

**The Influence of Social Media on Customers' Decision-Making in Selecting Fine-Dining Restaurants: A Study of Facebook Pages in Karachi**

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**ABSTRACT**

*Nowadays social media is the fastest, least expensive and the most effective way of marketing to their customers. It has become a new digital version of "word of mouth" and has become an integral part of the road to business success around the world. The study aimed to investigate how restaurants can attract the attention of their customers and stimulate their interest in visiting a great restaurant and get ideas from participants who visit that restaurant after a Facebook review/Facebook pages. The study reported that the effects of online reviews, recommendations, likes and dislikes and group feedback have a significant effect on Patronization of Restaurants. The study clearly shows that all the variables had a great impact on Patronization of Restaurants as people are mostly following online reviews via social media channels which create significantly negative impact on restaurants. People sometimes give bad reviews or biased on through personal opinion which reflects the bad image of restaurants. Moreover, it is concluded that recommendations and group feedbacks create a positive impact on restaurants and supports a great patronization.*

**Keywords:** Social media, Dining Restaurants, Facebook, Karachi

**INTRODUCTION**

**Background of the study:**

Social networks, such as Facebook etc, have changed the people lives significantly. Therefore, it has become a habit for people to share daily life online. Online communities are not only using it to make access easier but it is also a place where users feel comfortable sharing their thoughts, ideas and ideas. Therefore, the fact is that content on online social media, such as text, photos, videos and other forms of communication, has become a new social network that will be used to view social behavior and communication by Health professionals.

Emotional expressions have the function of providing information on how they feel, controlling communication and building intimacy in a social media environment; hence, people use these expressions to communicate that they feel happy, sad, angry, and understand the reaction of others to various situations. An important ability of social network to express and recognize emotions is therefore the face to face interaction with the recognition of emotions is widely studied. One of the features of

the platform, Facebook Pages, provides the appropriate behavior for the comments mentioned above. Posts created on these pages get more views and comments than regular user accounts. Emoticons are the combinations of symbols which are deliberately designed to insert verbal, facial expressions. Researchers have explored the use of icons in a variety of fields, such as problem solving and mental health testing.

Emotions are the means of transmitting emotions and information to a social network. One way to determine the recognition of emotions by analyzing the magnitude of emotions through thumbnails is to separate emotions into positive, negative or neutral situations. The collection of emotions is created by Facebook called reaction, which is used to enable its users to respond to network content, such as posts and comments. Social media platforms have been regarded as a rich source of data from the longer period of time, especially from the moment when it is possible to understand the ideas and feelings expressed in them about a topic or object.

Responses allow users not only to comment but also to express many emotions, in addition to the Like button. A Facebook platform without the need for external information establishes a content-based discovery program. First, it uses click-through-response feedback and commenting techniques. In addition to the availability of many social networking sites, many related activities focused on Facebook and Twitter. Ortigosa et al is among the researchers to perform sentiment analysis on Facebook. In the first twentieth century, technology was fully developed at a rapid pace. Social media is a modern, evolving and ever-increasing social phenomenon. With rapidly adaptive features, marketing has never been slow to catch up with the pace of social growth. Advertisers have used social media as a digital marketing channel for years. As a result, social media marketing becomes one of the vital channels that every business should look at using marketing tools. Knowing this is the importance of social media, the restaurant industry is not always behind this practice. This thesis will test how well the restaurant industry is performing with marketing communications around the world.

Since we all understand that social media channels are the "image" of online businesses, it is crucial for businesses on social media pages to have effective relationships with their clients. By demonstrating their service, treatment, personality, social media accounts effectively provide evidence of who they are, what they do and how well they do it. Depending on the great effort they put into media management, every day is an opportunity for businesses to boost their reputation and attract more new clients or lose clients. Social networking is a good choice for companies in today's world, in reality most people are aware of this and are using social media for their business. Social media consumers are affected by the use of social media, according to Song and Yoo (2016, p. 93), because it provides them instant data, service and shared experience where they can see how other people enjoy a restaurant or destination by viewing their views, photographs, videos and notifications.

According to Bennett (2017), people use social media for many purposes, but the main purpose is marketing to increase their sales, to give awareness about their products and good word of mouth. Now days, social media is used to attract the customers and increase the food purchases in restaurants. Restaurant owners used to post a restaurant menu and post photos, videos and promote social events, advertise daily deals through social media to attract the customers. Social media enables restaurants to quickly reach their consumers, according to Bennett (2017), and also lets them make their marketing campaigns effective and profitable. Oral reviews and customer reviews increase brand awareness (Bennett, 2017). The demand for communications will help increase sales, allows a restaurant owner to connect easily with everyone and clients as well, and increase brand awareness of their restaurants.

Bennett's (2017) study found that marketing on social media has both positive and negative effects. One of the positive things is that it has a very positive impact on restaurant performance while on the other hand marketing the negative impact is that it is one way to tell customers what you want for them to hear. Marketing on social media is a multidisciplinary route that enables users to share their opinions on goods and services (Bruce and Solomon, 2013). Social media helps the business by giving them a chance to find out what they actually need to improve and allow customers to work collaboratively

instead of simply taking what is offered through effective marketing strategies. This social media can lead to innovation and growth of the companies/businesses, rather than stagnation. By using social media, creating a degree of customer trust through effective marketing tactics would help retailers expand their company faster than those who only advertise their goods to customers (Liang, 2013). Businesses and consumers promote trust and confidence through communication marketing (Kim et al, 2015).

