EFFECTS OF SOCIAL MEDIA MARKETING AND EWOM ON CONSUMER CHOICE DECISION RELATED TO RESTAURANT INDUSTRY

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ABSTRACT

This study aims to identify impact of social media marketing such as sharing, publishing, visual and electronic word of mouth on consumers' choice decision with the significant and positive effect of the moderator which is bloggers' reputation. In this study, it is believed that with the passage of time, social media marketing in terms of e-business, entertainment and for marketing purpose is playing a significant role. Therefore, social media marketing is the fastest, cheapest and yet the most effective source of marketing. Consumer choice plays an important role in restaurant dining as the taste, ambiance, hygiene, the staff and the management is the criteria a customer assesses on when eating out. The collection of the data will be done through questionnaire survey method to study consumer choice. Quantitative research design approach was used for the hypothesis testing process, the numerical analysis of the independent variable and dependent variable along with the moderator. The results of this study contribute to the eatery/restaurant industry of Pakistan and can be used by the eateries for gathering information of their image, market reputation and future marketing. AMOS software has been used for taking out the results. The number of respondents was 400 which was collected through questionnaire and is directed towards the fast food restaurant industry

KEYWORDS: BLOGGERS REPUTATION, CONSUMER CHOICE DECISION, EWOM, PUBLISHING, SHARING

1. INTRODUCTION

World is changing because of social media platform. People are taking responses from the bloggers and from the electronic words of mouth. Social media showcasing has turned into a vital piece of day by day life which is broadly utilized all around the globe one of the case of interpersonal interaction site is face book which had 400million dynamic clients in 2010 one face book official organization insights layout the breakdown of destinations and now in the current year's second from last quarter confront book had 1.79 billion month to month dynamic clients. Eatery industry is the place they give administration and item both that is the reason it is essential for them to utilize online networking promoting apparatus to specifically draw in and associate with clients all together comprehend their decisions criteria.

2. RESEARCH PURPOSE

The purpose of this research is to examine the moderating role of bloggers reputation in linking social media marketing and electronic word of mouth with consumer choice. There are two independent variables in this study social media marketing and ewom whereas the dependent variable is consumer choice a moderating variable has also been introduced in this study which is bloggers reputation. Data collection is done through questionnaire largely through manually and some through online.

3. HYPOTHESIS STATEMENT

H1: There is a significant and positive relationship between E-WOM and consumer choice decision.

H2: There is a significant and positive relationship between social media marketing and consumer choice decision.

H3: There is a significant and positive effect of the moderator, bloggers' reputation in linking H1 and H2 with consumer choice decision

4. THEORETICAL FRAMEWORK

There are three different theories. One is found in social media integration theory. The second one is design processing theory and the third one in information process theory

5. INFORMATION PROCESS THEORY

1) Revisiting MPAA (Cohen & Reed 2006) it provides the support for the theory in a cross national content of E-WOM 2) Integration Theory (Anderson 1971)Social network for the choice of tourist destination: attitude and behavioral intention 3) Theory of reasoned action (Fishbein and Ajzen 1975) explains the aim to investigate computer usage behavior 4)Theory of planned behavior

Our need to share clears up the achievement of buyer survey objectives, talk social gatherings and online long range interpersonal correspondence regions, for example, Twitter. There are two or three mental explanations for this sharing conduct from the need to relate and have a place, the need to help different people who should be seen as somebody with the right affiliations and information. One individual achieves a couple others and each of them can give the message to their game plan of accomplices and so forth. This clears up the viral limit of EWOM. At whatever guide we organize toward

make a buy we at first need to get educated about the subject on the web. Online audits are utilized as fundamental data sources, shape customer points of view towards a thing and impact bargains. We believe the choice of an affirmed singular more than we trust propelling, news by the conventional media or data on a corporate site. This is called 'social affirmation'. Electronic Word of Mouth, all things considered, impacts customer purchasing choices. In like manner, plainly individuals can be decidedly affected or inimically by this. Suitably, e-WOM is fought to be more capable than its separated accomplice (WOM), on account of its ability to accomplish a greater number of individuals in a brief moment and on an overall scale (Hennig-Thurauet al., 2004; Phelps et al., 2004). In light of the Bass (1969) scattering illustrate, the likelihood to hold onto another thing additions as the amount of past buyers rises. As a result of the extended detectable quality of online thing studies from a couple of past buyers we fight that the bigger part effect may be more indispensable on the web. Regardless of the importance of e-WOM, there is yet somewhat number of studies that examine online buyer essential authority and parts of e-WOM, for instance, viral showcasing, in a cross national setting (e.g. Dobele et al., 2007; Fong and Burton, 2008).Hence, the subject of whether e-WOM similarly affects different nationalities is, as it were, unexplored in the educational composition.

