Exploring the Role of Social Media and Mobile Apps for Choosing a Restaurant; Evidence from Tehran

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ABSTRACT

Today, most people in most countries share their everyday experiences on social networks. This is especially true about dining out, especially among young people and students. Restaurants advertise in a variety of ways, and it is not in a way that the whole forum for exchanging of information is freely available to customers, and they make an impression in others through sharing their experiences, but the owners of the restaurants also produce films, photos, alluring clips, banners, etc. to encourage people to come to their restaurants. The present research, based on the findings of the previous researches on the role of social networks and applications in choosing a restaurant, as well as a field study of this topic in the form of a qualitative survey that employs a semi-structured interview, generally tries to answer this question: Does social networking affect choosing a restaurant in Tehran? And if yes, in what process is this effect produced?

The Tehran north restaurant industry environment provides an important background that may further explain the relationships between factors influencing the success of restaurants. The participants identified key factors in the operating environment that influenced restaurant success. These included intense competition, a constantly changing environment and changing consumer trends. In particular the intense competition was considered by the participants to have a significant impact on the success of restaurants.

Keywords: Social Media, Mobile Apps, Restaurant, Tehran, qualitative.

ÖZ

Bugünlerde bir çok ülkede çoğu insan günlük deneyimlerini sosyal ağlarda paylaşmaktadır. Bu durum özellikle dışarda yemek yiyen gençler ve öğrenciler içinde geçerlidir. Restoranlar kendi reklamlarını çeşitli şekillerde yaparlar. Bir anlamda bu reklam bir bilgi alışverişidir. Ancak bu bilgi alışverişi için oluşturulan yapı aslında, müşterilerin serbestce ulaşabileceği bir şekilde değildir. Bu durumlarda deneyimlerini paylaşarak başka bir çok kişinin fikrinide etkileyebilirler. Ancak bunun yanında restoran sahipleride insanları restoranlarına gelmeye teşvik etmek için filmler,fotoğraflar, ilgi çekici klipler, afişler vb. üretirler. Bir restoran seçiminde sosyal ağların ve uygulamaların rolü üzerine önceki araştırmaların bulgularınada dayanan bu çalışma ile birlikte yarı yapılandırılmış bir görüşme yöntemiyle nitel bir anket yapılarak İranın Tahran şehrinde bulunan Restoranların Seçiminde Sosyal Ağların rolü nedir sorusuna yanıt bulunmaya çalışılmıştır. Özetle Sasyal ağların restoran seçiminde kietkisi araştırılmıştır. Sosyal ağlar Tahran'da bir restoan seçimini etkiler mi? Eğer cevap evetse , hangi şekilde bu etki üretilir? Bu durum araştırılmıştır.

Tahranın kuzeyindeki restoran endüstrisinin oluşturduğu ortam yada çevre restoranların başarısını etkileyen faktörler arasındaki rişkleri daha fazla açıklayabilecek önemli bir zeminide oluşturur. Bu araştırmada katılımcılar iş ortamı içerisinde restoranların başarısını etkileyen önemli faktörleri belirlediler. Bu faktörler arasında yoğun rekabet, sürekli değişen çevre ve değişen tüketici eğilimleri ön sırada yer almışlardır. Özellikle yoğun rekabet faktörü katılımcılar tarafından restoranların başarısına etki eden en önemli faktör olarak belirlenmiştir.

Anahtar Kelimeler: Sosyal Medya, Mobil Uygulamalar, Restoran, Tahran, nitel.

This thesis is dedicated to my father Davood Golmohammadi and soul of my beloved mother Hoori Motaeian those who supported and encouraged me in my whole life.

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Chapter 1

INTRODUCTION

Customer behavior in the vast market of contemporary time plays a significant role. The facilities that customers have available will empower them to value the goods and services they use, gage the price and quality of a product, get to know things and ultimately make their final choice. Obviously, finding a customer for business owners, and in the process, customer retention and customer loyalty get more and more difficult in this competitive economy each day (Zhu & Chen, 2015). Communication technologies, social networks and smartphones apps that are available to the public are a platform for advertising, leading potential customers, and attracting customers. In today's world, a firm or business can succeed and continue to survive, if only provide a suitable platform for attracting and retaining customers (Chaffey, 2017).

The opportunities that this phenomenon gives to both parties (customers and business owners) have led to an emerging phenomenon in the economy, that a lack of knowledge about it and a deficit understanding of its dimensions can have a negative impact on businesses (Valentini, 2015). Social networks are considered as one of the most important and popular social software nowadays. These communication software bring together users in a virtual environment and form a social network based on their relationships. In general, in relation to a definition of virtual networks, it can be said that they are sites that consist of a simple site such as a search engine with features such as chat, e-mail, and other options that provide their users with sharing options

(Soltani Fare, 53: 2010). Facebook, Tango, Google Plus, Instagram, LinkedIn, Twitter, Tumblr, Didi, Viber, Evo, WhatsApp, Voice Chat, Telegram, Line, etc. are among the most commonly used software that enable their users to connect to one another in a virtual social network on mobile phone (Tiago et al, 2015).

Restaurants are among the businesses that promote their services using cyberspace and social networks. Based on the field information of the author, almost all of Tehran's restaurants offer their food and services through social networks and websites dedicated to advertising. In addition to these promotional activities, there are also apps that provide tourists with a map for restaurants.

In addition, social networks do not only introduce restaurants (Pantelidis, 2010), but also they provide a forum for exchanging views among individuals and customers. In a way that when deciding to go to a restaurant, it can be asked other people about that restaurant and can share information with others when they ask about the specific experience of dining out (Robinson, 2014).

Hence, social networks and apps have a huge impact on the selection of restaurants by customers, and in a way that which is exchanged among people in this space can have a huge impact on the choice of a restaurant by customers. The study seeks to assess social media and mobile apps on choosing a restaurant among the citizens of Tehran.