Instead of merely taking what is provided by successful marketing campaigns, social media benefits the organization by offering them an opportunity to find out what they really need to enhance and encourage consumers to work together. Through social media customers check and see who they who they can trust the most and check the place where they can easily buy the things from. Customers also check the quality of their food and if the service of the restaurant met their expectations to get in restaurant (Liu, Li, Ji, North and Yang, 2017). Social media gives users options as well and businesses should take advantage of that position and create a real product image, provide superior services and treat their customers with care. Today, social media is used to draw consumers and improve restaurant food transactions.

Social media also provides consumers with choices and companies can take advantage of this position and create a real product picture, offer superior services and care for their customers. Nowadays social media is the fastest, least expensive and the most effective way of marketing to their customers. It has become a new digital version of "word of mouth" and has become an integral part of the road to business success around the world. Besides this it is also seen that social media sometimes create a very negative impression and creates a negative marketing for any business just on the basis of any random (sometimes fake) reviews. People directly hit the business on their own experiences which could be sometimes false. The study aims to reflect the positive side of reviews that how they creates decision in the mind of customers. The study aims to find out how restaurants can attract the attention of their customers and stimulate their interest in visiting a great restaurant and get ideas from participants who visit that restaurant after a Facebook review/Facebook pages.

### **Research Objective**

- The objective of this research study is to find out that how many people do restaurant review before going to the restaurant.
- The aim of the study is to find how reviews and opinions of random people help to marketize the find dines businesses in Karachi.
- The study is to discover the marketing strategies that motivate participants to visit a fine dining restaurant in Karachi.
- The study is to assess the public review about the restaurants.

### **Research Gap**

The whole study has its provision to the whole subject matter and its content. Basically, the research has a gap which needs to be identified. This study has a two research gaps in it. First is Reality participate Facebook which is Facebook Reaction based on emotions of restaurants in the youth of Karachi only through the group views of the Facebook because now a days youth used to visit the restaurant after looking at the group views of the Facebook about the restaurant to found either it is satisfied to go or not. Secondly, the research gap is very less experimental studies are conducted regarding the study of the Restaurant reviewing.

## **LITERATURE REVIEW**

This section traces the hypothetical writing and experimental writing from other related researches. The chapter also presents the conceptual framework for the study which outlines the variables; of how Facebook reactions. In today's fast-paced and powerful business environment, the marketing platform has gained tremendous value that makes marketing strategies a great success. In this case the emotional benefits play a major role because they create emotional attraction and influence consumer behavior. In today's market, branding is considered an effective tool for motivating customers. At the moment marketers understand the incredible value of branding because it helps customers differentiate their products from thousands of competitors and be able to get closer to the products. Study reveals that inexpensive food administrators should screen the patterns in the market to help them in distinguishing and fulfill the necessities and needs of purchasers. They should screen what impact their clients most in settling on basic choices to draw in more support. Additionally, in light of the fact that the discoveries showed that quality components are the key and main considerations that impact customers on the acquisition of cheap food items, inexpensive food administrators ought to consider concentrating on quality food and administration gave to the shoppers (Afrifa, 2021).

Morrison & crane (2007) describes environmental branding as the creation of a strong emotional bond and a special emotional connection with products, which is more than seed-based satisfaction. Emotions are the means of transmitting emotions and information to a social network. One way to determine the recognition of emotions by analyzing the magnitude of emotions through thumbnails is to separate emotions into positive, negative or neutral situations. The collection of emotions is created by Facebook called reaction, which is used to enable its users to respond to network content, such as posts and comments. Social media platforms have been regarded as a rich source of data from the longer period of time, especially from the moment when it is possible to understand the ideas and feelings expressed in them about a topic or object. Responses allow users not only to comment but also to express many emotions, in addition to the Like button.

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### **Emotional Expression and Facebook**

A central part of human life is feeling feelings. Rime B. (2007) stated that although an emotional encounter starts as an individual private process, it also refers to the social exchange of feelings with others. According to Zaki, J., and Williams, W. C. Interpersonal emotion regulation, (2013), A main explanation for social emotional sharing is that it facilitates the management of internal emotions, described as efforts to control emotions through social interaction. In the words of Rime B (2009), the purpose of controlling or regulating emotional responses is also motivated by the social exchange of emotions. Speaking on same lines Zech, E., et al (2004) states that an emotional response can leave enduring social and cognitive impressions, either positive or negative. It is normal for individuals to revisit and reassess the occurrence cognitively after witnessing an emotional event in order to make sense of it. Thus, it will not be wrong to state that a social worker's essential capacity is to communicate and interpret feelings, and the identification of emotions in face-to-face contact is also extensively studied. However, few experiments have seen how much of this emotional feeling can be turned into a social networking experience that is still commonly used, such as Facebook or Twitter.

