Impact of Social Media on Mini Restaurant Businesses in Sainikpuri

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ABSTRACT: -

Social media has emerged as an important marketing tool for companies, particularly in the food and beverage sector. This research analyzes the influence of social media on mini restaurant businesses in Sainikpuri, Hyderabad. It investigates how social media sites affect customer choice, brand awareness, and business development. The study also evaluates the influence of social media reviews, whether positive or negative, on consumer decision-making and restaurant reputation. Surveys and secondary sources were used to gather data for analyzing consumer behavior, social media ad engagement, and effectiveness of social media marketing efforts. According to the findings, social media is an important factor in customer attraction, restaurant visibility, and determining what to dine on. But negative reviews can affect businesses, and it is therefore important that restaurant owners communicate with customers online effectively. Social media marketing is, according to the study, a significant tool that can be used for business success, as long as it is strategically managed.

Keywords: Social media marketing, mini restaurants, customer behavior, brand awareness, online reviews

INTRODUCTION: -

The social media revolution has drastically changed the restaurant business. Social media sites like Instagram, Google Reviews, YouTube, and Facebook have revolutionized the way customers find, review, and select restaurants to dine at. Mini restaurants, or small, independent restaurants, are especially dependent on social media for customer interaction and brand building because they do not have big budgets for advertising.

Sainikpuri, a neighborhood in Hyderabad, has become a food hub, with several mini restaurants offering a variety of food to suit different tastes. The growing dependence on social media to find restaurants has also posed significant questions regarding its influence on small restaurants. While social media offers an inexpensive marketing platform, it also has its challenges, including dealing with negative feedback and managing an online image.

This research seeks to examine the contribution of social media to the success of mini restaurants in Sainikpuri. It aims to explore customer behavior, the impact of social media marketing, and how companies react to online reviews. Through an assessment of the benefits and limitations of social media for restaurateurs, this study offers insights into best practices for utilizing digital platforms to promote business growth and sustainability.

OBJECTIVES: -

• To study the growth of business of mini restaurants in Sainikpuri.

• To study the role of social media in the growth of Sainikpuri as a

food hub.

SCOPE FOR THE STUDY: -

The proposed study is to explore the influence of social media on mini restaurants in Sainikpuri, Hyderabad. Whether social media reviews will determine the future of as restaurant or whether even bad reviews can be a better clue to fix a restaurant's problems. The study examines the negative and positive impact of social media marketing on mini restaurant businesses in Sainikpuri, Hyderabad via research.

RESEARCH METHODOLOGY: -

1. Primary Data: Primary data is collected through questionnaire.

2. Secondary Data: Secondary data is collected through various journals, articles, research

papers and the internet.

CLASSIFICATION OF DEMOGRAPHIC FACTORS OF RESPONDENTS

TABLE 3.1

CRITERIA	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
AGE	17-20	64	42%
	20-28	73	48%
	29-35	4	3%
	More Than 35	10	7%
	TOTAL	**151**	**100%**
GENDER	Male	60	40%
	Female	89	59%
	Prefer not to say	2	1%
	TOTAL	**151**	**100%**
OCCUPATION	Employee	26	17%
	Homemaker	4	3%
	Student	116	77%
	Others	5	3%
	TOTAL	**151**	**100%**
SOCIAL MEDIA APPLICATIONS	Google	52	34%
	Instagram	78	52%
	Facebook	4	3%
	YouTube	10	6%
	Others	7	5%
	TOTAL	**151**	**100%**

CHI SQUARE ANALYSIS

AGE	INSTAGRAM USERS
17-20	34
21-28	43

29-35   0

More Than
              1
35

Age group * instagram Crosstabulation

Count

		instagram				Total
		0	1	34	43	
Age group	17-20	0	0	1	0	1
	21-28	0	0	0	1	1
	29-35	1	0	0	0	1
	more than 35	0	1	0	0	1
Total		1	1	1	1	4

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	12.000ᵃ	9	.213
Likelihood Ratio	11.090	9	.270
N of Valid Cases	4		

a. 16 cells (100.0%) have expected count less than 5. The minimum expected count is .25.

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Age group * instagram	4	100.0%	0	0.0%	4	100.0%

INTERPRETATION:

Instagram:

The value of the test statistic is 8.000

The footnote for this statistic pertains to the expected cell count assumption (I.e., 12 cells

have expected cell count less than 5): The minimum expected count is.25. So, this

assumption was met. The corresponding P -value of the test statistic is P= 0.238 which is

more than 0.05

So, this shows that there is no difference between Age group and Instagram users.

Since the p-value is greater than our chosen significance level ($\alpha = 0.05$), we do not reject the

null hypothesis. Rather, we conclude that there is not enough evidence to suggest an

association between age and Instagram users.

AGE	FACEBOOK USERS
17-20	0
21-28	3
29-35	0
More Than 35	1

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Ages * Facebook	4	100.0%	0	0.0%	4	100.0%

Ages * Facebook Crosstabulation

Count

		Facebook			Total
		0	1	3	
Ages	17-20	1	0	0	1
	21-28	0	0	1	1
	29-35	1	0	0	1
	more than 35	0	1	0	1
Total		2	1	1	4

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	8.000[a]	6	.238
Likelihood Ratio	8.318	6	.216
N of Valid Cases	4		

a. 12 cells (100.0%) have expected count less than 5. The minimum expected count is .25.

INTERPRETATION:

Facebook:

The value of the test statistic is 8.000. The footnote for this statistic pertains to the expected

cell count assumption (I.e., 12 cells have expected cell count less than 5): The minimum

expected count is.25 So this assumption was met. The corresponding P -value of the test

statistic is P= 0.238 which is more than 0.05

So, this shows that there is no difference between Age group and Facebook users.