1.1 Background of the Study

Social networks occur when a structure of related nodes is formed. Each node is a person, a group, or an organization. The social network means showing and studying the relationship between these nodes and the flow of knowledge and information between them (Ong, 2012). Since the main part of the social information about

consumers comes from the narratives of others, the role of social networks and the exchange of information in this area is more than ever before. About restaurants, people share their experiences on social networks and talk about the quality of food, quality of services, restaurant environment, space and interior design, and other issues that they have experienced and perceived themselves. Indeed, the new social media gives restaurant owners the opportunity to connect more deeply with their customers (Rodriguez, et al., 2016).

Social networking is not only a place for conversation about restaurants, but people's sharing photos, videos, pictures of food, etc. are also among the phenomena that each contributes to the choosing of the restaurant by others. Information and advertising in this space are not generally controlled by the owners of restaurants (Naylor, et al., 2012). In fact, customers in an open, fluid and free information environment publish or share information with their own discretion, according to their interest (Pember, et al., 2018).

Today, most people in most countries share their everyday experiences on social networks. This is especially true about dining out, especially among young people and students. In fact, sharing the experience of eating at the restaurant and publishing its photos on social networks has become the norm. One study found that 37.1 percent of students uploaded their dining experience pictures with medium to high frequency (Bilgihan et al., 2014). The impact of social networks on the choice of a restaurant can be traced in several dimensions:

- The role of social media and apps in choosing places. This helps people find restaurants on maps and find the nearest restaurants in a big a crowded city like Tehran.

- Social media is a context for dialogue and, as previous researches have shown, it creates a consciousness, or more precisely to say, a mental image (ideal or negative) of restaurants through exchanging information and sharing experiences to people, which plays an important role in choosing them.

- The third opportunity that social media provides, and is likely to be effective in the way customers choose a restaurant in Tehran, is the possibility to be advertised and noticed (Luo & Remus, 2014).

Restaurants advertise in a variety of ways, and it's not in a way that the whole forum for exchanging of information is freely available to customers, and they make an impression in others through sharing their experiences, but the owners of the restaurants also produce films, photos, alluring clips, banners, etc. to encourage people to come to their restaurants (Parker, 2014).

The present research, based on the findings of the previous researches on the role of social networks and applications in choosing a restaurant, as well as a field study of this topic in the form of a qualitative survey that employs a semi-structured interview, tries to answer this question: Does social networking affect choosing a restaurant in Tehran? And if yes, in what process is this effect produced?

1.2 The Significance of the Study

Intra-city excursions are often accompanied by dining in a restaurant. In a city like Tehran, dining is one of the daily attitudes of families and young people. So far, there have been few studies in Iran on social networks on everyday life, in particular purchases and business practices (including: Zangoie et al., 2018; Nazemi & Saadatyar, 2013), which are somehow close to this research.

A restaurant is worth the money that its management understands the importance of customer satisfaction with quality service. Because in every restaurant before we can judge the quality of the food, we first treat the behavior of the restaurant's staff and servants. In fact, it is sometimes not the food itself that makes us regret our choices. But in some cases, despite the high quality of food, the courtesy of the staff in the ordering and even the way the food is served may be palatable to us. It is also important for staff to respond to criticisms and appeals from dissatisfied customers. Some restaurants have a dedicated play area for children to entertain your child while preparing meals and snap a photo.

The presenting research is important first concerning its novelty in Iran. Since according to the author's reviews, there has been no research in Tehran or Iran that is studied on the choosing of a restaurant. The second aspect of the importance of this research is that today, almost all people, especially young people, are active in social networking via mobile phones, and exchange information on social networks in relation with almost all their everyday experiences. In Western countries, there have been numerous studies on social networks on choosing a restaurant, and also studied films and photos of people on encouraging one another to dine out in restaurants (Rauniar at el, 2014). These studies have more or less shown how social networks and mobile apps are active in attracting people to specific places like restaurants and coffee shops. Therefore, this research will be significant in determining studied of these networks and programs on restaurant selection for restaurant and tourist planners.

1.3 Objectives

The main objective studied social networks and mobile apps on choosing a restaurant by the citizens of Tehran. Other objectives of the study include:

1. Explore Mobile apps studied on choosing a restaurant in Tehran.

2. Explore Photographs published studied by people regarding their experiences of those restaurants in choosing a restaurant in Tehran.

3. Studied Videos posted on social networks about customers' eating experiences at restaurants on choosing a restaurant in Tehran.

4. Studied conversations and the retelling of restaurant experiences by people in choosing a restaurant in Tehran.

5. Studied advertising in cyberspace and social networks on choosing a restaurant in Tehran.

1.4 Research Questions

1. How the photos of people's going to restaurants published by them affect the way others dine out in restaurants in Tehran?

2. How other people's retelling and conversation in cyberspace affect the way people choose a restaurant in Tehran?

3. How advertising in cyberspace and social networks affect the selection of restaurants by people in Tehran?

Chapter 2

LITERATURE REVIEW

2.1 Social Media

With the advent of social media and internet businesses, the competition is getting fiercer. Marketing is one of the things that has its own principles and every field requires its own marketing principles. The restaurant is one of the most popular and popular places these days for people all over the world. Just open an account on various social networks, then it would be confused by the colorful pictures of food. It can't be said that uploading these images is just a hobby. With having marketing knowledge, restaurant marketing policy is understandable (Hendricks, 2013).

Social media has given consumers the power to spread information to hundreds, if not thousands, of people in a matter of seconds. For the restaurant industry, which relies heavily on reviews and recommendations, this means every customer now has the power of a well-acclaimed critic. Instagram, blogs and other social sharing platforms allow everyone to be a "foodie." Publicists no longer control the reputation of a restaurant; customers do (Danielle Storms, 2014).

Due to the shift toward social sharing, restaurants must be proactive in their offensive and defensive strategies of protecting their reputations. Restaurant industry can be affected by social media in different ways. Some of these factors along with tips regarding how restaurateurs can make the best of them are discussed as below.