### **Online Reviews and their impact on Customer Purchase behavior**

In recent years especially in 2020 countries around the globe have witnessed a change in the purchase behavior of the customers. From shopping in-person the trend of shopping online has seen a boost too, be it for clothing, surgical items, jewelry or food. There has been a shift from hearing feedback about particular things from word of mouth to getting feedback, recommendations, suggestions via online platforms, in particular Facebook. New skills and competencies are needed in all aspects of human life than why not in purchase behaviors?

In the words of Kumar, N. and Benbasat, I. (2006) online feedback enhances customer understanding of shopping sites and goods, draw customers caring theoretically, and increase consumer satisfaction and sense of community to the platform, which helps consumers to make smarter shopping decisions.

According to Hennig-Thurau et al. (2004, 2015), Social networking helps consumers to share their shopping experience with their social network after customers have ordered a product or service. Speaking on same lines Yadav et al. (2013) states, in addition, by promoting or exchanging data, clients may actively refer the product or service to others. Schau et al. (2009), further adds the post-purchase involvement lets other consumers confirm their views on particular goods or services in both cases. Thus, it can be stated that online reviews are the digital form of word-of-mouth talks. Social networking communications mimics word-of-mouth (WOM) in this respect, in which potential consumers obtain product details on their social network from reliable outlets, suggested Dichter (1966). In a recent study survey released by Website Builder experts, approximately 61 percent of customers have read online reviews of restaurants. Although such a vast number of people chose to read online reviews before selecting a particular restaurant to dine or host a function, it is also worth noting that only 34 percent of diners currently choose restaurants based solely on data provided on customer review pages.

This means that most customers neglect the restaurant's website or social media pages, opting to rely on data present on review sites, further enhancing their relevance and effect on the market. Another intriguing figure is that about 53 percent of the attractive population of 18 to 34 years of age suggested that online feedback plays an important role in their dining preferences. Word-of-mouth (WOM) contact encompasses all aspects of intercommunication among buyers regarding the selection and use of various products, services, or vendors (Hamilton, 2017 Schlosser, & Chen). A patronization is defined as "Aid or support given by a patron: aegis, auspice (often used in plural), backing, patronage, sponsorship". Correspondence through language, independent of the model of its construction and sending, involves the creation of implications. Exposure experts appear to comprehend that significance making in imparting the intended interest group shouldn't be either clausal or sentential-subordinate. Which means creations can be impactful with divided designs. Consequently, the manners in which that publicizing specialists produce importance through disjunctive sentence structure (Dalamu, 2018).

Kabadayi and Price (2014) approach customers who have two partnerships. Social networking patterns, in particular broadcasting and communication, where 'broadcasting' involves clients advertising themselves to a vast network of individuals and 'talking' involves more oriented and less obvious conversations with a small range of closer contacts. They found that these patterns are closely linked to personality attributes such as extraversion, neuroticism and responsiveness to experience, and that broadcasting and networking in turn forecast Facebook habits such as liking brands and sharing on fan pages of the brand. In the words of Bazarova, Natalya (Natalie) & Choi, Yoon & Schwanda Sosik, Victoria & Cosley, Dan & Whitlock, Janis. (2015), After sharing more positive emotions on Facebook, people experience greater overall satisfaction. Facebook channel moderates the influence of strength such that users feel more satisfied after voicing more extreme feelings apparent on the network than on private networks. Their study further resulted in stating that the emotional management needs of Facebook users can be fulfilled by communicating feelings and getting input.

Getting to know about some services till they are used seems impossible, and same is the scenario when it comes to eating food at restaurants, quoted Jin and Leslie, (2009); Simonsohn, (2011). This also

explains the phenomena that consumers cannot have access to the quality of these products until they get reviews of it from elsewhere. With advancements in internet technology consumers now turn towards the internet in particular Facebook to know about the place they plan to visit, in the words of O'Connor (2008) and Pantelidis (2010), the internet has enabled a rich flow of information from customers to businesses, and from customers to customers, and vice versa. This acts like a water cycle, moving with information in a cyclic nature.

In addition to being impacted by the peer community, people also see a gain of knowing the viewpoint of a restaurant from a group. For this cause, group impact is recognized as a motivation for the use of online feedback.

Social media has become a major marketing platform for restaurants in particular, since the main actors seem to be small, independent restaurants that lack the ability to use other marketing platforms, such as TV and radio (Wang, Tang, & Kim, 2019). Social networking material is an especially valuable guide for individuals when finding a dining location due to the intangibility of restaurant services (Kim & Tang, 2016). Social networking networks have since become a vital marketing tool for restaurant-customer relationships.

Choosing a restaurant also needed some degree of customer initiative prior to the internet. By selecting a restaurant at random, customers might make limited effort or make more effort by asking others for feedback, reading written restaurant reviews in newspapers or magazines, or finding information by books devoted to restaurant reviewing.

By having access to almost infinite thoughts and feedback that can be reached via review pages, social media sites, blogs, etc., the sheer volume of information made accessible through the internet can significantly enhance the time spent involved in this decision. Furthermore, customer work may be carried out at meals, by contribution to social media content, which may involve creating a humorous summary and taking several photographs before posting it online to catch the meal at the right angle. Right after the dining case, by writing full recaps and evaluations of their experience and posting them on blogs, general review sites, such as personal Facebook pages or Facebook groups, diners put additional effort forward.

