



# **The Effect of Social Media Advertising on the Restaurant Industry of Saudi Arabia**

By

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A Dissertation Submitted in Partial Fulfillment of the Requirements of the Degree  
Bachelor in Marketing

College of Business

Effat University

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2023

**Declaration of Authenticity**

I, Hammdah Almoalad, declare that all of the materials presented in this paper are my own work, or fully and specifically acknowledged wherever adapted from other sources. I understand that if at any time it is shown that I have significantly misrepresented material presented to Effat College of Business at Effat University, any degree or credits awarded to me on the basis of that material may be revoked.

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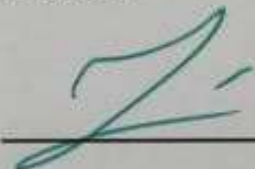
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## ABSTRACT

The rapid growth and widespread adoption of social media platforms has revolutionized the way businesses promote their products and services. The restaurant industry, in particular, has realized the huge potential of social media advertising as a powerful tool to reach and engage with a large customer base. This research aims to clarify the impact of social media on the restaurant industry in the Kingdom of Saudi Arabia and to help us formulate the study question. The research question in this study is: “How does social media advertising affect the restaurant industry in Saudi Arabia?” The literature review is done by different researchers, academics and scholars who have previously researched similar topics. A sample of 100 participants was selected for the research. Including students and employees aged 18 to 48 years. A research survey was developed and FourEye survey and graphical analysis were used to determine the results. The results of this study showed that social media advertising can positively impact the restaurant industry in the Kingdom of Saudi Arabia by significantly increasing brand awareness of restaurants in the Kingdom of Saudi Arabia. By leveraging different social media platforms such as Instagram, Twitter, and Snapchat, restaurants can also reach a wide audience. It has also been shown that social media advertising can have a negative impact on the restaurant industry through which negative reviews or customer complaints can spread quickly. It harms the reputation of the restaurant. One negative experience shared on social media can have a significant impact on a restaurant's image and discourage potential customers from visiting. Social media advertising can also influence consumer behavior switching intention, purchase intention and attitudes.

**Keywords:** Social media, Social media marketing, Restaurant, Purchase intention, Switching intention, Attitudes.

## **Acknowledgments**

I would like to express my deep gratitude to all the people who contributed to completing this research on the impact of social media advertising on the restaurant industry in Saudi Arabia.

I am also grateful to my academic advisor, Dr. Manzar Ahmed, for his help, guidance, encouragement and expertise throughout this research. I would like to acknowledge the contribution of existing literature on social media advertising and the restaurant industry. Researchers and scholars who devote their time and effort to studying this field have provided a solid foundation for this research. I would like to extend my thanks to my family and friends who provided encouragement, support and valuable discussions throughout this research. Their helpful ideas and feedback helped me improve the ideas presented in this study. I would like to extend my full appreciation to my parents Habiyah Al-Mawlid and Mezina Al-Mawlid for their support, guidance and assistance during this research. Their unwavering encouragement, patience, and belief in my abilities have been a constant source of motivation and strength. Finally, I extend my deep thanks to everyone who played a role in this research and helped me complete this research

## **Declaration**

I dedicate this effort to my family, whose love, support and encouragement during my university stage were a strength for me to pursue my dream and reach it.

I dedicate this research to my father, who stood by me, supported me, and strived hard to complete my university education. I would also like to dedicate it to my mother, who supported me in achieving my success.

Finally, to my sisters who always provided me with encouragement and strength to complete my university career.



## CHAPTER 1: Introduction

Today, social networking sites have become an important part of people's lives. People use social media with the aim of interacting with friends, family, and other different communities. Social media can be used by sharing information and pictures about services and goods that we are interested in. Social media is a set of Internet-based applications that focus on communication, collaboration, and content sharing between users. Many people have accounts on various social networking sites, where they post information about themselves and their experiences with products, in addition to publishing clips and pictures that they want to share with others. Companies use social media to promote their products and services through various social media, interact with the company's customers, obtain their comments about the products offered by the company, and gain customer loyalty. Advertising on social media has many benefits for companies, including today. To raise awareness about the brand by promoting the company's products through social media. Advertising on social media provides an opportunity for companies to connect with their target audience and develop relationships. Companies use many social media platforms, and the most social media platforms that companies use are such as Twitter, Facebook, Instagram, YouTube, TikTok, or Snapchat. Restaurants use social media to promote the services and products provided by the restaurant, by publishing a picture of the best dishes of their food. In addition to promoting the events and catering services used by the restaurant. Social media allows customers

to leave reviews about the restaurant and share photos. However, negative comments or photos can affect the restaurant's image. The way a consumer responds to an advertisement helps the company identify trigger points and produce advertisements that are more relevant to the product. Positive attitudes towards advertising on social media greatly influence consumer behavior, which positively influences their purchasing behavior. **The main objective** of this research is to find out how social media ads affect consumer behavior between the ages of 18-48. The goal will be achieved by finding the relationship between restaurant advertisements and consumer behavior. The research will be useful for restaurant owners to promote their products via social media, and for marketers and consumers in Saudi Arabia. To achieve these goals. The study will answer the following questions:

1. What are the uses of social media in the restaurant industry in the Kingdom of Saudi Arabia?
2. What is the impact of social media advertising on consumer behavior, including switching intention , purchasing intention, attitudes toward restaurants of Saudi Arabia?
3. What challenges do restaurant owners face in using social media advertising?

## CHAPTER 2: Literature Review

In today's world, it would be a massive loss for any restaurant business not present on social media platforms. Customers use various social media platforms, and having an outstanding online presence can allow current owners to improve their brand image and brand.

### 2.1 Evaluation of Social Media Ads

According to Tompkins (n.d.), in 2016, 75% of United States-based restaurants advertised on Facebook, but not every restaurant has mastered social media marketing skills. Therefore, to evaluate social media ads, we need to reflect on specific issues and ask questions related to these issues –

#### *Ignoring Reviews*

According to Bright local, 85% of customers write their online reviews the same weight as recommendations from individuals they know. Yelp and other review websites have increased power: 61% of people have looked at restaurant reviews online, and 34% of customers said that peer reviews affected their restaurant selections.

Some questions to evaluate this issue are –

- Does the restaurant respond to their positive reviews?

- Does the restaurant share its positive reviews?
- Has the restaurant received a negative review, and what was the restaurant's response?

*Poor content scheduling and lack of regular updates*

Some restaurants may face issues as they never try to keep their profiles updated, and some restaurants may not regularly follow their posting schedules and rarely correct them. As a result, customers do not know what to expect from their favorite restaurant.

Some questions to evaluate this issue are:

- Which social media platform does the restaurant use?
- How often the restaurant check its social media platforms?
- Does the restaurant announce the launch of its new menu or item at any events?
- Does the restaurant ensure that people can easily access their menu or website from their social media page? When was the last time the restaurant posted on their social media?

