
**INFLUENCE OF CONTENT MARKETING & E-WOM STRATEGIES ON
CONSUMERS' CASUAL DINING BEHAVIOR: A STUDY OF GEN Z'S SOCIAL
MEDIA MARKETING ENGAGEMENT AND USAGE**

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Abstract

The objective of the study includes the intention to analyze how Gen Z perceives casual dining restaurants through social media content and to examine electronic word of mouth i.e, E-wom's impact on the behavioral intentions of GEN Z consumers.

Purpose of this research paper is to study the influence of the social media marketing strategies including the ambiance, visual appeal and customer engagement using online content strategies on casual dining sales and growth.

The methodology includes the empirical method in which data analysis was used using RFRC (reliability, factor, regression, correlation) method for data analysis using SPSS 21 tool.

Findings suggests that the visual appeal and content engages the customers including the online esthetics of the website design, content, visual appeal, colors and design used during website design for customer engagement for casual dining and restaurant business for sustainability. The other factors include the ambiance, context, music, food quality and outlet outlay influences the casual dining sales significantly.

Implications include the role of businesses in creating content people, planet profit collaboration for sustainable content businesses (3P model for sustainable and SDG). It also includes the role of sustainability for enhancing restaurant business sustainability in metropolitan cities including Delhi/NCR.

Keywords: casual dining, SDG, Content marketing, Sustainable business practices, Environmental sustainability, corporate social responsibility & Competitive advantage.

Introduction

Gen Z is the second-youngest generation, following millennials, with Generation Alpha coming after. Gen Z's behaviors are shaped by experiences with climate concerns, pandemic lockdowns, and economic fears during their formative years. Gen Z is characterized as "digital natives," being the first generation to grow up with the internet as an integral part of daily life. The first Gen Zers were born when the internet had just achieved widespread use. Gen Z has come of age in a world marked by climate issues, pandemic challenges, and economic uncertainties. (McKinsey & Company.,2023).

Content marketing is a type of inbound marketing which includes creation of ideas and sharing the ideas with the audience in the form of blogs, videos, social media posts, and emails. The objective is to attract and engage audiences, establishes expertise, promotes brand awareness, and drives sales. Content marketing campaigns aim to build customer relationship marketing (CRM)s with the audience, regardless of their immediate buying intent. Providing valuable content positions the brand as a trusted advisor and keeps it top of mind when consumers need the product or service.(Semrush Team., 2019).

Casual dining restaurants offer moderately-priced food in a relaxed atmosphere, positioned between fast food and fine dining. Characterized by a laid-back and friendly environment with casual surroundings. May offer buffet- style or waiter/waitress table service. Popular dishes are relatively inexpensive compared to fine dining options. (Khalid Naushad., 2021).

Platforms like YouTube where we watch different kind of content in the form of videos, Google, Instagram, snapchat, Facebook, Twitter have transformed into important marketing tools for the hospitality industry. This evolution is supported by research studies (DiPietro, 2012; Kwok and Yu, 2013; Sparks and Bradly, 2014). The modern business landscape is experiencing a significant shift towards sustainability due to heightened environmental concerns and evolving consumer preferences. In response, content marketing strategies have become essential tools for organizations striving to align their operations with sustainable practices while remaining competitive. This comprehensive review explores the intricate customer relationship marketing (CRM) between content marketing strategies and sustainable business practices by synthesizing diverse literature, theories, and empirical evidence. Through a thorough examination of existing knowledge, the review uncovers the various impacts of content marketing strategies on organizational sustainability, including the identification and analysis of key determinants influencing their intention and implementation.

The need of the study includes the following. This study will aid in understanding the characteristics that influence social media participation in the casual dining industry. This study will present recommendations for improving social media presence. This study will also aid in understanding the behaviour of GEN Z consumers.

Literature Review

Content marketing strategies have become increasingly prevalent in the contemporary business landscape as companies respond to growing environmental concerns and shifting consumer preferences. These strategies, also known as sustainable marketing or eco-marketing, focus on promoting products, services, and corporate initiatives that prioritize environmental sustainability. In recent decades, heightened awareness of environmental issues such as climate change, pollution, and resource depletion has prompted consumers to seek out more eco-friendly alternatives in their purchasing decisions. This shift in consumer behavior has compelled businesses to adapt their marketing strategies to meet this demand and differentiate themselves in the marketplace. Content marketing strategies encompass a wide range of practices, including product design and development, packaging, distribution, advertising, and communication. They emphasize transparency, accountability, and social responsibility, aiming to minimize the negative environmental impact of products and operations while maximizing positive contributions to sustainability. By highlighting the environmental attributes of their products and services, companies can appeal to environmentally conscious consumers and gain a competitive advantage in the market. Content marketing strategies often involve communicating information about the environmental benefits of products, such as energy efficiency, recyclability, use of renewable materials, or reduction of greenhouse gas emissions. Furthermore, content marketing extends beyond product attributes to encompass broader corporate sustainability initiatives, such as waste reduction, energy conservation, and support for environmental causes. Companies that adopt content marketing strategies not only enhance their brand image but also demonstrate their commitment to environmental stewardship and corporate social responsibility.