### **The Validity and Reliability of Online Reviews**

In the past few years, a huge amount of consumer analysis has been carried out. Dedicated to the phenomenon of social media. Trusov, Bucklin, and Pauwels (2009) prove that word of mouth can be substantially more effective on social networking platforms than conventional media communication to achieve essential marketing goals, such as luring new clients.

Their research not only demonstrates that the influence of word-of-mouth social media on the development of new clients is greater than that of conventional marketing communication, but much longer lasting. According to Park and Lee (2009) online feedback which can be both constructive or undesirable does result in selling of products.

Speaking about the nature of online reviews, Mudambi and Schuff (2010) state in the finding of their research that online reviews are more like evaluation form of different products or services, which enable a customer to know more about the product or service and conclude the quality of these products and services. With this data, buyers can induce the quality of merchandise agreeing to the surveys and encounter, to decrease individual time and the risk of buy. According to Local Consumer Review Survey 2020 around 31% of clients are curious about basic need shop survey whereas 60% are likely to perused an eatery audit and 70% of customers require innovation item, contraption etc., ones.

However, Zan Mo, Et al (2015) disagree with the reliability of online reviews by stating that anonymous sharing of web feedback as user guide data allows more users able to have their own real-life experience,

even though it is a bad one. Yet vendors will take steps to compel buyers to rewrite reports about bad feedback, making it difficult to believe any of the information. In addition, some Taobao sellers threaten and discriminate against clients who have unfavorable feedback. Jamie Doward (2012), spoke on the same lines that variations in customer movements between restaurants can be due to the ratings and reviews themselves instead of differences in food or service efficiency.

According to Budescu et al, (2003), one reason behind opting for online reviews before dining out at a certain restaurant is the uncertainty and risk off loss customers have in their mind. This loss could be monetary, in terms of time or even the opportunity cost, and to avoid it or to minimize it individuals opt for online reviews. Lin (2008), talks on similar lines as of Budescu et al, (2003), by stating the online reviews taken before visiting an eatery or before a service is deemed minimizes the expected levels of imperceptibility, inseparability, inconsistency, and finiteness of services. Furthermore, Mitchell and Greatorax (1989) state the online reviews taken earlier reduces the level of risk by stopping an individual from buying a service which could not be as fruitful as expected by them, as well it reduces the level of loss they could face.

In addition to the above-mentioned Mitchell and Greatorax (1989) phenomena, the aspects in which a customer perceives risk are categorized into categories such as risk to the quality of service or product they might get, the price they will have to pay and whether the service or product is not up to the mark and any kind of medical harm they may get. Thus, to reduce these risks customers are bound to move towards getting online reviews from social apps such as Facebook to avoid these losses. Another reason customer look to a service's ratings is to reduce the chance of purchasing dissonance, referred to popularly as the guilt of the customer. Hennig-Thurau, T., Gwinner, K.P., Walsh, G. and Gremler, D.D. (2004), stated that customer's buying remorse can be reduced if the customers get access to unbiased information which confirms the validity of the service/ product in question. According to Bell (2009) Customers who choose restaurant reviews created by users have higher patterns for creativity than those who do not use such feedbacks.

Social psychology theories indicate that for social purposes such as making friends or receiving emotional support, individuals enter online brand groups and engage in social media to express their emotions and opinions (Ridings & Gefen, 2004) (Park, Kee, & Valenzuela, 2009). Individuals largely engage in product societies because of the "need to belong" (Gangadharbatla, 2008). It is also important to consider the degree to which social media material meets the desires of individuals for belonging. Common motives for choosing to eat out include getting a new practice, mixing, and evading culinary (Finkelstein 1989; Warde, Martens, and Olsen 1999). To achieve these targets, consumers must bring in efforts by means of time and resources to dine out. In comparison, consumers are forgoing the opportunity they may have had eating at another restaurant when preferring one restaurant. Therefore, when picking a restaurant, the client puts himself at risk. In terms of harm and threat, though we prefer to think of fear, the risk of dining is the buying of an event that results in disappointment takes time, resources or commitment. To minimize this risk, when making buying decisions, clients focus on online feedback (Yin et al. 2014; Parikh et al. 2014)

### **Effect of Facebook reactions/ reviews and emoticons on Customers' Food Purchase Behavior**

In recent years Facebook has evolved itself to keep up with the emerging social apps, such as Instagram, Twitter, Snapchat, etc. This evolution process has not only changed the outlook of Facebook, but with time new features, along with new emojis and reactions such as like, dislike, laugh, anger, etc. have been introduced too. These reactions have played a vital role in enabling people to voice their opinion without writing down their detailed stories, viewpoint on different apps or reviews on various products and services. In the words of Christian Brink (2016), these emotions are in the modern world a central to the way many people interact. Christian Brink (2016), further adds that Facebook Reactions are a jackpot of information for advertisers, helping them to collect more information than it has ever been about human emotions to advertising and supported messages. But at the same time, they serve a

meaningful purpose for the customers who opt for reviews of particular food and restaurants before they plan to visit the place in person.