## **2.2 Difference between Traditional Marketing and Social Media Marketing**

Recently, social media marketing has replaced more conventional marketing methods. Most businesses today use social media platforms to promote their brands since it allows them to reach millions of people, something previous marketing strategies could not. Traditional marketing is far more expensive than social media marketing. The distinction between social media platforms and conventional media platforms is depicted in the figure below. (Timilsina, 2017)

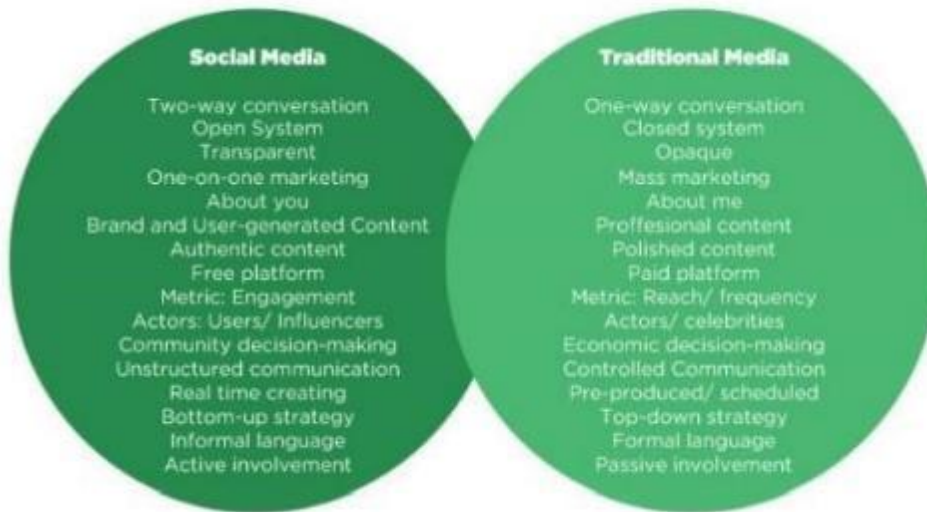


Figure1: Difference between Traditional Marketing and Social Media Marketing

For marketing ads and campaigns to be effective, it is essential to understand the differences between social media marketing and traditional marketing. The figure below represents a marketing funnel demonstrating how social media marketing differs from conventional marketing. Acquiring new clients through the recommendations of potential and devoted customers is essential in social media marketing or word-of-mouth. Because social media is a free platform with a two-way consumer connection, word-of-mouth marketing is necessary. Traditional marketing, on the contrary, runs counter to one-way communication. (Timilsina, 2017) .

### 2.3 Effect of Social Media Influencers on Restaurant Businesses

Influencers in the food industry are people on social media who offer suggestions about restaurants, convenient foods like snacks and drinks, and delicious and healthy food recipes (Dower, 2019). Influencer marketing in the restaurant business as a part of the promotion plan is becoming increasingly important to draw in and keep consumers (Bhasin Tulsian, 2019). In addition, a restaurant can make \$17.50 for every \$1 spent if the correct influencer is selected (Gutierrez, 2019). This is because social media influencers have already gained their followers' trust, beliefs, and values, so when they offer a positive review of a particular restaurant depending on personal experience, their followers or audience is more inclined to accept it (Bhasin Tulsian, 2019). To target the correct client base and get notably effective results, restaurant owners and businesses turn to influencer marketing because it is less expensive than other traditional methods. Whether digital influencers are profitable is based on the restaurant's significance, size, and budget. The most well-known and pricey macro-influencers may be the finest course of action for top restaurant chains in various geographic regions. Micro-influencer marketing is the most cost effective and practical choice for those only situated in a single location. These influencers provide a more localized precision because they have a niche following that is geographically concentrated to draw the correct audience to the new or existing restaurants. Conversely, influencers might hurt a restaurant's reputation if this tool is not appropriately handled. Because prospective customers can only find positive reviews of restaurants on social media, they have excellent standards and are becoming more

demanding. If they visit the restaurant and do not receive what they were expecting, they may be disappointed, have a negative opinion, and not return. (Anjos et al., 2022)

## 2.4 Relationship between Social Media Ads and Purchase Intentions

In 2020, there were more than 3.6 million social media users globally. Using social media, there is enormous potential for expanding the client base. According to a study by MGH, a full service restaurant marketing agency, 45% of American customers stated they had visited a restaurant for the first time due to a social media post made by the company. Customers may read images and reviews of the restaurant menu items on Yelp and Google. The evaluations and pictures, nevertheless, could be a few months old. Social media allows users to share updated photos of their meals and promote new dishes as soon as they become available. (Wilder, 2022).

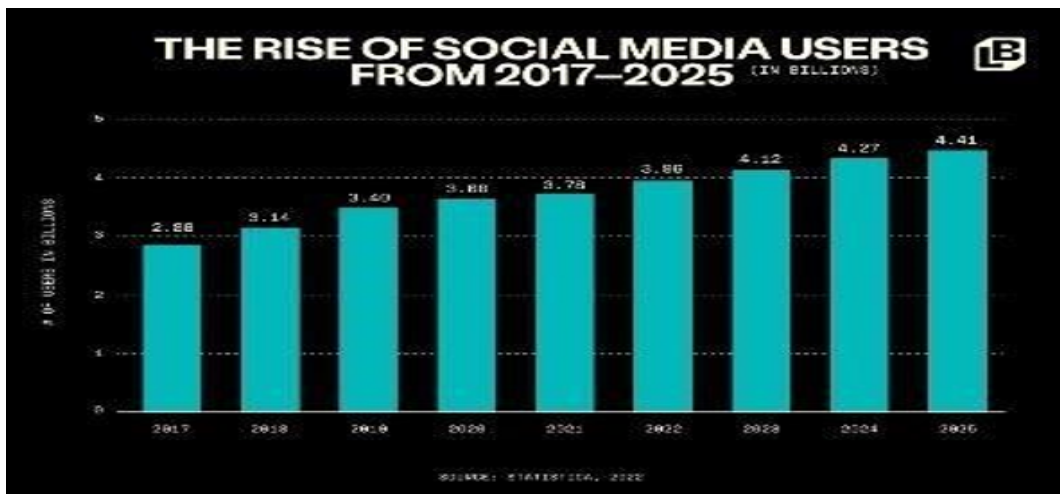


Figure2: Relationship between Social Media Ads and Purchase Intentions

There could be a misconception that publishing an advertisement automatically leads to increased sales, and marketers must carefully craft their Facebook page advertisements. According to (Gaber and Wright, 2014), informative content is defined as content produced by marketers and disseminated to give consumers specific details about their goods and services. People on social media generally visit the Facebook or Instagram page of a brand to acquire more information about that particular brand, learn about the benefits, special deals, and promotions, show support for their favorite brands by giving a follow or a like, gain access to exclusive content, such as food menus, prices, new deals, details about recent locations, and CSR of the brand. According to the study conducted by Ducoffe (2010), Ad entertainment, or how advertising satisfies viewers' demands for enjoyment, amusement, and emotional pleasure when seeing commercials, is how customers appreciate, are thrilled about, and how much fun they consider an advertisement to be. The effectiveness of the ad depends heavily on entertainment, which may improve social media users' experiences and change how customers feel about the ad. Customers claim that images and current information are essential to Facebook fan sites and adverts. After educational material, entertaining content—such as funny images and surveys for social media users—was the second most frequent type of advertisement. The same study revealed that advertising with amusing material and incentive content received more likes and shares than ads with other types of content. Ad entertainment assisted users in consuming and contributing to internet material about the advertised brand. (Cheung et al., 2020).



According to Hussain et al. (2021), The consumer's readiness to take part in online shopping through social networking sites is referred to as "purchase intention." Several earlier studies have found that consumers' purchasing intentions are a reliable indicator of their buying propensity. Platforms are essential for fostering social connections, disseminating helpful knowledge, and facilitating real-time conversations that are particularly helpful for decision-making. With Facebook, businesses may communicate with customers primarily through their pages and sponsored adverts, increasing brand recognition, gathering data concerning the company, and influencing customers' buying intentions.