6. SOCIAL MEDIA INTEGRATION THEORY

1) Balancing theory

Social dispersing is described as any edge, new or ascending, of online substance creation. Web disseminating contains individual, business, and gathering destinations despite e-books and locales. It suggests a quick channel to the writer to offer feedback, make request, and have examinations. Electronic long range informal communication particularly Facebook has transformed into a showcasing channel to accomplish target promote. As demonstrated by a study, "Develop your Brand Community Online" electronic informal communication has transformed into a significant showcasing channel to accomplish particularly centered around customers and attracts them with association brands (Hanlon et al., 2008). As demonstrated by Lukka and James (2014) Facebook is a convincing source to publicize your things eventually. Facebook has enabled promoters to alter their advertisements for a specific social event of people. Appropriating is one of the basic parts of today's online electronic long range interpersonal communication foundation. It's what pulls in per users and internet organizing customers and increments their thought in perspective of the quality and subject o information. For this circumstance, restaurant related substance, support reviews, faultfinders and sustenance bloggers' advices pull in customers and accept a critical part by the way they see information.

2) Integration theory(Anderson 1971)

The correspondence in association with sustenance has expanded creating thought throughout the last decennia (Renn, 2008). The purpose behind this correspondence can contrast altogether; building trust and accord, making care, instructing, influencing perceptions, perspectives and feelings, propelling action and advancing behavior (McGloin et al., 2009). In the last decennium the Internet has seen another assortment of specific progressions that go in light of current circumstances under the names of 'web 2.0'. Web 2.0 gave a phase to the headway of web based systems administration which is described as "a social event of Internet-build applications that work in light of the ideological and mechanical foundations of web 2.0, and that allow the creation and exchange of customer delivered content" (Kaplan &Haenlein, 2010, p. 61). This suggests customer delivered substance and dispersions attract buyers towards unmistakable stages and a significant measure of information is available for them to assess. Generally the young period has valued the late years, have ended up being especially mindful and conscious about their sustenance and organization experiences. Dispersing therefore settles on deduction between the open choices the customers are given and can appear differently in relation to yielding with what is being disseminated, who is appropriating it and the authenticity of the sources. Thusly appropriating is a down to earth variable for this examination as it clarifies a couple parts of this investigation and relates to exchange elements used as a piece of this examination. The web 1.0 allowed clients to scrutinize and look information, however web 2.0 grants buyers to make information themselves. This improvement, together with the presentation of a buyer told channel includes basic results for correspondence overall (Cova& Pace, 2006). Worldwide support associations perceive the constrain of web based systems administration and a little bit at a time move their advancing and correspondence spending arranges into new media where individuals all in all gets open entryway for both making and sharing substance. As a result, the association passes control of their picture and correspondence technique to some degree over to the gathering. An eminent instance of this ponder is the possibility of 'viral publicizing' where customers are enlivened to forward a web elevating message to people from their casual group (Lans et al., 2010).

7. DESIGN PROCESSING THEORY

The theory is about how publicists handle the blueprint of the arrangement of the thing that include the purchaser's thought and in conclusion transform into the choice of the client (Henderson & Cote, 1998).

8. FIGURES AND TABLES

TABLE1: RESPONDENTS PROFILE

GENDER		FREQUENCY	PERCENT
Valid	Male	271	67.8
	Female	129	32.3
	Total	400	100.0

EDUCATION		FREQUENCY	PERCENT
Valid	Intermediate	40	10.0
	Undergraduate	173	43.3
	Post Graduate	187	46.5
	Total	400	100.0

AGE		FREQUENCY	PERCENT
Valid	18 to 23 years	187	46.8
	24 to 29 years	141	35.3
	30 to 35 years	41	10.3
	35 years and above	31	7.5
	Total	400	100.0

WORK		FREQUENCY	PERCENT
Valid	Employed	235	58.8
	Unemployed	165	41.3
	Total	400	100.0

ORGANIZATION		FREQUENCY	PERCENT
Valid	Public	43	10.8
	Private	197	49.3
	Total	240	60.0
Missing	System	160	40.0
Total		400	100.0