Speaking in favor of how online reviews affect customer purchase behaviour Zan. Et al (2015), states Facebook reactions in a brief amount of time, let users make choices easily based on the online feedback and reviews they get from other potential customers based on their experiences of the same place or food. Craig et Al. (2013), states Facebook advertisement affects food habits, option and consumption of food by customers and comprehending how the food products are spoken about, reviewed is very important. In the words of Matt Bowman (2019), "According to a Harvard Business Review report of consumer restaurant ratings, "a one-star improvement in Yelp ranking contributes to a sales increase of 5-9 percent." According to analysis, on the other hand, In the other hand, according to study, if the search results contain an excess of three unfavourable posts, corporations should expect to lose 59.2 percent of their future clients.

Jamie Doward (2019), suggests in the findings of his study that while the financial returns that investors yearn for might not be produced by social media platforms and forums, they play an increasingly important role in how customers assess the quality of goods and services.

He further went to add that while restaurants with positive feedback on the web did profitable work than restaurants that were negatively received, it was difficult to assess cause and effect. Customer participation on community channels therefore inclines to build participatory involvements (Gill, Sridhar, & Grewal, 2017) that serve to develop deep and long-standing dealings between a company and customers. In addition, social media habits such as liking, uploading and distribution are supposed to signify significant performance pointers for users (Dimitriu & Guesalaga, 2017; Wallace et al., 2014) (Dimitriu & Guesalaga, 2017; Wallace et al., 2014). Adding to the findings of Hollebeek, et al, (2014), Customer engagement includes cognitive and emotional dimensions in the sense of a social online community based simulated brand culture, activating behavioral aspects through immersive interactions.

On Facebook, the number of likes, comments and shares can be used as obvious indicators of progressive customer participation rates (De Vries, Gensler, & Leeflang, 2012; Mariani et al., 2016; Viglia et al., 2018). In addition to this, Kaushik, n.d, (2011), notes that the progressive user engagement levels appear to represent the conversation, feedback, and likes behaviour listed. Taking a comprehensive view of how clients respond on social media is driven by labor that promotes the significance of recognizing the journeys of consumers (e.g., MacDonald, Wilson, & Konus, 2012; Baxendale, Macdonald, & Wilson, 2015; Solomon, Ashman & Wolny, 2015; Edelman, 2010; Wolny & Wilson, 2015; Charoensuksai, 2014; Court, Elzinga, Mulder, & Vetvik, 2009), where the consumer/customer path is "an account of the customer experience where the interaction of customers with a commodity, product, or business of interest is characterized by different touch points" (Wolny & Charoensuksai, 2014, p. 319). When a person decides to dine out at a venue according to their wants and desires, the dining process clearly begins. This understanding encourages them to look for the restaurant in question. In the words of Olshavsky and Wymer (1995), this search can be either internal (taken from previous experiences) or external (taken from sources beyond one's own shell, these days particularly extensive internet, especially through Facebook). Bell (2009) adds to the findings of Olshavsky and Wymer (1995), by stating that external search is taken when currently available information seems insufficient or either inappropriate to an individual, or either when they want a good confirmation as per their expectations of a particular eatery.

Adding another layer to this information, Buchanan, R.D. (1977), stated that external information taken is much riskier than the internal one and especially when it is taken for services rather than for products. Cho, Y.N. (2009), states in the finding of his research that groups play a vital role in shaping an individual's choices about visiting a particular eatery or their purchase behavior about eating a particular thing. This become a conformity act and the individual's reading such reviews are compelled to be bound by what they read and act accordingly, (Fink, E.L., Kaplowitz, S.A., Dalessio, D. and Armstrong,

GB (1983). The closer the relation between restaurants and consumers by feedback, the greater the positive impact on business have on a whole, according to the report of a research finding by Anderson and Magruder (2012). User ratings can redirect customers to restaurants of higher quality, leading to the closing of lower-grade restaurants or the need to upgrade their quality to meet changes in market demand.

Thus, in their decision-making, Facebook reviews have often provided consumers more autonomy. In addition to fine dining locations, they can also conveniently find details about casual dining, multicultural and even fast-food restaurants. If an organization creates a social media platform so it can connect with consumers, it creates an incentive for users to engage in a group (Bhattacharya & Sen, 2003). Social networking is a way of strengthening the engagement of the brand audience (Habibi, Laroche, & Richard, 2014). In the words of McManus LISA, (2019), Online restaurant reviews are narratives generated by consumers in which clients can have an explanation of their dining experience and rate it. Evaluations then develop into invaluable source of knowledge that catches the immediate viewpoints of consumers on their dining experience. Active online engagement through Facebook reviews means producing innovative content, such as a web log or sharing photographs or writing on social media, which is open to others for consumption (Chia 2012; Rey 2012).

## **METHODOLOGY**

The study adopted a quantitative research approach, which focused on numerical data and statistical analysis. Quantitative research is primarily concerned with measuring variables and analyzing data in numerical form to draw objective conclusions. It is commonly used to examine opinions, behaviors, and patterns in a structured manner, allowing for reliable and generalizable results from a larger population.