Facebook is not a significant factor in driving purchases, according to a study by (Leung et al., 2017) that revealed that the amount of likes on a fan page or post does not always correspond to actual purchasing behavior. Nonetheless, it could significantly impact consumers' brand loyalty and purchasing intent. As previously mentioned, Facebook plays an essential role in influencing consumers' attitudes and behavior toward brands—for example, 1/5 respond to Facebook advertisements by purchasing the advertised items.

The research by Alnsour et al. (2021) found that Restaurants in Jordan started utilizing Instagram as a marketing tool to raise brand recognition, connect with consumers, and attract new customers after realizing the significant role Instagram plays in establishing a relationship between brands and consumers. There is, nevertheless, little research that demonstrates how Instagram affects customers' buying intentions.

## **2.5 Use of social media in the Restaurant Industry**

According to Ben (2014), social media gives consumers the strength and power to spread information to many people in seconds or minutes. The restaurant industry dramatically depends on social media. Everyone may be a “foodie” thanks to social sharing sites like Instagram, TikTok, blogs, etc. Customers now govern a restaurant’s reputation and the food narrative, not publicists. Since social sharing has increased over the past ten years, restaurants must proactively create plans to safeguard their reputations. Instagram users may effortlessly share their images and videos to other popular social media sites like Facebook, Yelp, TripAdvisor, and Twitter. In addition, the technology behind a phone camera has advanced quickly over time. Not merely meal reviews may be included in photos or videos of your restaurant: Around 3.5 million results come up when a user promptly searches “restaurant fails compilation” on Google. When it comes to making a purchase choice, reviews are pretty powerful. Whether a review is favorable, unfavorable, or neutral, it might influence a potential customer’s decision to try or avoid certain foods, offers, and places.

## **2.6 social media in Restaurant and Attitude**

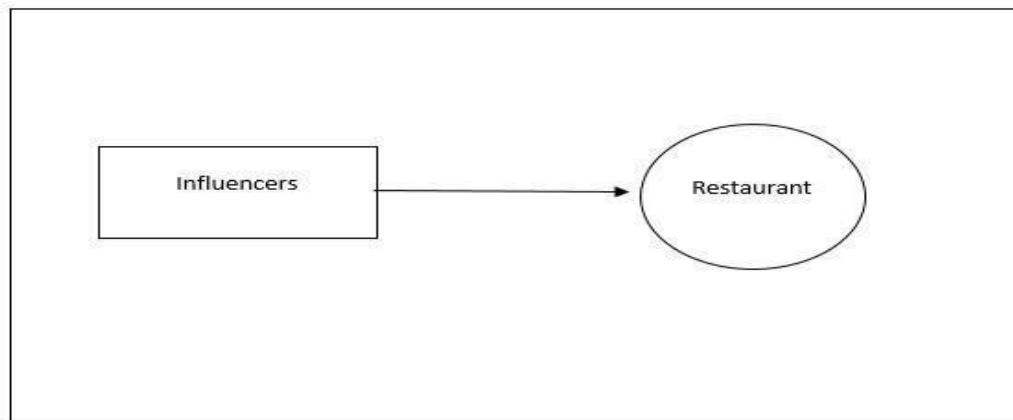
In today’s digital age, social media has revolutionized how businesses connect with customers (Anjos, 2022). Saudi Arabia has one of the world’s highest social media penetration rates. This digital revolution has transformed how companies, including restaurants, engage with their target audience. Users share their dining experiences, recommendations, and reviews, influencing the choices of others (Bhasin Tulsian,

2019). Using hashtags, location tags, and geo-targeted advertising enables restaurants to reach their desired audience effectively. By maintaining an active presence on social media, restaurants can increase their visibility and attract a more extensive customer base (Ben, 2023). Users can explore menus, view food photos, read reviews, and interact with the restaurant's online community. The power of user-generated content and influencer marketing further amplifies the impact of social media in shaping customer attitudes and behaviors (Dower, 2019). Restaurants that actively engage with their audience and provide valuable content stand a better chance of influencing customer choices. Social media enables restaurants to showcase their unique brand identity and build a robust online presence. Through visually appealing content, engaging storytelling, and consistent messaging, restaurants can differentiate themselves from competitors and establish a loyal following (Cheung, 2021).

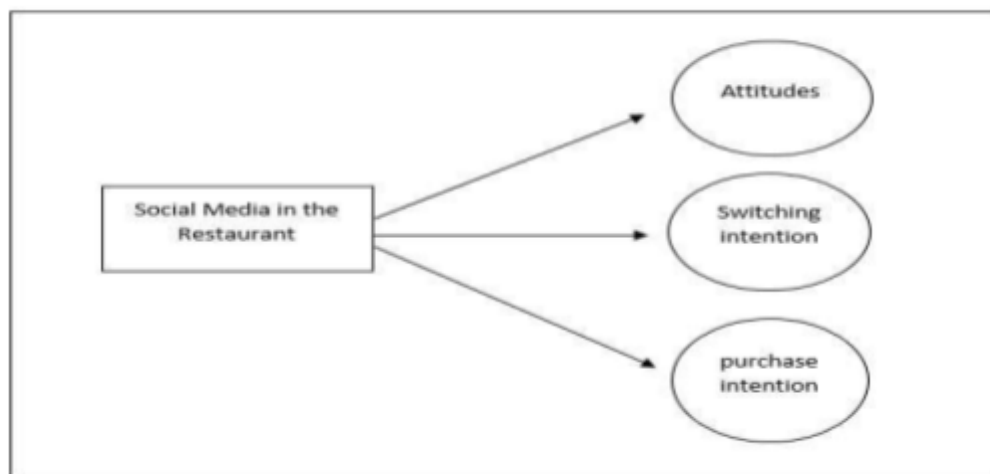
### **2.7 social media in a Restaurant and switching intentions.**

(Alnsour, 2021) stated the significant impact of social media on switching intentions in Saudi restaurants. The widespread adoption of social media has emerged as a substantial factor influencing customers' switching intentions in the Saudi restaurant industry. Saudi customers are likely to switch to a restaurant recommended by their friends or influencers they follow on social media (Hussain, 2021). Influencer marketing has gained traction in Saudi Arabia, with social media influencers having significant sway over followers' preferences (Gutierrez, 2019). To encourage customer loyalty and deter switching intentions, restaurants focus on building solid relationships with their audience through engaging and interactive content on social media. Social

media provides a direct communication channel between restaurants and their customers. By actively monitoring and responding to customer concerns, complaints, and feedback, restaurants can demonstrate their commitment to customer satisfaction (Gaber, 2014).



**Figure3. Research Conceptual framework**



**Figure4: Research Conceptual framework**

## **CHAPTER 3: Methodology**

### **3.1 Research Design**

This study was designed to examine the impact of social media advertising on the restaurant industry in Saudi Arabia. The main reason for the research is to study the relationship between the independent variable (attitude intention, switching intention and purchase intention) and the dependent variable, the impact of social media advertising on consumer behavior. The research is followed by a quantitative study to analyze, interpret and discuss its data. Survey was used to collect data. The survey consists of 21 questions in English that include respondent information and Search variables. The first section included demographic questions. While the second section includes research questions. Different types of questions were used (e.g., Likert scale) , The questionnaire focuses on employees and students whose ages range from 18-48.

### **3.2 Data collection**

The data collection period lasted for one month, and 103 responses were collected, all of which are considered usable data. The questionnaire was randomly shared on social media platforms to collect Primary data from respondents. The questionnaire aims to investigate the impact of social media advertisements on consumers' approach to restaurants in Saudi Arabia. Two types of tools were used:

1. Primary sources: Information was collected through a survey questionnaire distribution to anyone who wishes to participate.