Definition of Content Marketing

Content marketing, also known as environmental marketing or sustainable marketing, refers to the practice of promoting products, services, and corporate initiatives that are designed to minimize negative impacts on the environment or enhance environmental sustainability. This marketing approach encompasses a range of strategies and tactics aimed at addressing environmental concerns, such as reducing resource consumption, minimizing pollution and waste, conserving energy, and promoting the use of renewable materials.

Social media platforms are a popular and convenient way for casual dining marketers to connect with customers digitally. The importance of platforms is highlighted (Bilgihan et al., 2014). SNSs play a significant role in the purchasing decisions of casual-dining casual dining customers. Influence comes from ideas of prior users, family members, and friends, making SNSs powerful in shaping opinions. Marketers use social media engagement techniques to measure shares of post or any content also the likes that any kind of content on social media get, and comments on online marketing platforms. This technique helps in assessing the effectiveness of digital marketing strategies (Leung, 2015; Lim, 2015). Popular SNSs are utilized by casual-dining casual dinings to reach target audiences, enhance brand visibility, and generate leads or sales. Digital platforms contribute significantly to the marketing efforts of these casual dinings (DiPietro, 2012; Kwok and Yu, 2013). Generation Z is identified as the most targeted customer category for marketers on digital platforms.

The constant presence of Generation Z on the internet and social media makes them a prime focus for casual dining marketers. Online purchasing has become a intentiony behavior among Generation Z, further emphasizing the importance of digital platforms in reaching this demographic (Chakola, 2022).

CONTENT

8.	Exploring enablers of contagious content for dining blogs: an integrated approach by using content analysis and interpretive structural modeling	Kuo-chien chang Yi-sung cheng Shih-ming hu Nien-te kuo Journal of theoretical and applied electronic commerce research (j. Theor. Appl. Electron. Commer. Res. 2023, 18, 668–688. https://doi.org/10.3390/jtaer18010034)	This study is restricted to taiwan only. Other factors and enablers may exist which are relevant to the field of dining blogging	This study used qualitative content analysis to investigate the factors that create contagious content in foodie blogs. In this study, we used ism to identify the hierarchy of enablers from the user's perspective.	Information sharing 2. Providing internal information Motivational games Creating special forums Woom effect 6. Emotional stimulation and contagion 7. Continuity of social identity Exposure Special upgrade solution 10. Problem story pack and expansion
9.	The impact of digital marketing on local Restaurants in vaasa	Hang ojala	As the main focus of this article is on the website as a marketing tool, the other marketing techniques are not discussed.	To explore how marketing communication on the websites of local restaurants reaches customers and influences their decision to visit the diners or purchase a dish online.	Target customer Type of restaurant Digital marketing communication Website's content
10.	The impact of social media use on consumers' restaurant consumption experiences: a qualitative study	Jooyoung hwang 1, Anita eves 2 Jason l. Stienmetz 3 Sustainability 2021, 13, 6581. https://doi.org/10.3390/su13126581 https://www.mdpi.com/journal/sustainability	Respondents' ages were restricted to those between the ages of 20 and 40. Future research can look into different types of restaurants. The survey is confined to South Korean consumers.	1. To investigate the important aspects associated with the use of social media on smartphones in the decision-making process of interviewees while choosing a restaurant. 2. To research how respondents use social media on cellphones for restaurant decision-making in relation to the various consuming stages. 3. Determine the impact of interviewees' smartphone social media use on restaurant choices.	Process gratification Content gratification Social gratification