2.1.1 Food photos

When logging in to Instagram account, there will be food graphic designers, so-called image addicts who share the taste of food and share it, are still alive and well. Today, restaurant marketing is no longer the traditional way of distributing tracts. Tracts and restaurant menus may be just one of the hundreds of ways that aren't trendy at all. This might be funny in the first place, But by activating Instagram account to find attractive, high quality images that are often frustrating and painful for other users to see (History cooperative, 2017).

Certainly one of the best ways to market restaurant advertising is online. This can be done by publishing visual posts widely on Instagram. Therefore, it is important to feed delicious photos of the restaurant's food to the hungry eyes of Internet users, both on the website and on Instagram. By searching, many successful restaurants have found with an active Instagram account. By having to select a social network expert for work, have a specific content production plan, and publish content on a regular basis (Lacoste, 2016).

2.1.2 Restaurant Collaboration with Customer Loyalty Apps

Partnering with online food programs is another method of restaurant marketing. Most people today, especially Iranians, are equipped with Android and iOS mobile phones. This indicates that these people deal with many stable programs throughout the day. These online food apps are downloadable and installed worldwide (Kacker & Perrigot, 2016).

Partnering with online meals is just part of implementing the restaurant's marketing plan. This has led visitors to the online food app to watch and review the time and

purchase of the foods included in the menu, as well as being aware of the special discounts considering for restaurant (Heale & Forbes, 2013).

2.1.3 Use the Restaurant Introduction Program

There are a variety of websites, social media channels and apps that make restaurant information available to the audience. Instagram, tweeter, foursquare, etc. are some most common and popular social channels which have an influence in promoting restaurant products and services in cyberspace. (Fusch & Ness, 2015).

The Yelp program is a huge giant in the restaurant and restaurant marketing industry. By taking a look at the Yelp app, amazing miracles in business will appear (Jasra, 2010). An important benefit of the Yelp app is that even people who do not have an account in the program can view and review the business. So, updating Yelp account and get creative with it is essential. Adding features like restaurant openings and closures, address, menu, price range, features like Wi-Fi access, outdoor seating, parking, and more are the futures should be considered. It's worth noting, however, by adding a lot of visual appeal to the work by posting lots of pictures (Hayes, 2012). In addition, Yelp will also have positive and negative recommendations for the management feedback.

2.1.4 Set up An Account on Different Social Networks

With searching the restaurant business on Google, the chart shows the details of the restaurant. In fact, putting restaurant details on Google is a great bonus, albeit for free. This is one of the most important marketing issues of a restaurant that may not be overlooked. It's true that Google has announced it will shut down Google Plus soon, but other social networks, such as Twitter and LinkedIn, also have tremendous power. Especially Twitter, which has garnered a lot of attention these days (Yle Uutiset, 2016).

2.1.5 Local Advertising

One of the most important issues associated with the restaurant is its location. Many ads have to be based on the geography of the restaurant so that people near the location can reach the target restaurant. This has become one of the most important issues of restaurant marketing. Online services of Google, Twitter, and Facebook help to promote this (Caruso, 2016).

One of the ways people search for restaurants is Google search. If someone searches for a restaurant in a specific location, the restaurant's address and specifications will appear as the first options for the audience. By entering the restaurant address and information on Google Maps and wait for Google to approve it. The Address and information will then be displayed to the contacts near the location for those who want to search the restaurant. Local marketing for restaurants these days has been able to boost the business (Copp, 2016).

2.1.6 Upgrade User-Generated Content

This method, which has recently been promoted among restaurant marketers on Instagram, attracts bored lovers in addition to entertainment. Promoting user-generated content is how restaurant managers decide to invite their customers to participate in an exciting and appetizing competition. In fact, it is a mutual assistance partnership (O'Connor, 2009; Paraskevas et al. 2011).

2.1.7 Share News from Restaurant

Another important point of restaurant marketing is to make sure that these ads are positive if people on social media say the name of the restaurant. As such, a huge wave of fans are stepping up to hear and read positive advertisements at the restaurant. For instance inviting celebrities in the community, especially influencers in the markets, to spend the night at the restaurant will help to attract customers in order to choose the

target restaurant. They will most likely post content on their popular social networking sites along with their photos at the end of their stay, so many people will be familiar with the restaurant (O'Connor 2009; Paraskevas et al. 2011).

2.1.8 Enable Google Alert

The Google Alert app is a program that provides the business with up-to-date news based on search engine content based on the information previously provided to the app. Therefore, one of the most important things related to restaurant marketing can also be. Therefore, Activating google alert by put the restaurant details including the name of the restaurant, location and type of it, will help the restaurant owners to receive feedback from customers, and notified from any cyberattacks to the restaurant website or app (Rutz & Bucklin, 2011).

2.1.9 Build a Personal Blog

Creating a personal blog is also a way to grow the restaurant business as well as an effective step in restaurant marketing (Eisenberg et al, 2015). Creating a personal blog and starting to post content about restaurant issues, fun things, recipes, ideas, sharing success stories and everything in mind will lead the business to a community which have built for the customers and keep their opinions intimate (DiPietro et al, 2012) definitely, designing a blog can have a direct impact on the restaurant. In general, having a website for any business today is essential. Restaurants can also have a complete menu site, recipe, food photos and online food ordering on the site to reach their target audience (Zhang et al., 2010). No matter how much time spend on the business website, most of the customers will be lost if the website does not optimize for mobiles and tablets. The most out of technology should be made by investing in a website that's optimized for tablets, mobiles, and computers (Muniz 2001, p. 412).

2.1.10 Development of Restaurant Brand Identity

Creating a restaurant's brand identity will have a direct impact of performance on social media. Establishing the restaurant brand identity around target customers is one of the basics elements of restaurant marketing. For example, observe how restaurant's customers are looking for food. Do they prefer healthy food? Are they in favor of fast food or traditional food? Considering the answers, the purpose of the customers is understandable in order to Share reflection on social media after creating a restaurant brand identity (Kim et al., 2015).

