focal point. For photo composition, marketer should request photographer to have at least one photo which the selling dish is positioned at the center in order to match with consumer preference found in this study.

For video production, guidance is the same as photo mentioned in previous paragraph, but subtitle is needed in this case.

After preparing all photo and video, selection of publisher would be in this process. As a result of this study, publisher and engagement of advertising are essential key driver on consumer's mind. Marketer should spend money for hiring famous food influencers to post your ads instead of sharing from your own Fanpage to get better result. Besides, marketer has to be careful in selecting the right publisher. Effective influencers will encourage a number people to engage in your post without additional spending. This strategy will support another key driver in consumer mind-increasing engagement. In general, advertising that is published from famous food influencer such as Wannee Dak Rai Dee Wa or Dak, is prone to have higher engagement.

The message of copy which delivers to audience should be (1) fun like chatting with close friends (2) use many rousing words to persuade readers (3) insert some emoticon to make the text look less formal to read (4) hashtag on the word you want to be strengthen

Apart from publisher that impact the credibility of content delivered in ads, the message of top comments are what most of customers have seen before making decision. What marketer should do is monitoring the top comments whether it is positive or negative. If it is negative, it should be removed by Fanpage owner. However, some food Fanpage owner has regulation that prohibit from deleting comments. Marketer should cooperate with digital marketing team to write a number

of positive comments and supported those messages with higher number of like. Digital marketing agency could help you handle in this process.

Friend is also one of the major criteria in customer decision making process. It seems like this is an uncontrollable factor, but what marketer can do best is attracting them by launching sale promotion, one of key driver, to match with a number of people visiting your restaurants per table such as fifty percent off on the second person for Shabu buffet, or buy 2 get 1 free.

To make your ads more tempting, promoting the origin of meat should be stated to capture audience attention who concern for quality effectively.



Figure 5.2 An example of creative Facebook ad

If your restaurant did not provide famous beef or meat as found from the study, Kurobuta pork, Wagyu, KoKhun Ponyang Kam or Matsusaka beef. The example above could illustrate the creative way to promote origin of meat very wisely. To explain more clearly, the ad copy stated that “Paragon beef, Thon price”. The definition of Paragon is commonly known for Thai people as luxury shopping mall at the heart of Bangkok and Thon means the district in outer part of capital city which implies to cheaper cost of living including beef price.

REFERENCES

- ศูนย์วิจัยกสิกรไทย. (2018, September 9). *Thansettakij*. Retrieved from <http://www.thansettakij.com/content/266747>
- (2017, July). Retrieved from Food Intelligence Center Thailand: <http://fic.nfi.or.th/MarketOverviewDomesticDetail.php?id=150>
- al, L. e. (2011). Retrieved from <https://www.ukessays.com/essays/marketing/consumer-decision-making-process-marketing-essay.php>
- Al-Tarawneh, D. H. (2012). The Main Factors beyond Decision Making . *Journal of Management Research* .
- bangkokbiznews. (2018, March 11). Retrieved from bangkokbiznews: <http://www.bangkokbiznews.com/blog/detail/644162>
- Forbes. (2017, Sep 14). Retrieved from Forbes: <https://www.forbes.com/sites/forbesagencycouncil/2017/09/14/successful-digital-marketing-for-restaurants/#59a60b291329>
- Janmes. (2016, july 2). *Marketeer*. Retrieved from Marketeers: www.google.com
- Kesonkajontip, J. (2016). *Impact of Social Media on Buying Decision Making Process*. Bangkok: Krung Thep.
- Kotler, P. (2018). *Marketing Management, Global Edition*. Pearson Education Limited.
- Blackwell, R. D., Miniard, P. W. & Engel, J. F. (2006). Consumer Behavior
- Rose. (2001). Retrieved from <http://www.yorku.ca/mlc/4318/projects/content.html>
- Vincent J. Duriau, R. K. (2007). A Content Analysis of the Content Analysis Literature in Organization Studies: Research Themes, Data Sources, and Methodological Refinements. Retrieved from <https://journals.sagepub.com/doi/abs/10.1177/1094428106289252?journalCode=orma>
- Wongnai. (2019). Retrieved from <https://www.wongnai.com/business-owners/thailand-restaurant-trend-2018>

APPENDIX

TOPIC GUIDE DESIGNED

In-depth Interviews

Screening Questions

Have you ever visited restaurants because of Facebook advertising?

How old are you?

Questions

1. What are factors that you have considered before making decision to visit restaurant or keep it in your choice set based on Facebook advertising?
2. What are Facebook marketing activities that positively effect to your eyes
3. What types of restaurants do you like?
4. What are restaurants that you have visited due to their Facebook advertising?
5. What are factors (trigger point) that make you decide to visit those restaurants?
6. What are the content of Facebook advertising that have attracted you before?
7. What is your acceptable price range?
8. How does location affect to your decision making when deciding to eat out?

Personal Questions

1. Gender
2. Age
3. Education background
4. Marital status
5. Income
6. Occupation

BIOGRAPHY

Name	Ms.Supapitch Poothong
Date of Birth	November 26, 1992
Educational Attainment	3011: Bachelor of Business Administration
Work Position	OWNER SUGARBIRD GROUP LTD., PART.

