



## RESTAURANTS, SOCIAL MEDIA AND CONSUMER BEHAVIOR

“Instagram is pushing restaurants to be kitschy, colorful, and irresistible to photographers”.  
(Newton, 2017)

**AIM OF THE RESEARCH:** To analyse the association between social media usage, restaurant selection and change in dietary preferences

### METHOD

- Online and face-to-face survey to consumers
- Items about social media usage adapted from Kinard (2016), ad-hoc items to measure importance of decoration in **restaurant selection and change in dietary preferences**
- 400 valid questionnaires
- Descriptive analysis (contingency tables)

### RESULTS

45.8% of respondents look at the restaurant social media the first time they go to eat there.

29.9% of respondents always at the restaurant social media, even though it is not the first time they are going there.

Looking at restaurants' social media accounts is associated with...

- following food accounts in social media: 74.3% of consumers looking at restaurants' social media are following food accounts in Facebook and/or Instagram ( $\chi^2$ : 56.3; p-value: 0.000)
- awareness and interest in trendy foods: 65.8% of consumers looking at restaurants' social media have never paid so much attention to trendy food as now ( $\chi^2$ : 28.9; p-value: 0.000)
- incorporating trendy food to the diet: 42.1% of consumers looking at restaurants' social media have recently incorporated trendy food to their diet ( $\chi^2$ : 15.6; p-value: 0.004)
- importance of restaurant decoration: 64.8% of consumers looking at restaurants' social media consider restaurant decoration as important as good food – the result is a nice picture ( $\chi^2$ : 9.8; p-value: 0.007)
- posting foodie pictures in social media: 36.8% of consumers looking at restaurants' social media post always foodie pictures in social media ( $\chi^2$ : 14.8; p-value: 0.005)



- Implications for practitioners: Need to take care of the restaurant presence in social media.
- Future research lines: Need to further explore the relations between social media usage, importance of decoration in restaurant selection and consumer behavior regarding food.

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