2.1.11 Focus on Time Sharing Content on Social Networks

One of the most important factors in this area of activity is focusing on content sharing time. This timing can vary for each social network. Twitter can be a hidden treasure for the restaurant. And focusing on tweeting is one of the most important aspects of restaurant marketing. Timing of the tweets on Twitter has an important impact on the hungry stomachs of customers. Being creative before tweeting and adjusting the tweets for breakfast, lunch, and dinner are the key factors for promoting on this app (Creswell, 2017).

2.1.12 Collaborate with Food Delivery Services

Nowadays, ease of access to food is one of the most important principles of restaurant marketing. Partnering with food delivery services is a restaurant management game for customers. The game usually ends up in favor of restaurant customers. Most online users, as well as regular customers prefer, easy to buy and easy to get (Longart, 2010).

2.1.13 Identify Competitors at the Restaurant Location

Some people believe competitor recognition is one of the first steps in marketing. The most important competitors are the food complexes around the restaurant. It is essential to identify the local competitors. The creative mind requires a new marketing.

Creative and clever ideas such as giving awards will help to attract more customers in compete with the other restaurants (Dellarocas et al., 2007; Yim et al., 2014). For example, if a customer purchases from the restaurant more than 10 times, he or she will receive a 20% discount or some other special offers.

2.1.14 Email Marketing

Sending schedule emails to loyal customers will quickly celebrate success in the restaurant industry. Sending a monthly newsletter to prospective customers about new food and menu items or special discounts will bring a huge flood of food addicts to the restaurant. Email marketing is still one of the most popular and attractive marketing segments. Experts in the field of email marketing are also very good at other activities (Caruso, 2016).

On the other hand gauging the effectiveness of sending an email, by sending a discount code to the customers is another successful element to attract customers. Of course, there are many email services available today to help in running complex, professional processes in a simple environment (Kido, 2010).

2.2 Social Media Types and Restaurant Experience

There are a variety of factors that make it possible to use social channels and directory apps when determining a restaurant's marketing budget, as below.

2.2.1 Audience Size and Accessibility

Needless to say, reaching more audiences also requires more budget. However, the goal is to make the most out of the restaurant marketing budget spent on advertising. In other words, if the budget allows spending enough on the advertising to keep the rate of return as low as possible (Chai-Lee, 2014).

2.2.2 Alternate

An ad might be enough for a big promotion event, but if the restaurant is just opened regularly, alternate posts are needed that will definitely cost more. Determine what is the least used time or part of the business and send the message to the audience accordingly. Still, there is no need to point out that the more periodic advertising restaurant has, the more money spent on marketing, the more benefit in return (Cane et al, 2010).

2.2.3 Social Events and Restaurant Sponsorships

Attending promotional events, such as social events, can be a great restaurant marketing tactic because it is very local and people interact with it and get involved (Beese, 2011). A festival or music festival may seem like a relaxing place to go for a group of people. When the restaurant and brand are backed by these consumers, it can also be seen in this space. Programs in this direction are more difficult to measure than other marketing strategies. Sponsorship budgets can even be quite variable (Bobby, 2012). For example, if a restaurant entertains a festival audience, the cost will vary depending on the audience.

2.2.4 Production

Video content can be produced using a smartphone that is fast and inexpensive, but can also engage audiences on a daily basis with the brand. Larger video production projects can include storytelling and screenwriting, diverse graphics, actors, cameras and equipment, editing and editing teams, and the like. Using this can quickly cost hundreds of times more (Breed, 2011). Although it is not a complicated task to calculate, there is always a strong correlation between the amount of cost spent on access and distribution and the cost of producing the product. So choosing the type of

video marketing implementation depends on the level of productivity and the income of the restaurant (Bilgihan et al, 2014).

2.2.5 Distribution

The two most common ways to publish a video are through social media platforms and related apps or through the media platform such as television. Setting a budget for publishing a video on the social network, identifying the most popular pages, and hoping to get more people to know about restaurant's brand (Beese, 2011).

However, video advertising on TV has a high risk, as social media audiences are so diverse and diverse that it will be difficult to reach target audiences for restaurants. It is therefore advisable for restaurants operating only in one place to focus on local media or to advertise in the media close to their place of business, such as a cinema or theater theaters in which they operate. This way the marketing budget of their restaurant is more intelligently allocated (Pick, 2014).

Chapter 3

METHODOLOGY

3.1 Introduction

Achieve the goals of each research are used to different methods of sampling, data collection and analysis. This chapter describes the different methodologies of the study according to the type of the present study, which is a qualitative study.

The purpose of this qualitative study was to explore Social Media and Mobile Apps on Choosing a Restaurant. The present study is a qualitative one that has been done phenomenological. The objective community was five restaurants in Tehran north, who have been using the social network for at least a year. In this research, two desk research and field research methods will be used. In the desk research methodology, which is related to the theoretical part of the research, the information is obtained from text sources (books and articles). The theoretical framework and research background will be developed in this way. The data collecting tools in this section of the study are research files.

The second part of this research is the field research method. In this section, data is obtained through fieldwork. The research method is qualitative and the data will be obtained through interviews.

In this chapter, findings from the semi-structured interviews, field notes and other case-related documents are presented. Firstly, a description of the individual case context is provided. This includes a background to the restaurant operation and the participants. After this, restaurateurs' perspectives on success in the restaurant business are discussed. The factors affecting success are presented and categorized according to the identified themes. Finally, the findings are briefly summarized. In this research, the restaurants that were selected include:

- ✓ Morshed Restaurant (Niavaran)
- ✓ Shandiz Jordan Restaurant
- ✓ Asil Restaurant
- ✓ Divan restaurant
- ✓ Turan restaurant

3.2 Research Method

Semi-structured interviews are used to collect information in this research. Semi-structured interviews are one of the most common types of interviews that are used in social-quality research in which all the respondents are asked by similar questions, but they are free to respond in the way they choose. In this case, the responsibility of coding answers and their classification is on the researcher. For this purpose, the semi-structured questions used by the researcher is used in the forthcoming research.