11.	Culinary consumption in digital era: tourists' typology and their characteristics	Journal of education, society and behavioural science Wachyuni et al.; jesbs, 34(6): 47-61, 2021; article no.jesbs.71755	1. This study solely includes domestic Indonesian tourists. 2. This study is likewise limited to quantitative methods. 3. Research can also be conducted to study visitor behaviour during intake and after consumption.	1. The goal of this research is to identify visitor typologies and characteristics in local culinary tourism in the digital era. 2. This research has practical relevance in the development of marketing strategies for culinary businesses in the destination.	Attitudes Perception Information seeking behavior
12.	Social media marketing management: an application to small restaurants in the us	Elzbieta lepkowska-white, amy parsons and william berg Internationaljournalofculture,tourismandhospitalityresearch doi10.1108/ijcthr-06-2019-010 Vol.13no.32019,pp.321-345	Research may employ larger samples, study frameworks specifically applicable to small restaurants, such as the resource- based view (rbv) framework, and may concentrate on innovative and diversified strategic approaches to social media management for small businesses.	To investigate the strategic approach to social media management in small restaurants (marketing scope, culture, structure, and governance); and How do small restaurants project information on social media, generate online interaction, monitor, appraise, and use information obtained on social media?	Messaging Monitoring Assessing Responding
13.	The impact of social media on consumers' purchasing behaviour in malaysian restaurants	Jeetesh kumar ¹ rupam konar ² kandappan balasubramanian ³ Journal of spatial and organizational dynamics, vol. Viii, issue 3, (2020) 197-216	The information was gathered from only five eateries. To acquire a better understanding, research might look at these aspects from the perspective of restaurant owners. To examine consumers' purchasing behaviour in the restaurant industry, future research may seek to add emotional elements such as personal touch, perceived excitement, and enjoyment. Other key variables, such as pricing, location, and service quality, were overlooked in the current study.	The effects of social media on Malaysian restaurant patrons' purchasing habits. To comprehend the impact of technology on consumer purchase behaviour in Malaysia's restaurant industry. Furthermore, it was critical to conduct this research in the Malaysian setting in order to understand the effects of social media on local consumers in order to follow the trend in the restaurant business.	E-wom Social media advertising Higher accessibility of information Online ordering system

H2: Content on social media influences social media marketing impact on customer intention to visit casual dining significantly.

VARIABLE 3- INFRASTRUCTURE

14.	Effectiveness of social media marketing on enhancing performance: evidence from a casual-dining restaurant setting	Jun (justin) li Woo gon kim Hyung min choi Journals.sagepub.com/home/teu	The sample size of this study is relatively small. Based on only five major social media platforms and six promotional tools. Study did not consider the possible time lag between drivers and performance. The researchers selected only one casual- dining restaurant chain.	To compare social media engagement across different snss (facebook, twitter, youtube, googlep, and instagram) for the casual-dining restaurant industry. To compare social media engagement across different promotional activities for the casual-dining restaurant industry. To investigate the effect of social media engagement metrics on restaurant performance.	1)Food, 2)Value 3)Service 4)Atmosphere Guest counts net sales and Overall rating
15.	Millennials motivation for sharing restaurant dining experiences on social media	Ms gifty efua koufie Dr hema kesa African journal of hospitality, tourism and leisure, volume 9(1) - (2020) issn: 2223-814x	1. restaurants are not categorised under the study. 2. the research is mainly focused on three areas of johannesburg, data beyond this proximity is impossible to capture due to limits on time and budget.	1. To investigate the impact of electronic word-of- mouth (e-wom) on millennial consumers' restaurant menu purchasing intentions. 2. To determine which mediating characteristics (service quality, food quality, location, cost, and atmosphere) influence millennial restaurant choice. 3. To comprehend why people share positive and negative dining experiences on social media.	Food quality 2) Service quality 3)Atmosphere 4)Location 5)Pricing