2. Secondary sources: information previously provided through previous research work; Scientific journals related to this topic. There will also be scientific and reliable websites Used for more valuable information comparisons.

### **3.3 Sampling**

In this study, the sample size was 103 people who participated in the information collection process. The target population in this study was identified as the local community in the Kingdom of Saudi Arabia, specifically students and employees between the ages of 18 to 48 years. The sampling method used is convenience sampling through non-probability sampling where participants are selected based on their availability and accessibility. In addition, participants are selected based on what suits them and not through a random selection process.

## **CHAPTER 4: Results and Findings**

Data were collected from 103 participants through a survey questionnaire. Graphs and charts are created through Four Eyes Survey . It can help visualize the data and make it easier to understand patterns and trends. In addition, SPSS was used to analyze some of the questions.

Question 1 : What is your gender?

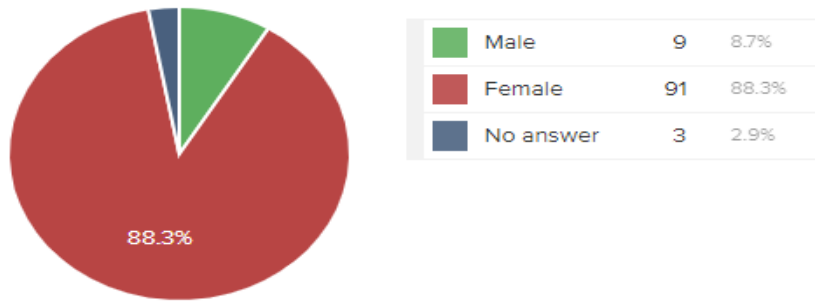


Figure 5 : Gender

Appears that the majority of participants were female. Approximately 88.3% of the respondents identified as female, while 8.7% identified as male. Additionally, 2.9% of participants did not mention their gender in the survey.

Question 2: How old are you?

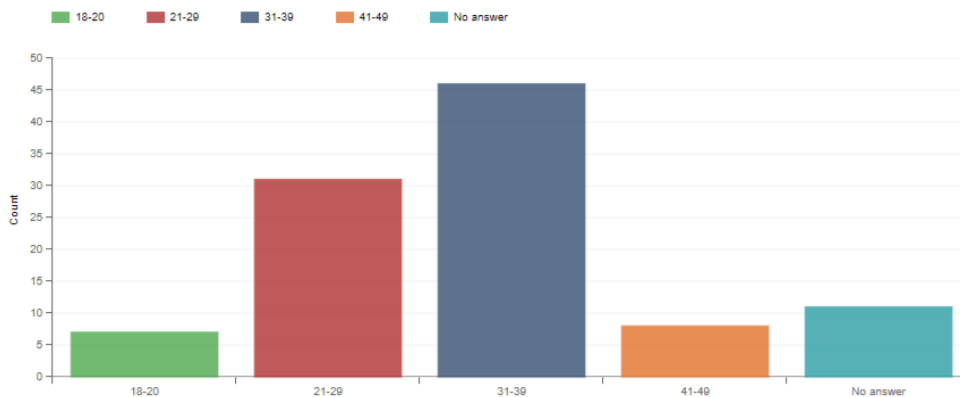


Figure 6 :Age

The result shows that the age group that participated most was 31-39, as it constitutes the highest percentage of participants. On the other hand, the least participating age

groups are 18-20 and 41-49, as both have lower percentages of participants compared to other age groups.

Question 3: What is your current status?

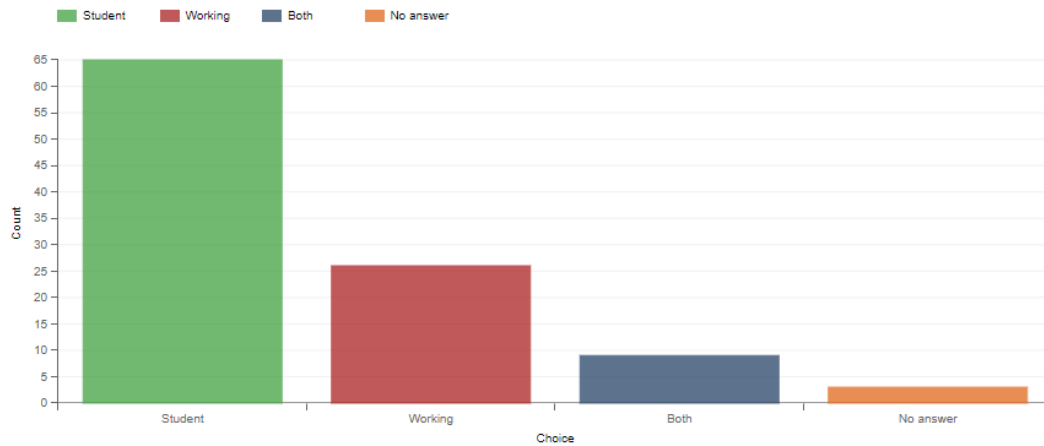


Figure 7: Current status

The percentage of students represents (63.1%), while the percentage of employees is (25.2%), both of them (8.7%), and they did not respond (2.9%). This indicates that the percentage of students participating in the survey is higher than the number of employees.



Question 4: What is your relationship status?

|                        |    |       |                                   |
|------------------------|----|-------|-----------------------------------|
| Single                 | 81 | 78.6% | <div style="width: 78.6%;"></div> |
| Married                | 16 | 15.5% | <div style="width: 15.5%;"></div> |
| Other (please specify) | 3  | 2.9%  | <div style="width: 2.9%;"></div>  |
| No answer              | 3  | 2.9%  | <div style="width: 2.9%;"></div>  |

Figure 8: Relationship status

shows the relationship status of respondents who are unmarried (79.5%), married (15.3%), divorced (3.1%), and non-responding (2%). This indicates that the number of unmarried respondents is greater than the number of married respondents. In addition, there are a few divorcees and widows .

Question 5 : Do you use social media?

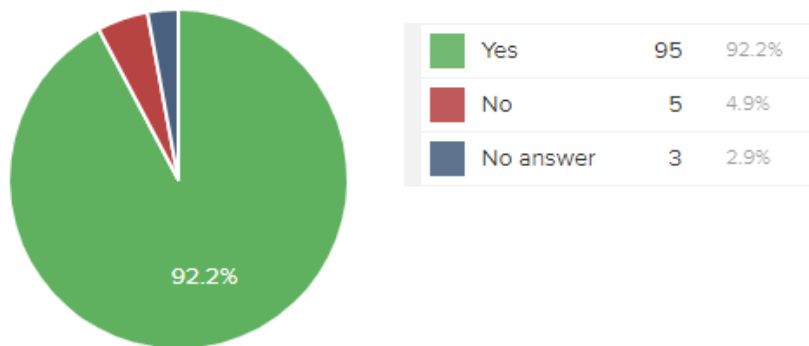


Figure 9 : Use social media

92.9% of the Participants are social media users, 5.1% are non-users, and 2% did not provide an answer. This indicates that the percentage of social media users is much higher than the percentage of non-users. Only a small percentage of participants were

identified as non-users. It is also worth noting that a small percentage of participants did not provide an answer regarding their use of social media.

Question 6: How much time do you spend using social media?