3.2.1 Qualitative Research

This proposed research adopted a qualitative research paradigm. Therefore, a qualitative research approach was employed as the research seeks to generate an understanding of independent "Tehran north" restaurants, thoughts and opinions regarding the success of restaurants. Qualitative research is specifically focused on rich descriptions that will help to clarify or extend the researcher's knowledge

of the phenomenon. According to Myers (2009), qualitative research is designed to help the researcher understand people and the social and cultural contexts in which they live and work. Such an approach allows 'the complexities and differences of worlds-under-study to be explored and represented' (Philips, 1998).

The qualitative method was used in this research and the interview questions included the research topic "Studied the role of social media and mobile app on restaurant choice".

In current study, a combined method approach was not suitable because qualitative data from documents and interviews were analyzed.

3.3 Data Analysis

The data of the interview will be analyzed, using interpretive analysis method. In this method of analysis, the researcher seeks to reveal, as much as possible, the latent messages in the written text of the interview. According to Gillham's recommendation, the text of the interview should be written in full and in detail (Gilham, 2000). The main questions which are asked, the recalls, the efforts that interviewer has conducted as well as the supplementary questions that s/he has implemented should be mentioned so as to obtain a complete understanding of what the interviewee has said. Researchers encode these text with two approaches, so as to make these texts meaningful.

In the first approach, the researcher who already has a theory in mind, by reviewing the literature on the research subject, gains ideas on what topics and concepts should be selected for encoding. Based on them, s/he defines the codes, and then extracts new concepts appropriate to them from the interview data. In the second approach, the goal of the researcher is to achieve a grounded theory. In other words, it seeks to look for

the theory contained in the text of the interview notes, and not a predetermined theory. Therefore, designing the codes, identifying the concepts, and compiling the theory are the components of the interconnected process of analysis, and they are extracted from the data without the use of literature, and through an open coding, selective coding or an axial coding.

In both approaches, according to Robin (2005) and Gilham (2000), the researcher should proceed through the following steps for an interpretative analysis of the text of the notes:

1. S/he should review the transcribed texts.

2. In each text, the main words should be highlighted; they should be underscored or highlighted. Also repeated statements, deviant statements, and other irrelevant data should be ignored.

3. Some similar statements that seem to suggest something new should be identified.

4. Once all the texts have been reviewed, the researcher must return to the original text, review them, and make sure that highlighting the essential statements is not neglected. Additionally, s/he should answer the question that, among the specified key statements, is there any statements that are not really essential. Sometimes, it is necessary to ask another person to mark a set of texts individually. Then compare what he has highlighted with his markings and, if necessary, change them.

5. At this stage, the researcher should look at the list of categories and ask himself if they can be combined. When reviewing this listing, s/he may find that some of the titles listed are not appropriate or necessary and should be removed. To

make sure, it is necessary for him/her to ask other people to review the categorization system.

6. After determining the final categorization system, the researcher has to go back to the texts that have been implemented and compare each of the identified major issues with the list of categories and look for the place which the point said is placed in the list of categories. S/he should leave a question mark (?) in front of the statements that s/he cannot easily relate to any category. In addition, if necessary, the words should be changed in the categories of titles or new categories should be added in order to get a better fit with the statements and in a way include those statements that s/he is doubtful of, or those statements that are not considered as part the main responses.

7. It is necessary for the researcher to enter the categories of each question in an analysis table - similar to Table 5. The titles of the categories should be written above and the names or codes of the respondents are written alongside it. Then, in each cell, what the respondents said or part of them should be entered. In the next step, which the sayings of participants should be described in detail in the interviewees' interviews, it helps to find the place of the words related to each category.

By doing these activities, the explicit content of the texts is analyzed and described. Now, the researcher has to put together what each person has said about each category in different ways, in order to analyze the meaning of what they say, and to decipher what is concealed in the sayings of the interviewees.

3.3.1 Data Collection Tools and Methods

Data were collected through open-ended questions and in-depth interviews. Due to the purpose of the research, which was the studied social media and mobile app on

restaurant selection, the data of North Tehran restaurants were collected through interview. The interview had eleven main questions. The required data were collected from north of Tehran through semi - structured interviews with targeted persons.

3.3.2 Sampling

In this study, 5 participants were selected from the restaurants in the north of Tehran. Research data was collected based on the opinions of experts, managers and professors related to the research topic in restaurants as well as social media and mobile applications. Participants were selected from men and women between the ages of 19 and 50 years. All five participants agreed that correctly interpreted their responses to the interview questions.

3.4 Data Collection

Two important parts of qualitative data analysis are the collection of appropriate and adequate data and the other is the creative analysis of data. Brown and Grew (2009) write that qualitative data analysis is performed in three stages:

Description stage, analysis stage and interpretation stage. The descriptive stage is crucial and the researcher must devote more time to it.

Descriptive Stage: At this stage, the researcher is overwhelmed by reading and re-reading notes and transcripts and recalling the observations and experiences of repeated hearing and copying of audio and videotapes. At this stage, dynamic interaction is established between the researcher and the data, and each time new thoughts come to his or her mind, this is also called the reflexive thinking stage. The researcher must separate these thoughts from the data by placing them in parentheses. The important task of the researcher at this stage is data encoding. These codes are

indications that help identify structures in the data. Each time the researcher encodes or modifies the code, new ideas and insights are gained for him / her.

Analysis step: The analysis step involves clustering similar data (codes). In many qualitative ways, these clustered ideas are called themes. Themes are semantic units that exist in the data structure. According to Bern and Grew (2009), at this stage, the emphasis is on identifying the methods and patterns in the data and the relationships between them. Kofi and Atkinson (2006) write that the study of data extracts and events makes keywords, processes, or data essential to the researcher.

