

**UNIVERSITI TEKNOLOGI MARA
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FACULTY OF HOTEL & TOURISM MANAGEMENT

**THE EFFECTIVENESS OF SOCIAL MEDIA IN PROMOTING SMALL
RESTAURANT FROM THE CUSTOMER PERSPECTIVES:
BUKIT TINGGI 2, KLANG**

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DECLARATION

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ABSTRACT

The study and usage of social media as an advertising tool is a recent issue that has yet to gain understanding from many people. However, it has been capitalised by many business firms and organizations to expand business growth. A firm incorporating social media as part of their marketing tools are assumed to be up with the times and have a competitive edge over their competitors, which in turn, leads to a positive impact on their sales and profitability. This research initiative primarily intends to investigate the impact that social media has on the numbers of customers of a restaurant. It shows the role that social media play as a tool for small restaurants and food and beverages entrepreneurs to execute advertising and promotional activities. Hence, the aim and objective of this research is to identify the most widely used social media amongst customers and to investigate the effectiveness of social media as a tool to promote a restaurant. A random survey was conducted with 92 respondents from five participating restaurants outlet. The result of the study shows positive results on the effectiveness of social media being used by small restaurants. Based on the findings, it is highly hoped that this study will further enhance knowledge and awareness about the use of social media in promoting small restaurants from the customers' perspectives. Theoretical and practical implications, limitations and further directions are also presented in the paper.

Keywords: social media, promotion, small restaurant, customer perspectives

TABLE OF CONTENTS

Sections	Contents	Pages
	<i>Declaration</i>	<i>i</i>
	<i>Abstract</i>	<i>ii</i>
	<i>Acknowledgement</i>	<i>iii</i>
	<i>Table of Content</i>	<i>iv</i>
	<i>List of Figure</i>	<i>vi</i>
	<i>List of Table</i>	<i>vii</i>
I	INTRODUCTION	1
	1.1 Overview	1
	1.2 Background of the study	1
	1.3 Problem statement	3
	1.4 Research objectives	4
	1.5 Research Questions	4
	1.6 Significance of the study	4
	1.7 Limitation of the study	5
	1.8 Definition of key terms	5
	1.9 Summary	6
2	LITERATURE REVIEW	7
	2.1 Overview	7
	2.2 Social media	7
	2.2.1 Social media and consumer behaviour	10
	2.3 Scale of Restaurant	11
	2.4 The usage of social media as promoting tools at the restaurant	11
	2.4.1 Types of promotion	12
	2.5 The advantages of using social media in restaurant	14
	2.6 The impact of social media in restaurant	16
	2.7 Summary	18
3	METHODOLOGY	19
	3.1 Overview	19
	3.2 Research design	19
	3.3 Population and sampling	19
	3.4 Development of research instrument	21
	3.5 Data Collection Procedure	21
	3.6 Plan for Data Analysis	22
	3.7 Research Ethic Consideration	22
	3.8 Timeframe	23
	3.9 Summary	24

4	ANALYSIS AND RESULTS/FINDINGS	25
4.1	Overview	25
4.2	The most social media tools used by restaurants customer in Bukit Tinggi2, Klang	26
4.2.1	What are the social media tools that you are using frequently?	26
4.2.2	Do you usually post your opinion/comment in social media, about a restaurant you have visited?	27
4.2.3	If Yes, mention the social media to do that?	28
4.3	The effectiveness the usage of social media in promoting restaurant	29
4.3.1	How often do you like, share or re-tweet posts from a restaurant's social media account?	29
4.3.2	How often you respond to, or initiate conversation with restaurant's social media account?	30
4.3.3	What types of messaging do you prefer to see from Restaurants you follow	31
4.3.4	You are going to a new restaurant for the first time, will you use the following tools to find more information?	32
4.3.5	Do you trust Restaurants review that posted in social media?	33
4.4	The mean, mode and median results	34
4.5	Summary	34
5	DISCUSSION AND CONCLUSION	35
5.1	Overview	35
5.2	Restatement of the problem	35
5.3	Review of the methodology	35
5.4	Summary of result	36
5.5	Discussion of the result	36
5.5.1	Research question 1	36
5.5.2	Research question 2	37
5.6	Significance of the study	38
5.6.1	Theoretical perspective	38
5.6.2	Practical perspective	38
5.7	Recommendations for future research	39
5.8	Conclusion	40
	REFERENCES	41
	APPENDIX- A	46