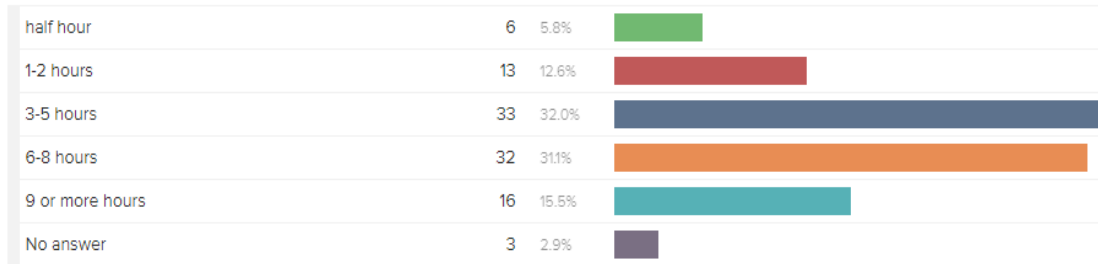


Figure 10 : Time to spend on social media

It shows us that the largest percentage of participants, 33.7%, spend six to eight hours using social media. The next highest percentage, 31.6%, spend three to five hours on social media. The least time respondents spend using social media is half an hour a day, which represents 5.1% of respondents.

Question 7: Which of the following social media do you currently have an account with

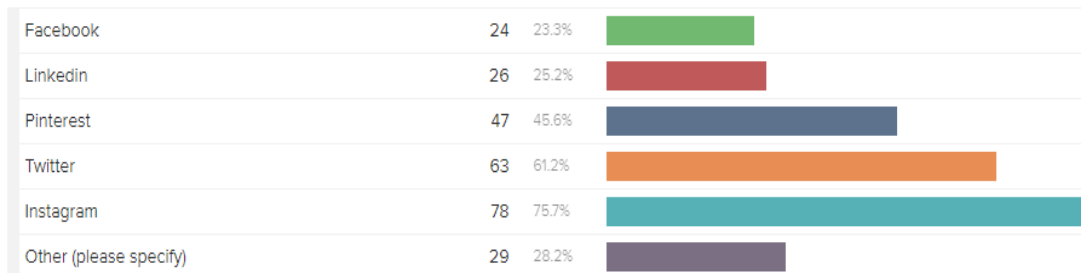


Figure 11 : Current account on Social media

The result shows that Instagram is the most used social media platform among the respondents, with 75.7% of the respondents having an account. Twitter follows with 61.2%, Pinterest with 45.6%, LinkedIn with 25.2%, and Facebook with 23.3%. Among the other platforms mentioned, Snapchat is used by 5% of the respondents, WhatsApp by 7%, TikTok by 5%, and YouTube by 3%.

Question 8 : What social media channels are you active on?

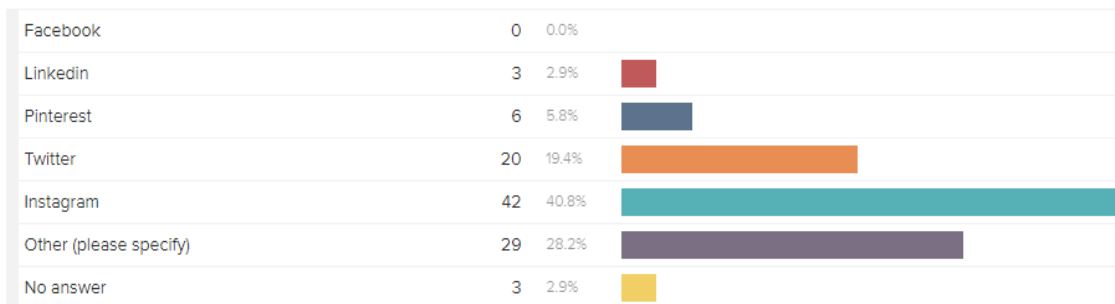


Figure 12 : Social media channels

The result shows that the most active social media platform among respondents is Instagram, with 40.8% of respondents indicating their activity on that platform. Twitter follows with 19.4%, while Pinterest and other platforms account for 5.8% and 28.2%, respectively. LinkedIn has the lowest percentage of participants actively using it, with only 2.9% of participants indicating they are active on that platform.

Question 9: Most Engaging social media ads content

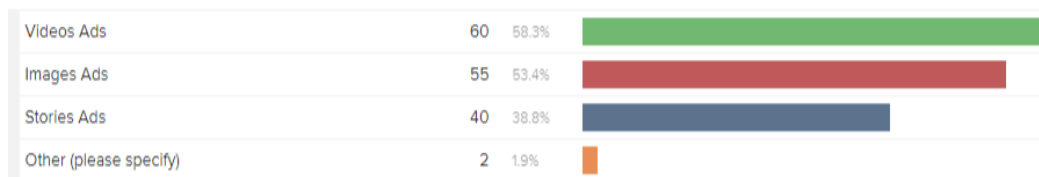


Figure 13 :Most Engaging social media ads content

The result shows that the most preferred ad type among respondents is video ads, with 58.3% of respondents finding them attractive. Display ads are also highly preferred, with 53.4% of respondents indicating engagement with this type of ad. Story ads rank lower in preference, with 38.8% of respondents finding them attractive.

Question 10: social media ads is better than traditional media ads

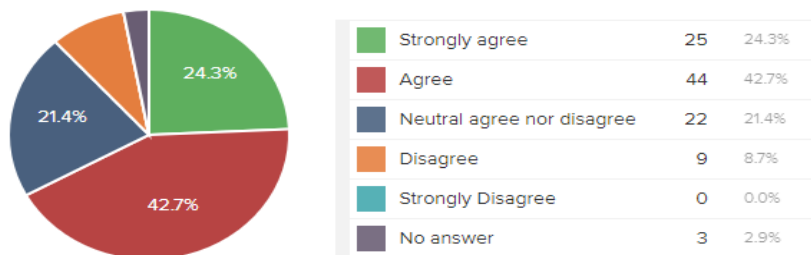


Figure 14:social media ads is better than traditional media ads

The result shows that 24.3% of the respondents strongly agreed that social media ads are better than traditional ads, with participants agreeing (42.7%), neutral (21.4%), disagreeing (8.7%), strongly disagreeing (0%), and not having a response (3%). This indicates that most participants have an understanding of the difference between traditional procrastination and social media marketing. Most of the neutral participants were in the opinion that social media marketing can be better than traditional marketing. Finally, the other respondents answered that social media ads are not better than traditional media ads.

Question 11 : How many social media ads do you see a day ?

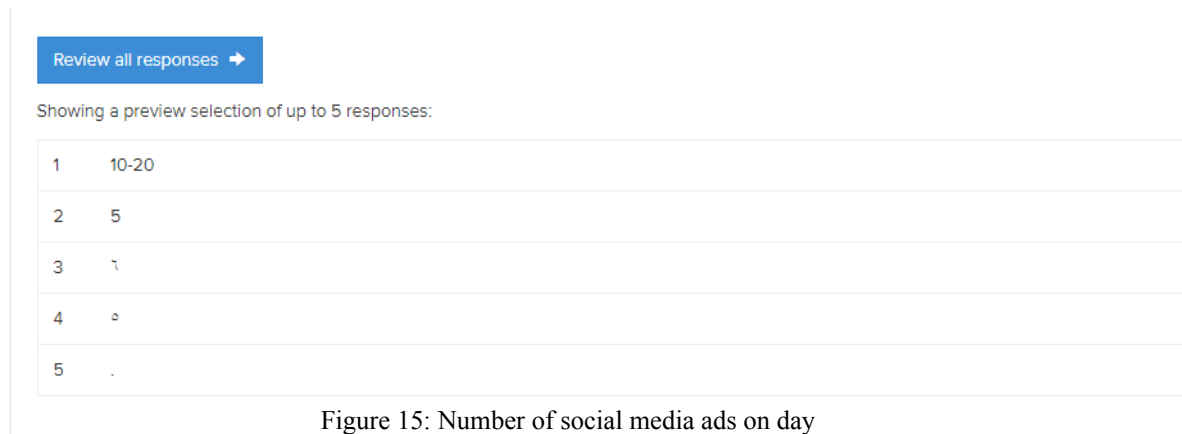


Figure 15: Number of social media ads on day

The result shows that the largest percentage of respondents, 29%, view social media ads two times per day. The next highest percentage, 24%, view ads five to ten times per day. The least frequency at which respondents view ads is five to eleven times per day, accounting for 11% of the respondents.