Interpretation Stage: At this stage, does the researcher comment on what the data suggests? Offers. According to Kofi and Atkinson (2006), the focus of this phase is on the researcher to gain an understanding beyond what seems certain. Also, at this stage, the usefulness and applicability of the findings are considered in practice, and the researcher attempts to theorize the findings, which in the present study provide an interpretation section in the discussion and conclusion section.

3.5 Findings

3.5.1 Working on Social Media

The best restaurants don't just sell food - they sell unique experiences. For many customers, using social networks is part of the service because it allows them to share their experiences with other online communities. So encouraging customers to publish their messages and pictures of meals will improve their dining experiences.

Social media like Instagram and Twitter make the restaurant known for its quality and consistency. When customers are encouraged to post pictures on social networks, each plate and photo can be a means of measuring their satisfaction.

3.5.2 Partnering with Social Media Increases Brand Trust and Loyalty

Customers always have a positive view of brands that share user-generated content, whether positive or negative, on social media. Most restaurant owners are surprised to find that negative reviews do not necessarily lead to customer loss, especially when the brand has an active presence on social networks. Only 5% of customers do not use a brand based on negative reviews.

By encouraging customers to post their photos and comments on Instagram, the transparency will show and brand trusty will increase. Defiantly, different possibilities have to use to respond to negative reviews, however, the credit the brand receives from publishing all the reviews is more than Studied it receives from negative reviews. Negative reviews can also make a positive difference to the brand. Customers will notice that all the comments will be considered.

3.5.3 Partnering with Virtual Networks Makes the Brand Supportive

Any customer who wants to take a photo of their food and share it with their fans on Instagram or other social networks can actually be a potential supporter and sponsor of the brand.

Customer surveys and social networking are essential to identifying and empowering positive customer messages. But to maximize the effect of advocacy, use solutions on social networking apps such as Instagram and Telegram to plant the seeds of enduring support and advocacy.

Instagram for restaurants, if well managed, can increase positive reviews for the brand. So it might be beneficial to include social networking sites like Instagram and the Telegram Channel on the agenda to increase number of restaurant customers.

3.6 Analysis

In this study, 5 participants were selected from the restaurants in the north of Tehran. Research data was collected based on the opinions of local restaurant owners and managers in Tehran as well as social media and mobile applications. Participants were selected from men and women between the ages of 19 and 50 years. I interviewed the participants between June 20, 2019 and July 10, 2019. All five participants agreed that I correctly interpreted their responses to the interview questions.

In this section, I present the research findings of this study. The primary research question was: How can apps and social media appeal to the restaurant selection for you? As mentioned in the methodological section of the study, an open-ended interview was used in this study. The initial questions of the interview were designed by the researcher for the purpose of the research and after obtaining the opinions of experts and experts in the field of social media and restaurants.

In this research interview questions are as follows:
1. Why can apps and social media appeal to the restaurant selection for customers?
2. In your opinion does the app turn a regular customer into a loyal customer in restaurant industry?
3. How do you think a mobile app has the ability to persuade a customer for choosing a restaurant?
4. How to use apps and social media in order to convince potential customers to the restaurant?
5. Why your plans for using this app to encourage end-users to use the restaurant?

6. How do mobile apps and social media have the ability to manage time for customer's everyday use?

7. Why your restaurant app help customer in choosing the geographic location of the restaurant?

8. How apps and media convince the customer (turning the Hesitate customer into a determined customer for the restaurant?

9. How mobile apps or social media can help to remind customers their favorite restaurant?

Table 1 shows the various social media sites in which the participants had an online presence. Zoodfood, Snappfood, Reyhoon, and Chilivery are social media Apps that generate restaurant ratings based on customer input.

Table 1: Interviewees' options about the restaurant and the app

	R1	R2	R3	R4	R5
Instagram	Y	Y	Y	Y	Y
Telegram	N	Y	N	Y	Y
WhatsApp	N	Y	Y	N	Y
Zoodfood	Y	Y	Y	N	Y
Snappfood	Y	N	Y	N	Y
Reyhoon	N	Y	Y	N	N
Chelivery	N	Y	N	N	N

Note: Y = Yes; N = No; R1: Morshed Restaurant (Niavaran); R2: Shandiz Jordan Restaurant; R3: Asil Restaurant; R4: Divan restaurant; R5: Turan restaurant

Five Participants stated that 54% of food purchases were in some way linked to the restaurant's social media page. A review of the restaurant social media revealed that the participants used social media to post pictures and videos, promote community events, advertise daily specials, and post the restaurant's menu (See Table 2).

Table 2: Interviewer Instagram posts

	R1	R2	R3	R4	R5
Photos	Menu Items Customers	Specials Board Customers	Community Events Employment Opportunities	Daily Specials Menu Items	Customers Holiday Events
Videos	Bdays & Holidays	Employee	Salad & Buffet Table	Engagement w/Customers	Salad & Buffet Table
Menu	Yes	Yes	Yes	Yes	Yes

Table 3 lists the participating restaurants' Instagram user activity.

Table 3: Instagram user activity

	R1	R2	R3	R4	R5
Page Followers	840	550	828	1820	201
Likes	600	500	750	1740	185
People Checked In	535	1755	20	10240	15
People Talking About This	30	15	21	84	45

Tables 4 and 5 displayed the number of customer reviews and the customer ratings of the participating restaurants on Telegram and Instagram.

Table 4: Telegram customer ratings and reviews

	R1	R2	R3	R4	R5
# of Review	15	8	4	25	12
Star Rating	4.6	4.1	3.2	4.6	4

Table 5: Instagram customer ratings and reviews

	R1	R2	R3	R4	R5
# of Review	85	504	15	25	106
Star Rating	4.7	4.5	4.9	4.7	4.8

Based on the findings of social media and mobile app influencers in restaurant selection, we conclude that social media and mobile apps should be designed and made available to customers so that customers can easily meet their needs.