16.	Effect on customers' perceptions of dining experiences due to the promotion of sustainability practices: a qualitative content analysis of user-generated online restaurant reviews in auckland, new zealand	Mihir bhargava	There was no information on the demographics of the reviewers. Large-scale quantitative and mixed methodologies studies can be designed. The findings apply only to eateries in Auckland, New Zealand, that support sustainable practices. The data were collected for only six months, prior to the influence of covid-19, raising the danger of overlooking crucial aspects of customers' dining experiences.	Determine which aspects of eating experiences were most essential to customers of restaurants that encourage sustainability. Customers' perceptions of their eating experience as a result of advocated sustainable initiatives.	Atmospheric experience Culinary experience service experience eco-experience online experience co-creation experience dietary experience people experience
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17.	Why costumers have the intention to repurchase at coffee shops in bogor? Explaining the role of social media marketing, dining atmosphere, and relationship marketing	Alim setiawan slamet*)1, caesavela almas*), dikky indrawan**) Jurnal manajemen & agribisnis, vol. 18 no.3, november 2021 Http://journal.ipb.ac.id/index.php/jmagr	1. The scope of this study is limited to six coffee shops in Bogor. 2. Because this study's data collection period is just three months long, the data can only be generalised at that time.	The goal of this study is to see how relationship marketing, social media marketing, and the dining environment affect customer trust and repurchase intention.	Relationship marketing, Social media marketing, and dining environment on customer trust and repurchase intention
18.	The impact of social media reviews on restaurant performance: the moderating role of excellence certificate	Woo gon kima,*, jun (justin) lib,1, robert a. Brymerb,2 W.g. Kim et al. / international journal of hospitality management 55 (2016) 41–51 Journal homepage: www.elsevier.com/locate/ijhosman	A longitudinal study could be conducted by researchers to describe the effects of these attributes on restaurant financial performance. Should look into whether restaurant certification helps to moderate these relationships.	1) To identify, from a wide viewpoint, the relatively novel and unknown factors of restaurant performance. (2) to study the moderating effect of an excellence certificate on the link between determinants and performance; and (3) to analyse the influence of the aforementioned determinants on financial performance of the restaurant business.	Number of reviews Restaurant ranking Food Service Value for money Atmosphere Guest overall rating Net sales Guest counts Average check

19.	Analytical investigation of the psychological environment created by intangible service offerings and its impact on millennials dining experience	A. P. Dabral ¹ , D. Kaushal ² , R. Dani ³ R. C. Pandey ⁴ Vidyabharati international interdisciplinary research journal (special issue) issn 2319-4979	The impact of intangible service components on consumers of various ages can be studied. In the retail sector, the impact of psychological environment can be researched.	Calculating the worth of modern- day restaurants in india Investigates the primary aspects that contribute to consumer happiness when dining out, as well as how people perceive intangible service efforts in restaurants and how they improve their dining experience.	Food & service quality physical overview psychological environment guest satisfaction
20.	The effects of facilitating conditions, customer experience and brand loyalty on customer-based brand equity through social media marketing	Mohammed T. Nuseira* and Ghaleb Elrefaea International Journal of Data and Network Science 6 (2022). 875–884		1)to evaluate the relevance of social media marketing initiatives in explaining consumer-based brand equity in the UAE restaurant industry.	Facilitating conditions Customer experience Brand loyalty Social media marketing
21.	The influence of background music on consumer buying behavior in a casual dining restaurant	Laura Kuusinen,2021	The study is limited to one factor background music which give the area to research on further factors influence on consumer buying behavior in a casual dining restaurant	1) The aim of this thesis is to examine the factors of background music that influence consumer buying behavior in a restaurant setting, with the help of psychological factors in music and previous research on the subject. 2) The aim is also to map out the current state of background music as well as the possibilities for restaurants and to determine what can be accomplished by using background music. One of the goals is also to understand how different dimensions of music impact behavior.	ume of background music music genre Music tempo consumer's intention compatibility of music with a restaurant's atmosphere

H3: Infrastructure of restaurant influences social media marketing impact on customer intention to visit casual dining significantly.

VARIABLE 4- SOCIAL MEDIA INFLUENCER

22.	Tiktok Influencer Marketing as a Marketing Tool for Cosmetic Industry to Attract Generation Z	Dao, Giang Article in Journal of Hospitality and Tourism Insights · March 2022 DOI: 10.1108/JHTI-09-2021-0252	It is recommended to conduct research on how influencers market to Generation Z on Dis- cord and Twitch.	To obtain a better knowledge of Tiktok influencer marketing and how cosmetic brands can use it to reach Generation Z audiences.	FLUENCER MARKETING MARKETING TOOLS
23.	Investigating the moderating effects of age and gender on customers' use of Tablet menu in casual dining restaurants	Anshul garg Journal of quality assurance in hospitality & tourism https://doi.org/10.1080/1528008x.2021.2002786	This study was limited to casual dining establishments. The effect of diet awareness on consumer ordering experience should be studied.	Identifying the factors that influence the customer ordering experience in the eating space using a tablet menu and analysing the consumer perception of the food ordering experience using the tablet menu. This study will also look into the moderating influences of age and gender.	Performance expectancy Effort expectancy Social influence Facilitating conditions Hedonic motivation

H4: Social media influencers influence social media marketing impact on customer intention to visit casual dining significantly.