Question 12 : How much does a brand's social media presence influence your purchasing decision?

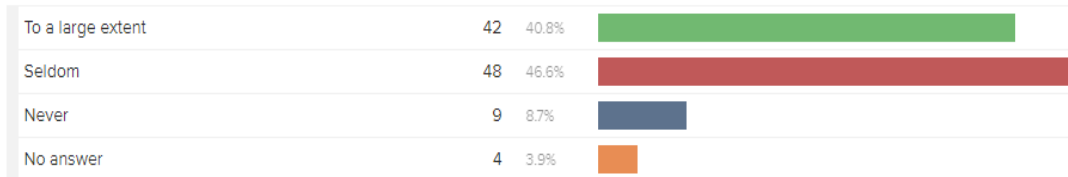


Figure 16: brand's social media presence influence your purchasing decision

The result shows that a large percentage of participants agreed that social media influences their purchasing decisions (40.8%). This indicates that social media has a notable impact on consumer behavior when it comes to making purchasing decisions. (46.6%) reported that social media rarely influences their purchasing choices, while a smaller percentage (8.7%) claimed that social media has no influence on their purchasing decisions at all.

Question 13 : How often do you go to fast food restaurants?

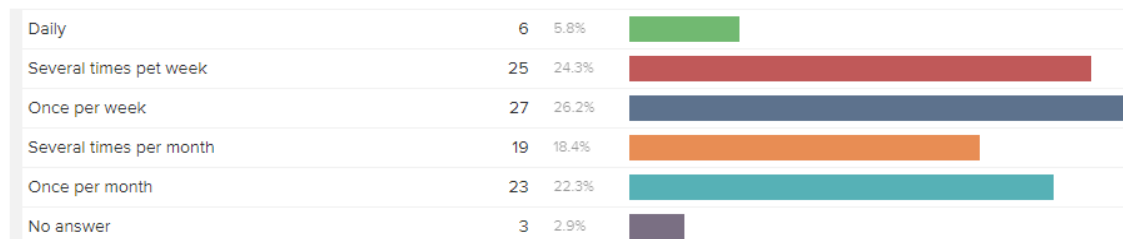


Figure 17: Number of times you go to fast food restaurants

6% of the respondents go to fast food restaurants daily, several times a week (24.3%), once a week (26.2%), several times a month (18.4%), once a month (22.3%), and no answer (2%). This means that many of the respondents go to fast food restaurants once a week, while there are few respondents who go to fast food restaurants daily.

Question 14 :Where do you typically get information about the fast food you are considering buying?

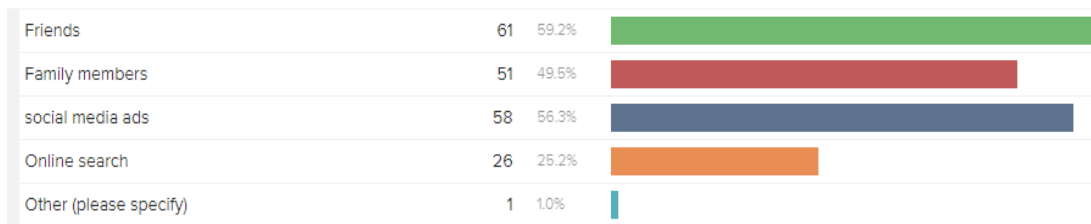


Figure 18:Source for information about fast food

The result shows that respondents obtain information about junk food while considering their purchase based on friends (59.2%), family members (51%), social media advertisements (56.3 %), online searches (25.5%), and others (0.1%). This means that many of the respondents get information about fast food through friends and few of them search for fast food on the Internet.

Question 15: What are the best social media platforms for fast-food restaurants?

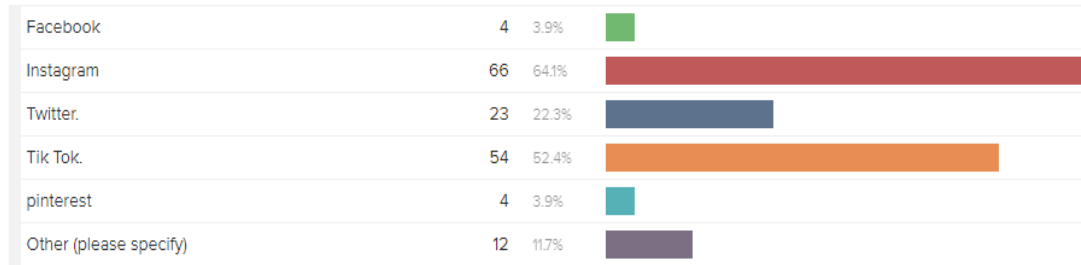


Figure 19:best social media platforms for fast-food restaurants

The result shows that according to the respondents, the top social media platforms for fast food restaurants are Facebook (3.9%), Instagram (64.1%), Twitter (22.3%), Tik Tok (52.4%), Pinterest (4%) and others. (11.7 %). Many have answered that the best social media platform for fast food restaurants is Instagram. The responses of the respondents were equal between Facebook and Pinterest.

Question 16 :Social media ads influence our food choices

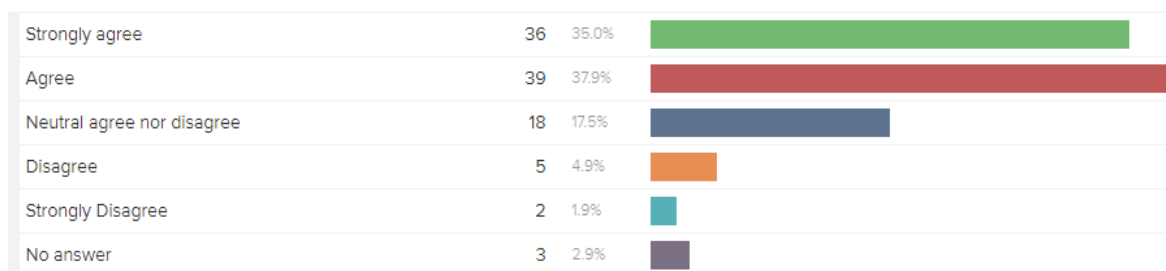


Figure 20:Social media ads influence our food choices



By combining the “strongly agree” and “agree” categories, we see that a significant portion (72.5%) of participants acknowledged the influence of social media on their food choices. This suggests that social media platforms play a major role in shaping consumer preferences and food decisions. It is worth noting that a significant percentage (18.4%) of the sample chose a neutral answer, a smaller percentage of respondents (5%) did not agree, and a smaller percentage (2%) disagreed. These individuals believe that social media has little influence on their dietary decisions.

Question 17 Do you prefer to buy food after watching social media ads?