According to the people questioned in this study, we can conclude that there must be a focus on the IT expert and those who are directly connected with social media and the strategic part of restaurant marketing which are mentioned in Figure 4-1
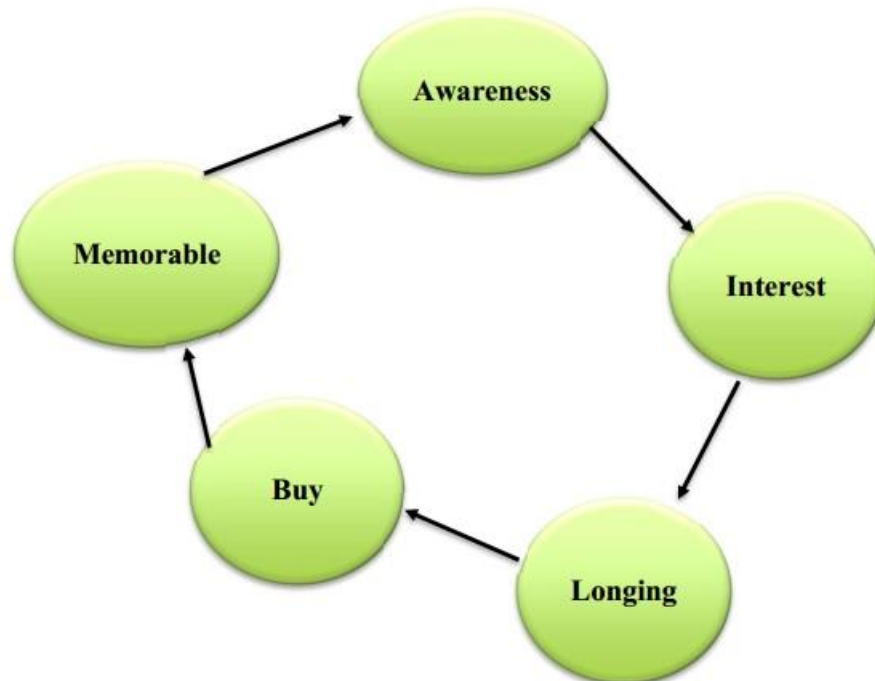

Figure 1: Suggested Model

Awareness:

The first step to thriving in the business is to expose the brand; in other words, to promote it. In the past, advertising meant to advertise some of the brand's features in the newspaper. But now, social media provides the opportunity to go beyond smart and costly businesses while engaging with customers. Promoting the brand on social media, creating a page on Facebook for the brand and share its ads on Twitter, Sending

lots of messages containing specifics of the company's products or services to customers and talk about topics that interest them. According to one of the participants in interview they mentioned that they started promoting their restaurant brand on Facebook and linked the restaurants social media page to the popular pages, after a while, they saw their logo on one tweeter account which was linked to that Facebook page.

Interest:

At this point, the customer is interested in the product or service those are offering. When the search customer is likely to launch a particular product online, it is a decisive moment and customers begin their research. Based on the value of the goods, customer research can be significant. This survey includes customer surveys, product launches, accessibility, locations and more. Research has shown that when customers come to a brand's website or Instagram page, they prefer to go to their Facebook page and customer reviews first because they find Instagram and similar social media credible and credible. Instagram is where consumers define brands or complain about language, where many questions are answered, where the brand is exposed. Instagram is a trusted source for new customers and also creates a sense of trust in potential customers for products or services. Due to the interviewee idea, Customers who were checked the restaurant's Instagram account, mostly showed a comment of the other customers about certain food since it seemed that it was the most trustful source.

Longing:

At this point, the customer is passionate about the products or services offered. A brand, whether product or service, interacts with the customer on a deeper level than mere information. Solve customer problems. Answer their questions. By investing in

the pre-purchase phase, numerous rewards will be received in the long run. We do not mean simply exploiting customers because they know fraudsters from the same color. To keep in touch with the customers, it is needed to make them feel good, so that they have an undeniable desire to buy the products or services. Supports from customers require a steadfast effort in updating the business brand website. Social networks host different customer opinions about business brands, which makes customers feel that the guest is impartial. According to the interviewee response designing the survey in the restaurant Facebook page, helped the restaurant managers to contact with customers especially those who leave negative comments and this support was made customers feel happy.

Buy:

Research shows that satisfying friends and family members 'definitions of goods and services have the most Studies on customers' purchases, as well as reducing their negative opinions about brands, sales of goods and services. If customers have positive experiences with the business brand in the buying process, they will build a sense of trust and rely on that privilege, and in the not-too-distant future lots of wealth will be gained. In this case, customers will become loyal supporters, which in turn is a special privilege for Business-to-Business brands. Customer satisfaction with the product and service will make the brand a friend, and without the hassle of promoting the products and services. Sometimes, however, negative comments about the company are not preventable. There is always customer dissatisfaction. What matters is how the owners and managers respond to their negative comments. Having persuade a customer, requires a performance explanation of, not defining company profile. Social networking is a space where conversations are formed, an opportunity for customer experiences to be shared. This is where they discuss their personal experiences with

brand names. Not paying attention to customer reviews does not mean that the conversation does not happen, but it does mean that chance to use the opportunities will be missed. According to the interviewee response sometimes the name of the restaurant was tagged on the other restaurant's account which there was a conversation about the comparison of the mutual food item. Managers answered to the complaints there also and was explaining the dissatisfaction experience they had in the restaurant.