Since the p-value is greater than our chosen significance level (α = 0.05), we do not reject the

null hypothesis. Rather, we conclude that there is not enough evidence to suggest an association between age and Facebook users.

AGE	GOOGLE USERS
17-20	24
21-28	19
29-35	3
More Than 35	6

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Ages * Google	4	100.0%	0	0.0%	4	100.0%

Ages * Google Crosstabulation

Count

		Google				Total
		3	6	19	24	
Ages	17-20	0	0	0	1	1
	21-28	0	0	1	0	1
	29-35	1	0	0	0	1
	more than 35	0	1	0	0	1
Total		1	1	1	1	4

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	12.000ᵃ	9	.213
Likelihood Ratio	11.090	9	.270
N of Valid Cases	4		

a. 16 cells (100.0%) have expected count less than 5. The minimum expected count is .25.

INTERPRETATION:

Google:

The value of the test statistic is 12.000

The footnote for this statistic pertains to the expected cell count assumption (I.e., 16 cells have expected cell count less than 5): The minimum expected count is .25.

So, this assumption was met.

The corresponding P -value of the test statistic is $P = 0.213$ which is more than 0.05

So, this shows that there is no difference between Age group and google users.

Since the p-value is greater than our chosen significance level ($\alpha = 0.05$), we do not reject the null hypothesis. Rather, we conclude that there is not enough evidence to suggest an association between age and Google users.

AGE	YOUTUBE USERS
17-20	4
21-28	5
29-35	1
More Than 35	0

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Ages * Youtube	4	100.0%	0	0.0%	4	100.0%

Ages * Youtube Crosstabulation

Count

		Youtube				Total
		0	1	4	5	
Ages	17-20	0	0	1	0	1
	21-28	0	0	0	1	1
	29-35	0	1	0	0	1
	more than 35	1	0	0	0	1
Total		1	1	1	1	4

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	12.000[a]	9	.213
Likelihood Ratio	11.090	9	.270
N of Valid Cases	4		

a. 16 cells (100.0%) have expected count less than 5. The minimum expected count is .25.

INTERPRETATION:

YouTube:

The value of the test statistic is 12.000

The footnote for this statistic pertains to the expected cell count assumption (I.e., 16 cells have expected cell count less than 5): The minimum expected count is.25. So, this assumption was met.

The corresponding P -value of the test statistic is P= 0.213

which is more than 0.05

So, this shows that there is no difference between Age group and YouTube users.

Since the p-value is greater than our chosen significance level (α = 0.05), we do not reject the

null hypothesis. Rather, we conclude that there is not enough evidence to suggest an

association between age and Instagram users.

AGE	OTHERS
17-20	2
21-28	3
29-35	0
More Than 35	2

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Ages * Others	4	100.0%	0	0.0%	4	100.0%

Ages * Others Crosstabulation

Count

		Others			Total
		0	2	3	
Ages	17-20	0	1	0	1
	21-28	0	0	1	1
	29-35	1	0	0	1
	more than 35	0	1	0	1
Total		1	2	1	4

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	8.000ᵃ	6	.238
Likelihood Ratio	8.318	6	.216
N of Valid Cases	4		

a. 12 cells (100.0%) have expected count less than 5. The minimum expected count is .25.

INTERPRETATION:

Others:

The value of the test statistic is 8.000.

The footnote for this statistic pertains to the expected cell count assumption (I.e., 12 cells

have expected cell count less than 5): The minimum expected count is.25

So, this assumption was met.

The corresponding P -value of the test statistic is P= 0.238 which is more than 0.05

So, this shows that there is no difference between Age group and others users.

Since the p-value is greater than our chosen significance level ($\alpha = 0.05$), we do not reject the null hypothesis. Rather, we conclude that there is not enough evidence to suggest an association between age and Instagram users

FINDINGS: -

- Most of the respondents (96.7%) are aware of social media whereas Only
- (3.3%) are not aware of social media.
- 2.About 95.4% of the respondents agrees that social media marketing is better than traditional
- marketing.
- 3.Social media helps to find a good mini restaurant.
- 4.Instagram is the mostly used social media application to choose a mini restaurant.
- 5.93.4% of the respondents agrees to the fact that they get to know about the mini restaurants
- hash tags/vlogs/ stories /advertisement.
- 6.Social media saves time and makes it easy for the enquiry.

- 7.Budget friendly, ambiance and dining experiences, hygiene and cleanliness are the major
- factors of preference to choose a good mini restaurant.
- 8.About 80.9% of respondents are satisfied with the result images, menu, ambiance of what
- they find online.
- 9.Online platforms helps in easy avail of special coupons, discounts and offers.
- 10.Online platforms can improve the customer satisfaction and restaurant recommendations.

CONCLUSION

The rapid development of technology plus the communication channels have led consumers to make more use of internet and webmail. Social media plays the most important role in this internet era. It is clear that many businesses and organizations use the internet to emerge. In addition, social media is the centre of communication between service providers and service receivers, which also benefits both sides. In the study I found how much reviews can impact business and how much they can influence consumers to make decisions. I also found that consumers have different degrees of weighing on reviews some of them do not rely on

reviews at all. At the same fine business owners use social media and views to improve and expand their business. We learnt that negative reviews on social media affect the restaurant business and need to be handled properly, in contrast negative reviews give businesses a good chance to explain and clear any misunderstood issues. A negative review can translate into lost dollars, while glowing reviews can help reshape an establishment's image. With that in mind, it is obvious that social media is something to be taken seriously in the restaurant industry. Social media revolutionizing the restaurant industry.

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