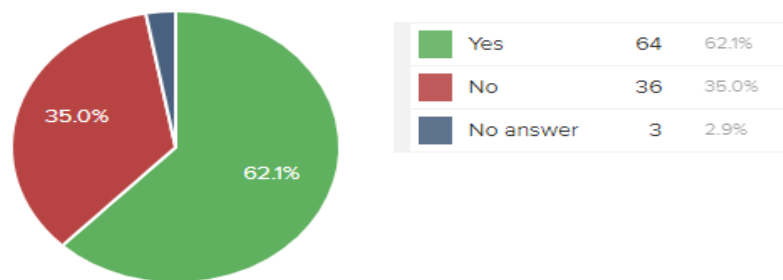


Figure 21 :The effect of social media advertising on purchase intention

The result shows that 63.3% of participants prefer to buy fast food after watching social media ads, while 34.7% do not prefer it and do not respond (2%). This indicates that advertisements influence respondents to make them feel more like eating than watching food advertisements.

Question 18: What motivates you to order fast food through social media ads

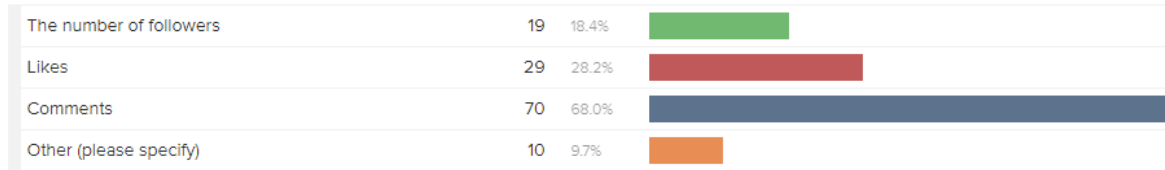


Figure 22: motivates to order fast food through social media ads

The results show what motivates fast food ordering through social media based on many followers (28.2%), likes (28.2%), comments (68.0 %), and others (9.2%). This indicates that many of the respondents rely on the number of likes when ordering fast food through social media. While others answered that the comments motivate them and a small number of respondents depend on the number of followers.

Question 19 : social media is important for fast-food restaurant



Figure 23: social media is important for fast-food restaurant

The result shows that the majority of respondents (84.4%) realize the importance of social media for fast food restaurants. This includes those who strongly agreed (45.6%) and those who agreed (38.8%). Their agreement indicates that they understand the value and importance of using social media platforms for marketing, promotion and customer engagement in the fast food industry. While a portion of the participants (10.7%) chose a neutral answer, indicating that they did not strongly agree or disagree with the statement. A small percentage of participants (1.9%) did not agree and a smaller percentage (0.1%) disagreed. These individuals may see social media as not necessary or necessary for fast food restaurants.

Question 20 : Social media ads can improve customer satisfaction and product recommendation

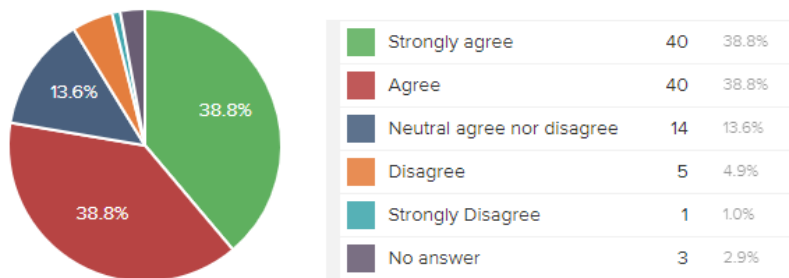


Figure 24:improve customer satisfaction and product recommendation

The result shows that a large majority of respondents (77.6%) agreed that social media advertising can improve customer satisfaction and product recommendation. This includes those who strongly agreed (38.8%) and those who agreed (38.8%). Their

agreement indicates that they believe social media advertising has a positive impact on customer satisfaction and can influence product recommendations. A portion of the sample (13.6%) chose a neutral answer. On the other hand, a small percentage of participants (4.9%) did not agree, and a smaller percentage (1.0%) opposed it. These individuals believe that social media advertising does not have a significant impact on customer satisfaction or product recommendations.

Question 21 :Negative reviews and comments on social media can influence the purchase decision in fast food restaurants .

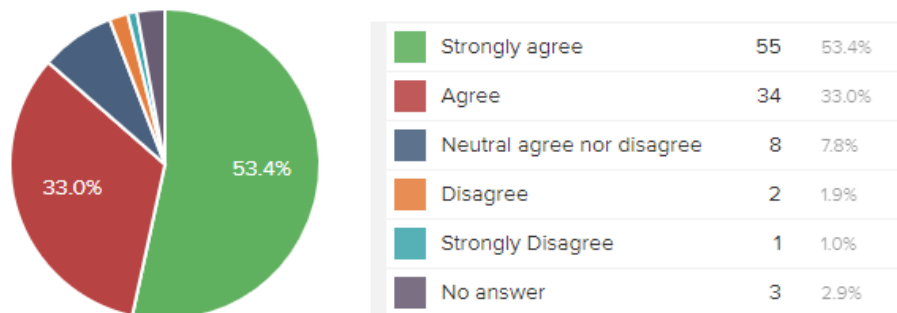


Figure 25:Negative reviews and comments on social media can

The result shows that the majority of respondents (86%) agreed that negative comments and reviews on social media can influence purchasing decisions at fast food restaurants. This includes those who strongly agreed (53%) and those who agreed (33%). A small percentage of respondents chose to disagree (7.8%). In contrast, a small percentage of respondents did not agree (1.9%), and a smaller percentage disagreed (1 %). These

individuals argue that negative comments and reviews on social media do not significantly influence purchasing decisions for fast food restaurants.

### SPSS analysis

Data were collected from 103 respondents through a survey questionnaire. Charts and graphs are created through FourEyes scanning. All results are attached, in addition to the fact that SPSS was used to analyze some questions.

|   |         | gender | howoldareyou | currentstatus | relationshipstatus |
|---|---------|--------|--------------|---------------|--------------------|
| N | Valid   | 103    | 103          | 103           | 103                |
|   | Missing | 0      | 0            | 0             | 0                  |

Figure 26: Statistics

|                        |   |   |
|------------------------|---|---|
| Output Created         |   | 13-DEC-2023 15:50:07  |
| Comments               |   |   |
| Input                  | Active Dataset  | DataSet2  |
|                        | Filter  | <none>  |
|                        | Weight  | <none>  |
|                        | Split File  | <none>  |
|                        | N of Rows in Working Data File  | 103   |
| Missing Value Handling | Definition of Missing   | User-defined missing values are treated as missing.   |
|                        | Cases Used  | Statistics for each pair of variables are based on all the cases with valid data for that pair. |
| Syntax                 | CORRELATIONS<br><br>/VARIABLES= <u>PurchaseAndSwitchIntent Attitude</u><br>/PRINT=TWOTAIL NOSIG<br>/MISSING=PAIRWISE. |   |
| Resources              | Processor Time  | 00:00:00.02   |
|                        | Elapsed Time  | 00:00:00.02   |

Figure 27: Notes SPSS

**Correlations**

|                            |                     | Purchase And<br>Switch Intent | Attitude |
|----------------------------|---------------------|-------------------------------|----------|
| Purchase And Switch Intent | Pearson Correlation | 1                             | .732**   |
|                            | Sig. (2-tailed)     |                               | .000     |
|                            | N                   | 100                           | 99       |
| Attitude                   | Pearson Correlation | .732**                        | 1        |
|                            | Sig. (2-tailed)     | .000                          |          |
|                            | N                   | 99                            | 99       |

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Figure 28: Correlations

## CHAPTER 5: Discussion

Based on the research findings I presented, it is clear that social media plays an important role in people's lives. Social media advertising can positively influence consumer behavior by improving customer satisfaction and product recommendations, which can benefit fast food restaurants in maintaining their customer base and achieving success. However, it is important for restaurants to realize that social media can also have negative impacts. Negative comments and reviews on social media can hurt a restaurant's reputation and affect consumers' perceptions. Therefore, it is essential for restaurants to be vigilant, address any issues raised by customers, and manage their online presence effectively to maintain a positive reputation. Looking at participants' preferences, Instagram appears to be the preferred social media platform for restaurants. This indicates that fast food restaurants should have a presence on social media platforms and use them to attract more customers. By actively interacting with

customers, offering promotions, and providing excellent customer service via social media, restaurants can enhance their online presence and attract a larger customer base. Restaurants must understand the potential benefits and challenges associated with social media and develop a strategic approach to their marketing efforts. Through social media. By leveraging social media effectively, fast food restaurants can create a positive brand image, engage with customers, and ultimately achieve customer satisfaction and loyalty.