Based on the research questions, a quantitative methodology was employed. This approach utilized objective measurement techniques to collect numerical data used for testing predetermined hypotheses. It generally required a structured and controlled research design. In this study, data were collected from the youth of Karachi to examine Facebook reaction-based emotional responses toward restaurant selection. The respondents included young individuals who selected restaurants based on Facebook reviews or other electronic sources. The collected data were analyzed using SPSS software, and multiple statistical tests were applied to derive meaningful conclusions.

### **Research Design**

The study adopted a descriptive research design to examine Facebook reaction-based emotional responses toward restaurants. Previous research studies were reviewed to support the theoretical framework and identify relevant variables. As the study was quantitative in nature, statistical techniques such as the Chi-square test were applied to examine the relationship between variables. The survey method was used as the primary data collection technique. The study analyzed how Facebook reviews and reactions influenced emotional responses and decision-making among youth in Karachi. The research focused on identifying the relationship between independent and dependent variables, where Facebook-related engagement represented the independent variable, and emotional responses formed the dependent variable.

### **Target Population**

The target population consisted of individuals from Karachi who shared similar characteristics relevant to the study. Specifically, the population included youth who actively used Facebook and relied on online reviews when selecting restaurants. These individuals were considered appropriate for analyzing Facebook reaction-based emotional influences on restaurant selection behavior.

**Sampling Technique**

Non-probability sampling was used in this study. In this technique, participants were selected based on their relevance and accessibility to the research objectives. A sample of 150 respondents from Karachi was selected to represent the target population.

Data were collected through structured questionnaires and surveys. The selected participants included young individuals who visited restaurants based on Facebook reviews, as well as those who shared their experiences through likes, comments, and ratings on Facebook pages and groups.

**Data Collection**

The study primarily relied on primary and secondary data sources. Primary data were collected through structured questionnaires distributed among the youth of Karachi who visited restaurants after viewing Facebook reviews. Secondary data were obtained from Facebook engagement metrics, including likes, dislikes, comments, and public reviews related to fine-dining restaurants.

Fine-dining restaurants were selected for this study because they represent well-known brands with a high level of customer engagement. The influence of Facebook reviews on such restaurants was considered more significant due to their large customer base and strong online presence.

**RESULTS**

**Data Reliability**

All the data were cleaned before proceeding for analysis. The missing values were accounted for less than 2% of the total data. In order to check the unengaged responses, standard deviation of the data was checked. The Descriptive Statistics Table show the moderate levels of SD of all the constructs. Further the value of Cronbach alpha shows the reliability of all constructs.

**Descriptive Statistics**

*Table 1: Fine Dining*

<b>Have you been going to the fine dining restaurants?</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	139	92.7	92.7	92.7
	No	11	7.3	7.3	100.0
	Total	150	100.0	100.0	

The data analyzed that 139 people out of 150 (i.e. 92.7%) of the entire sample have been to fine dining restaurants for lunch / dinner.

*Table 2: Place for Fine Dining*

<b>Where do you go for fine dining?</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent

Valid	Hotel	122	81.3	81.3	81.3
	Shopping Mall	27	18.0	18.0	99.3
	Stand Alone	1	.7	.7	100.0
	Total	150	100.0	100.0	

Usually they prefer to visit Hotels for fine dining. Around 82% of the sample respondents' states that they prefer hotels for fine dining whereas, rest of the 18 percent prefer shopping malls for dining.

*Table 3: No. of times visit*

<b>How often do you go to fine dining restaurant?</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1-2 times a month	113	75.3	75.3	75.3
	3-4 times a month	26	17.3	17.3	92.7
	More than 5 times a month	11	7.4	7.4	100.0
	Total	150	100.0	100.0	

The questions asked to respondents regarding their number of visits to fine dining restaurants in a month. Around 75% of the respondents commits that they visit for dining 1 to 2 times a month whereas around 17 percent of the people states that they visit restaurants 3 to 4 times a month. Around 11 people out of 150 said that they visit restaurants more than 5 times a month.

*Table 4: Occupation*

<b>Occupation</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Private Company	48	32.0	32.0	32.0
	Public Company	2	1.3	1.3	33.3
	Business Owner	16	10.7	10.7	44.0
	Students	75	50.0	50.0	94.0
	Others	9	6.0	6.0	100.0
	Total	150	100.0	100.0	

According to the results of this particular study, around 32 percent of the respondents works for private company whereas, 50 percent of them were students. Rest of them were doing their own business or working for public companies.

*Table 5: Monthly Income*

<b>Monthly Income</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below 15,000	44	29.3	29.3	29.3
	15,001 – 30,000	29	19.3	19.3	48.7
	30,001 – 45,000	12	8.0	8.0	56.7
	45,001 – 60,000	15	10.0	10.0	66.7
	Above 60,000	50	33.3	33.3	100.0
	Total	150	100.0	100.0	

The monthly income of the respondents mentioned in the above table which states that around 30 percent of the people have an income of less than 15,000 whereas, 20% of them are earning in between 15,001 to 30,000. Moreover, the results show that 12 people are earning in between 30,001 to 45,000 and remaining 43 percent are earning around 45,000 and above.