EXPERIENCE		FREQUENCY	PERCENT
Valid	Less than 3 years	139	34.8
	3 to 6 years	49	12.3
	6 to 9 years	18	4.5
	9 to 12 years	16	4.0
	12 to 15 years	4	1.0
	More than 15 years	13	3.3
	Total	239	59.8
Missing	System	161	40.3
Total		400	100.0

TABLE 2: MEASUREMENTS MODEL ESTIMATIONS

				ESTIMATE	S.E.	C.R.	AVE
S2	<---	SMM		.744	.073		
S8	<---	SMM		.736	.079		
S3	<---	SMM		.725	.079		
S16	<---	SMM		.817	.065		
S15	<---	SMM		.826	.065		
S14	<---	SMM		.800	.072		
S13	<---	SMM		.969	.077	0.931	0.773
S12	<---	SMM		.784	.067		
S11	<---	SMM		.897	.066		
S10	<---	SMM		.708	.078		
S9	<---	SMM		.762	.065		
S4	<---	SMM		.915	.073		
S5	<---	SMM		.802	.069		
S6	<---	SMM		.773	.074		
S7	<---	SMM		.793	.053		
EW18	<---	EWOM		.850	.065	0.948	0.818
EW19	<---	EWOM		.973	.065		
B21	<---	Bloggers		.719	.059		
B22	<---	Bloggers		.826	.057	0.977	0.741
C24	<---	Consumer		.722	.106		
C25	<---	Consumer		.997	.097		
C26	<---	Consumer		.723	.103	0.942	0.773
C27	<---	Consumer		.821	.107		
C28	<---	Consumer		.754	.092		
C29	<---	Consumer		.746	.098		
C30	<---	Consumer		.745	.113		

TABLE 3: DISCRIMINANT VALIDITY USING FORNELL AND LARCKER (1981) CRITERION

CONSTRUCTS	SOCIAL MEDIA MARKETING	E-WOM	BLOGGERS REPUTATION	CONSUMER CHOICE
Social Media Marketing	**0.879**			
E-WOM	0.603	**0.861**		
Bloggers Reputation	0.746	0.479	**0.905**	
Consumer Choice	0.578	0.214	0.615	**0.887**

TABLE 4: DISCRIMINANT VALIDITY USING HETEROTRAIT-MONOTRAIT (HTMT) RADIO

CONSTRUCTS	SOCIAL MEDIA MARKETING	E-WOM	BLOGGERS REPUTATION	CONSUMER CHOICE
Social Media Marketing				
E-WOM	0.693			
Bloggers Reputation	0.811	0.537		
Consumer Choice	0.626	0.276	0.656	

TABLE 5: MODEL FIT SUMMARY

MODEL	NPAR	CMIN	DF	P	CMIN/DF
Default model	66	1535.194	399	.000	3.848
Saturated model	465	.000	0		
Independence model	30	6373.650	435	.000	14.652
Model	RMR	GFI	AGFI	PGFI	
Default model	.064	.778	.742	.668	
Saturated model	.000	1.000			
Independence model	.341	.208	.154	.195	

TABLE 6: PATH ANALYSIS

			ESTIMATE	S.E.	T-STATS	P
SMM	<-->	EWOM	.391	.042	2.659	***
SMM	<-->	Bloggers	.337	.042	7.009	***
SMM	<-->	Consumer	.283	.035	3.693	***
EWOM	<-->	Consumer	.328	.038	0.019	***
EWOM	<-->	Bloggers	.395	.045	0.454	***
Bloggers	<-->	Consumer	.344	.041	7.928	***

CONCLUSIONS

This research was conducted in Karachi, Pakistan; the number of respondents was 400 which was collected through questionnaire and is directed towards the fast food restaurant industry. The impact of social media marketing and E-WOM on consumer choice was examined with the moderating role of bloggers reputation. In order to investigate social media marketing and E-WOM were taken as independent variables and consumer choice was our dependent variable, bloggers reputation was added as a moderator. The beneficial purpose was to make aware the fast food restaurant industry about its consumer choices and to address the problem of consumers regarding decision making. Social media marketing has significantly positive impact on EWOM. Bloggers and Consumers have positively significant impact on social media marketing. On the contrary the study also says that EWOM has certainly positive and statistically significant effects on consumer choice and bloggers reputation.

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