## **CHAPTER 6: Conclusion**

### **6.1 Conclusion**

The restaurant industry in Saudi Arabia has experienced significant transformations in recent years, primarily driven by the widespread adoption of social media platforms. One key aspect of this transformation is the utilization of social media advertising. The above discussion explores the effect of social media ads on the restaurant industry in Saudi Arabia. By examining the benefits and challenges associated with social media advertising, the author can gain insights into how restaurants can leverage this powerful marketing tool to enhance their brand presence, attract customers, and ultimately drive business growth. Social media platforms have become increasingly popular in Saudi Arabia, providing a fertile ground for targeted advertising. With a large user base and advanced targeting capabilities, platforms such as Facebook, Instagram,

:

Twitter, and Snapchat offer restaurants the opportunity to reach their desired audience effectively. The rise of social media advertising has revolutionized the way restaurants promote their offerings and engage with customers.

It is concluded that social media ads effectively drive customer traffic to restaurants in Saudi Arabia. By targeting specific customer segments, such as those interested in food, cuisine, and dining experiences, restaurants can generate interest and attract potential customers. With the ability to set specific geographic locations, interests, and demographics, social media ads can increase the visibility of restaurants, driving customers to their physical locations. Social media ads offer a range of metrics and performance measurement tools that can help restaurants track the effectiveness of their ad campaigns. Metrics such as impressions, clicks, and conversions provide valuable insights into the reach and engagement of ad content, allowing businesses to optimize their ad campaigns and maximize their impact. Additionally, by measuring return on investment and cost per click, restaurants can ensure that their ad spending generates positive returns and contributes to revenue generation.

## **6.2 Limitations**

Limitations of this study are that it is a cross-sectional study and is only conducted within a time frame of only one month. Survey results can be more accurate if more time is given. If the sample size is small, a larger and more diverse sample could enhance the generalizability of the results. Finally, the study is limited only to students and employees between the ages of 18-48



### **6.3 Recommendations**

Following are practical recommendations for harnessing the effect of social media ads on the restaurant industry of Saudi Arabia; Firstly, before launching social media ad campaigns, restaurants in Saudi Arabia must define their objectives clearly. Whether the goal is to increase customer traffic, enhance brand awareness, or generate revenue, having well-defined objectives helps design targeted ad content and measure campaign success. Secondly, restaurants should conduct thorough market research to gain insights into their target audience in Saudi Arabia. Understanding their demographics, preferences, and behaviors will enable restaurants to create tailored ad campaigns that resonate with their target customers and yield better results. Thirdly, to capture the attention of Saudi customers, restaurants should focus on creating compelling and visually appealing ad content. High-quality images or videos showcasing their cuisine, ambiance, and unique offerings can attract potential customers and entice them to visit the restaurant. Including enticing captions, limited-time offers, or special promotions can also help drive engagement. Fourthly, social media platforms provide extensive targeting options, allowing restaurants in Saudi Arabia to reach their desired audience effectively. It is essential to optimize ad placement by selecting relevant interests, locations, and demographics to ensure the ads are shown to the right people. This targeted approach increases the chances of conversions and reduces ad spend wastage.

Finally, regularly monitoring ad performance is crucial for restaurants to identify what works and doesn't. Platforms like Facebook Ads Manager and Google Analytics provide valuable insights into metrics such as impressions, clicks, and conversions. By analyzing these metrics, restaurants can make data-driven decisions, optimize their ad campaigns, and allocate their budgets more effectively. By implementing these practical recommendations, restaurants in Saudi Arabia can harness the power of social media ads to drive customer traffic, enhance brand awareness, and ultimately contribute to their overall success in the highly competitive restaurant industry.

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## Appendices



Figure 29: Effect Social Media Ads survuy

### Effect Social Media Advertising

#### **questionnaire Introduction:**

I am a marketing research student at Effat University. I conduct this survey to understand the Effect Social Media Advertising On the Restaurant Industry in Saudi Arabia. The survey is completely anonymous and the information collected and processed will only be used for this academic course and display of results. The response will take a maximum of 5 minutes.

Start survey

## Section 1: Demographic information

1- What is your gender?

- Male
- Female

2- How old are you?

- 18-20
- 21-29
- 31-39
- 41-49

3- What is your current status?

- Student
- Working
- Both

4- What is your relationship status?

- Single
- Married
- Other (please specify)

5- Do you use social media?

- Yes
- No

6- How much time do you spend using social media?

- half hour
- 1-2 hours
- 3-5 hours
- 6-8 hours
- 9 or more hours

7- Which of the following social media do you currently have an account with?

- Facebook
- LinkedIn
- Pinterest
- Twitter
- Instagram
- Other (please specify)

8- What social media channels are you active on?

- Facebook
- LinkedIn
- Pinterest
- Twitter
- Instagram
- Other (please specify)

9- Most Engaging social media ads content

- Videos Ads
- Images Ads
- Stories Ads
- Other (please specify)

## **Section 2 : Research Questions**

10- social media ads are better than traditional media ads

- Strongly agree
- Agree
- Neutral agree nor disagree
- Disagree

- Strongly Disagree

11- How many social media ads do you see a day?

12- How much does a brand's social media presence influence your purchasing decision?

- To a large extent
- Seldom
- Never

13- How often do you go to fast food restaurants?

- Daily
- Several times per week
- Once per week
- Several times per month
- Once per month

14- Where do you typically get information about the fast food you are considering buying?

- Friends
- Family members
- social media ads
- Online search
- Other (please specify)

15- What are the best social media platforms for fast-food restaurants?

- Facebook
- Instagram
- Twitter.

- Tik Tok.
- pinterest
- Other (please specify)

16- Social media ads influence our food choices

- Strongly agree
- Agree
- Neutral agree nor disagree
- Disagree
- Strongly Disagree

17- Do you prefer to buy food after watching social media ads?

- Yes
- No

18- What motivates you to order fast food through social media ads?

- The number of followers
- Likes
- Comments
- Other (please specify)

19- social media is important for fast-food restaurants

- Strongly agree
- Agree
- Neutral agree nor disagree
- Disagree
- Strongly Disagree



20- Social media ads can improve customer satisfaction and product recommendation.

- Strongly agree
- Agree
- Neutral agree nor disagree
- Disagree
- Strongly Disagree

21- Negative reviews and comments on social media can influence the purchase decision in fast food restaurant

- Strongly agree
- Agree
- Neutral agree nor disagree
- Disagree
- Strongly Disagree