Memorable:

Social media opens up the opportunity for the business to build a long-term, two-way relationship with the customer. Customers' attention to promotional messages is as important as the support which is put in during the purchase process. When the customer acts as the backing of the business, getting out of the shopping process is considerable in order to strengthen the relationship with the brand. On the other hand providing opportunities for customer feedback, support, and review of the company's product lines will help the restaurant to improve the relationship with customers. Whenever a customer interacts with, or is active in the brand's social media profile, a message is sent to that customer's network of friends, containing the message that the person has spent valuable time communicating with the restaurant. Customer confidence ratings about the products and services bring the restaurant new customers. Social media is the best asset for small and large businesses, and if they look at the opportunity, they should be the best customer support. Social media presents a collection of reality-based feedback and is a community where uncensored voices are given the opportunity to be heard. In fact, social media belongs to the customer rather than the brand. According to the interviewee response Comments under food photos, feedbacks of the dining experience from the customers, delivery service through online

apps, and also restaurants' rate in google ads, made the dramatic increase in the number

of customers and online orders"

Chapter 4

CONCLUSION

Most of the social media experts believe that it is essential to be creative in order to be differentiated in the media. Conveying all of the messages to people's stories is required. Interact with customers and try to get experience from their comments from social media is one of the key factors for customer satisfaction.

On the other hand, setting a budget for activity in social media, using experts in social media activities in order to stay active and update in cyberspace, identify target customers and their interest about the restaurant through their discussions in social media, following competitors and other related businesses in social media and keeping in touch with audience through network channels and social media with regular schedule and address customer inquiries and concerns are the key factors for increasing customer loyalty , gain new customers , and raise the business benefit in restaurant industry.

4.1 Discussion

More and more restaurant owners are recognizing the importance of making their interiors and their menus as Instagrammer as possible to encourage shares. Creative dishes with elaborate garnishes, shown under natural lighting in photogenic settings, are what make social media users' eyes light up. The right photos are practically marketing campaigns in themselves, users will post restaurant links of their own accord, which encourages other users to do the same. But do the posts just make people

hungry in general, or do they actually translate to better business? According to one Zizzi study, users of photo-sharing networks like Instagram use them to decide not only what to eat, but where. Around a third of the 18 to 35 year olds surveyed said they tried to avoid restaurants with weak online presences.

Besides the difficulty in determining whether followers are real, it's relatively hard to tell how successful a social media strategy is: even if a user has hundreds of followers, that doesn't necessarily mean all of them see a particular photo, thanks to the Instagram algorithm. And the more followers a person has, the lower the rates of engagement with each photo become. As such, marketing that focuses on Instagram users with fewer followers can actually offer greater chances of success than relying on a small number of people with huge follower counts.

4.1.1 The Restaurants 'Operating Environment

The Tehran north restaurant industry environment provides an important background that may further explain the relationships between factors influencing the success of restaurants. The participants identified key factors in the operating environment that influenced restaurant success. These included intense competition, a constantly changing environment and changing consumer trends. In particular the intense competition was considered by the participants to have a significant impact on the success of restaurants. This is also highlighted in the literature by both Camillo et al. (2018) and Muller and Woods (2011), who suggest that the success of restaurants is impacted on by environmental conditions.

All participants pointed out the intense competition they experienced in Tehran north's restaurant industry and considered this to be a key factor affecting their success. The impact of competition was also emphasized by Mandabach et al. (2011) and Parsa

(2011) as having a significant influence on restaurant success. Some participants attributed the intense competition to Auckland's small population spread across the city, resulting in a difficulty retaining customers.

Participants argued that the low entry level to the industry was the reason for the intense competition. This view is supported by the World Bank Group's (2012) economy rankings results, which ranked Iran as the easiest place to start a business. Moreover, Iran Immigration places few restrictions on establishing, owning and operating a business in Iran, and applications to start a new business may take only three days to process (Iran Immigration, n. d.). Additionally, participants identified the low level of initial investment required as being attractive to entrepreneurs. This is supported by Litz and Stewart (2018) who found that when compared to other industries the cost of entry into the independent restaurant market is low. Moreover, participants also considered that the public perceive that opening a restaurant is an easy option that does not require qualifications or knowledge.

The participants believed that intense competition could be overcome through competitive tactics, including marketing, offering a unique concept, and exceptional food and service. One participant extended café operating hours until 11 p.m. to attract customers wanting coffee and light snacks late at night, and another claimed that his restaurant provides menu items customer cannot get elsewhere. Through these strategies, participants tried to differentiate their restaurants from other competitors by offering a clear market position or providing an experience that customers could not get elsewhere, which is in line with the concepts highlighted by Grönroos (2010).

The participants recognized that the restaurant's operating environment is constantly changing and acknowledged the importance of reacting to changing customer trends. Different trends experienced by the restaurateurs included the changing eating habits of customers, growing demand for organic foods, and the growing popularity of different cuisines. Jones (2009) acknowledges that constant change creates difficulty for identifying customer preferences and future trends. Most participants indicated that these changes could be caused by globalization that brings different cultures to New Zealand, along with the development of technologies that enhance communication and information exchanges. This finding is similar to Parsa et al.'s (2005) results that indicated restaurants' failure to 'understand, adapt to, or anticipate' market trends is one of the main reasons preventing success.

4.2 Implications

Based on the results of this study, the following suggestions are presented:

Restaurant management's explicit emphasis on integrated marketing communications with customers on social media and product offerings.

Set specific marketing standards on social media for restaurants to attract customers on staff clothing, floors and store walls.

Design a food menu by outlining the healthy ingredients in each product and suggesting it to social media customers according to their age, weight and sex.

Implement soft loyalty programs (establish communication standards for employees in respectful treatment of customers, customer recognition and appreciation of loyal customers in the form of loyalty plates, etc.) and hard (price reductions in repeat

purchases, food and drink offerings) Healthy free meals alongside staple foods and ...) on the social media level of restaurants.

4.3 Recommendations for Further Research

Other suggestions in this article are for future researchers. It is therefore recommended:

1. Investigate the relationship between the five factors found in this study and the attitudinal and behavioral responses of customers, including satisfaction, commitment, and loyalty to the restaurant's social media.

2. In the form of experimental design and by establishing control and experiment groups, the effect of having a proper social media in the restaurant on the behavior of customers is investigated.

3. In the form of research design, the social media characteristics of a sedentary should be identified and categorized only in the statistical population of women and compared with the findings of this study.

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