*Table 6: Educational Level*

<b>Educational Level</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High School	103	68.7	68.7	68.7
	Bachelor Degree	36	24.0	24.0	92.7
	Master Degree	11	7.3	7.3	100.0
	Total	150	100.0	100.0	

The educational level of the respondents has been mentioned in the above table which states that around 103 people (i.e. 68.7% of the data) have high school education whereas 24 percent of the people holds bachelor's degree and rest of the respondents (7.3%) have master's degree.

*Table 7: Gender*

<b>Gender</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	92	61.3	61.3	61.3

	Female	58	38.7	38.7	100.0
	Total	150	100.0	100.0	

In this study, around 92 male and 58 females have participated.

*Table 8: Age*

<b>Age</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below 25 years	93	62.0	62.0	62.0
	25 – 35 years	38	25.3	25.3	87.3
	36 – 25 years	10	6.7	6.7	94.0
	Above 46 years	9	6.0	6.0	100.0
	Total	150	100.0	100.0	

93 respondents fall below the age of 25 whereas, 38 people lies under the range of 25 to 35 whereas, 25% of the people falls in the range of 25 – 35 years of age. Rest of the 19 people falls above the age of 36.

*Table 9: Marital Status*

<b>Marital Status</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	137	91.3	91.3	91.3
	Married	13	8.7	8.7	100.0
	Total	150	100.0	100.0	

In this study, 137 people out of 150 are single whereas, 13 people are married.

*Table 10: Reliability*

<b>Reliability Statistics</b>	
Cronbach's Alpha	N of Items
.859	27

The reliability test had been used to find out that the collected data was reliable for further analysis or not. Table 8 showed the individual reliability of each variable and then overall reliability, i.e. collectively all the variables were tested using Cronbach's Alpha.

The Reliability of the variables is 0.859 which is greater than 0.70 therefore, it states that the data among the variables are reliable.

*Table 11: Correlations*

<b>Correlations</b>						
		Patronization of Restaurants	Likes / Dislikes	Group Feedback	Recommendation	Reviews
Pearson Correlation	Patronization of Restaurants	1.000	.595	.701	.348	.598
	Likes / Dislikes	.595	1.000	.537	.502	.577
	Group Feedback	.701	.537	1.000	.672	.568
	Recommendation	.348	.502	.672	1.000	.425
	Reviews	.598	.577	.568	.425	1.000
Sig. (1-tailed)	Patronization of Restaurants		.000	.000	.000	.000
	Likes / Dislikes	.000		.000	.000	.000
	Group Feedback	.000	.000		.000	.000
	Recommendation	.000	.000	.000		.000
	Reviews	.000	.000	.000	.000	

To check the relationship among the variables, Pearson's Coefficient of Correlation is used along with its significances. The above table shows the various correlations among each dependent and independent variable. The relationship among Patronization of Restaurants and Likes / Dislikes is 0.595 (i.e. 59.5%) shows positively moderate relation whereas, the relationship among Patronization of Restaurants and Group Feedback is 0.701 (i.e. 70.1%) shows positively moderate relation. Moreover, the relationship among Patronization of Restaurants and Recommendation is 0.348 (i.e. 34.8%) shows positive relation and the relationship among Patronization of Restaurants and Reviews is 0.598 (i.e. 59.8%) shows positively moderate relation. All the variables are significant to one each other as it is shown in the above table that the significance values are lesser than 0.05.

*Table 12: Model Summary*

<b>Model Summary</b>					
Model	R	R Square	Adjusted R Square	Std. Error	Durbin-Watson
1	.796 <sup>a</sup>	.634	.624	.49389	1.897

a. Predictors: (Constant), Recommendations, Reviews, Likes / Dislikes, Group Feedback
b. Dependent Variable: Patronization of Restaurants

The fitness of model explained through model summary table which shows the value of R Square is 0.634 (63.4%). It explains that the model is positively fitted along with its significance value 0.000 (which is less than 0.05). Moreover, the value of Durbin Watson is 1.897 which is also less than 2 implies that there is a positive autocorrelation among the values.

*Table 13: ANOVA*

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	61.196	4	15.299	62.721	000 <sup>b</sup>
	Residual	35.369	45	.244		
	Total	96.565	49			
a. Dependent Variable: Patronization of Restaurants						
b. Predictors: (Constant), Recommendations, Reviews, Likes / Dislikes, Group Feedback						

The value of significance was found to be 0.00 which was less than 0.05 so it was concluded that the model was significant and reliable. According to the result of reliability and ANOVA the study had been further processed and regression model had been applied. The regression model of the study is as follows:

$$PR = \beta_0 + \beta_1 LD + \beta_2 GF + \beta_3 RV + \beta_4 RC$$

*Table 14: Coefficients*

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	077	213		360	720	.344	497
	Likes / Dislikes	226	051	.295	.454	0	126	326

						0 0		
	Group Feedback	663	.078	.643	.505	0 0 0	509	817
	Reviews	.242	.053	-.317	4.54 2	0 0 0	.348	.137
	Recommendation	322	.109	.197	.963	0 0 4	107	536
a. Dependent Variable: Patronization of Restaurants								

The values of the beta coefficients of all the variables were positive except reviews and the value of significance of all the variables were less than 0.05 showing the significant positive effect. Now the model for the Patronization for Restaurants concludes that:

$$PR = 0.077 + 0.226 LD + 0.663 GF + (-0.242) RV + 0.322 RC$$

The regression equation mentioned above shows that the value of the beta coefficient of reviews was -0.242 which was negative and the value of significance was 0.000, which concluded that Patronization of Restaurants had significant negative effect on Reviews. Therefore, it had been accepted that Patronization of Restaurants created Reviews in customers. Likes / Dislikes showed significant positive effect as the value of the beta coefficient was 0.226 and positive, also significance value is 0.00 (less than 0.05). Hence, it had been proved that Patronization of Restaurants created Likes / Dislikes among customers. The value of significance for the variable Group Feedback was 0.00 which was appropriate value and the beta coefficient value in the regression equation was 0.663 and positive proving to have a positive influence. So, it had been concluded that Patronization of Restaurants have a positive impact on group feedback. Recommendations significantly had a positive influence as its beta coefficient value was 0.322 and positive and the value of significance was 0.000 which was also less than 0.05. Therefore, it is proved that recommendations create a positive impact on Patronization of Restaurants.

### Variables Assessment Summary

Table 15: Variable Assessment Summary

Variables	Summary	Beta	Sig. Value	Value	Empirical Results
LD	The results of the study concluded that Likes and Dislikes among the customers directly hits Patronization of Restaurants.	0.226	0.000	4.454	Positively Effecting

<b>GF</b>	It had been clearly concluded that Group feedback reflects Patronization of Restaurants.	0.663	0.000	8.505	Positively Effecting
<b>RV</b>	According to the results derived by the data, reviews among the social media groups reflects Patronization of Restaurants negatively.	0.242	- 0.001	- 4.542	Negatively Effecting
<b>RC</b>	As per the results, recommendations effects Patronization of Restaurants positively.	0.322	0.000	2.963	Positively Effecting

### Hypothesis Assessment

According to the above table, it had been clearly proved that excluding one variable which is reviews, all the other variables had been creating significant positive impact and are responsible to impact the Patronization of Restaurants. Reviews had also been affecting the restaurants but it had a negative impact. Hence, the hypothesis had been accepted.

*Table 16: Coefficients of Correlation*

<b>Coefficient Correlations</b>						
<b>Model</b>		<b>Recommendati on</b>	<b>Revie ws</b>	<b>Likes / Dislik es</b>	<b>Group Feedbac k</b>	
1	Correlatio ns	Recommendati on	1.000	.019	-.387	-.328
		Reviews	.019	1.000	-.216	-.527
		Likes / Dislikes	-.387	-.216	1.000	-.144
		Group Feedback	-.328	-.527	-.144	1.000
	Covarianc es	Recommendati on	.012	.000	-.002	-.003

	Reviews	.000	.003	-.001	-.002
	Likes / Dislikes	-.002	-.001	.003	-.001
	Group Feedback	-.003	-.002	-.001	.006
a. Dependent Variable: Patronization of Restaurants					

The above table shows the relationship among the independent variables of the study. It explains correlation (which means how much two variables are related to each other) whereas, covariance shows that directional relationship among two variables.

Recommendation have a weak but positive correlation with reviews (i.e. 0.019 or 1.9%) whereas, with likes/ dislikes it has a negative correlation (i.e. -0.387 or -38.7%). Moreover, the relationship of recommendation along with group feedback is also negative correlation (i.e. -0.328 or -32.8%). On the other hand, Reviews have a weak but positive correlation with recommendation (i.e. 0.019 or 1.9%) whereas, with likes/ dislikes it has a negative correlation (i.e. -0.216 or -21.6%). Moreover, the relationship of recommendation along with group feedback is also negative correlation (i.e. -0.527 or -52.7%). Besides this, Group Feedback has a negative correlation with recommendation (i.e. -0.328 or -32.8%) whereas, with likes/ dislikes it has a negative correlation (i.e. -0.527 or -52.7%). Moreover, the relationship of reviews along with group feedback is also negative correlation (i.e. -0.144 or -14.4%).

## CONCLUSION

The study concluded that the effects of online reviews, recommendations, likes and dislikes and group feedback have a significant effect on Patronization of Restaurants. The study clearly shows that all the variables had a great impact on Patronization of Restaurants as people are mostly following online reviews via social media channels which create significantly negative impact on restaurants. People sometimes give bad reviews or biased on through personal opinion which reflects the bad image of restaurants. Moreover, it is concluded that recommendations and group feedbacks create a positive impact on restaurants and supports a great patronization.

## FUTURE RECOMMENDATIONS

It is suggested that future investigations investigate other customer gatherings, for example, working grown-ups who may disparage food trucks during their mid-day breaks for the accommodation it offers. This would assist with extending the pool of information encompassing patronization of restaurants by shoppers from varying backgrounds. Besides, it is likewise recommended that top to bottom examination on how the various sorts of food sold by restaurants impact patronization conduct. Other than that, future examinations could decide to focus on interceding and directing impacts of different factors, for example, the restaurants' special endeavors towards the expectation to disparage food. It might likewise be useful to concentrate exhaustively how different purchasers' socioeconomics impact restaurant patronization as it would give a more all-encompassing outline of the sort of buyers who are bound to be a recurrent food truck client over the long haul.

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