VARIABLE 5- E-WOM

24.	Power of social media marketing: how perceived value mediates the impact on restaurant followers' purchase intention, willingness to pay a premium price, and e-wom?	Meimona abdelrhim bushara 1, Ahmed hassan abdou 2,3,* thowayeb h. Hassan 2,4 ,abu elnasr e. Sobaih 5,6 , abdullah saleh mohammed albohnyah 7, waleed ghazi alshammari 7, mohammed aldoreeb 7, Ahmed anwar elsaeed 3 mohamed ahmed elsaeid 3 Sustainability 2023, 15, 5331. https://doi.org/10.3390/su15065331 https://www.mdpi.com/journal/sustainability	The survey was limited to ten casual dining restaurants in Saudi Arabia. Other potential processes (mediators) such as consumer trust and satisfaction should be investigated. All four dimensions of research should be investigated.	The purpose of this study is to look into the effect of smmas on the purchase intentions (pur), willingness to pay a premium price (wpp), and e-wom of restaurant social media followers. Investigate the role of perceived value (pv) as a mediator in these connections.	Purchase intention Willingness to pay a premium price E-wom Entertainment Customization Interaction and Trendiness.
25.	Do satisfied customers recommend Restaurants? The moderating effect Of engagement on social networks On the relationship between Satisfaction and ewom	Flavia braga chinelato alessandro silva de oliveira gustavo quiroga souki Asia pacific journal of marketing and logistics doi 10.1108/apjml-02-2022-0153	This research is primarily aimed at university students; nevertheless, the proposed model may be tested or adapted to diverse restaurant consumer characteristics. Investigate the direct effects of perceived quality factors on positive and negative emotions.	(a) investigate the effects of perceived quality on positive emotions, negative emotions, and satisfaction among restaurant consumers; (b) confirm the effects of satisfaction on propensity to loyalty and ewom; and (c) test whether consumers' behavioural engagement in the sns (cbe-sns) moderates the relationship between satisfaction and ewom.	Accessibility and convenience Atmosphere Social endorsement Infrastructure customer Orientation status Food quality Services quality Reputation Gpq Satisfaction Negative emotions Positive emotions Ewom Propensity to loyalty

26.	EFFECTS OF SOCIAL MEDIA MARKETING AND EWOM ON CONSUMER CHOICE DECISION RELATED TO RESTAURANT INDUSTRY	MUHAMMAD ALI SIDDIQUI International Research Journal of Marketing & Economics ISSN (2348-9766) Impact Factor: 5.779 Vol. 7, Issue 6, June 2020	The study can be expanded to include the other elements that influence consumer preference. This study exclusively includes Pakistani consumers.	To determine the influence of social media marketing, such as sharing, publishing, visual and electronic word of mouth, on consumer choice decisions, with a significant and positive effect of the moderator, which is the blogger's reputation.	Social media marketing and E-wom Consumer choice Bloggers reputation
27.	Saving local restaurants: the impact of altruism, self- enhancement, and affiliation on restaurant customers' ewom behavior	Lydia hanks, Nathan Line, Tarik dogru, Lu Lu Journal of Hospitality & Tourism Research, Vol. XX, No. X, Month 202X, 1–26 DOI:10.1016/j.jhrt.2020.1177/1096348 0221092704	1)May investigate the differences in EWOM posting sites and reasons between consumers who are asked to post and those who volunteer to post, as well as the influence of restaurant affiliation.	(1) how different sorts of motivations influence which online platforms people choose to write their reviews, and (2) how ownership structure modifies this relationship.	Self enhancement motivation Altruistic motivation

28.	Do memorable restaurant experiences affect ewom? The moderating effect of consumers' behavioural engagement on social networking sites	Gustavo Quiroga Souki, Alessandro Silva de Oliveira, Maria Manuela Martins Guerreiro and Julio da Costa Mendes, Luiz Rodrigo Cunha Moura Article in TQM Journal · December 2022 DOI: 10.1108/TQM-06-2022-0200	1) Because this study is based on one of the casual restaurant consumer profiles, it is necessary to evaluate the proposed model in other regions and nations. 2) To track the change of consumer behaviour over time, longitudinal or numerous cross-sectional studies may be used. 3) This study's model may be adapted to different sorts of eateries through further research.	(1) test the moderating effect of consumer behavioural engagement on social networking sites (CBE-SNS) on the relationship between memorable experiences and ewom; (2) investigate the impacts of memorable experiences on the propensity to loyalty and ewom; and (3) test the moderating effect of consumer behavioural engagement on social networking sites (CBE-SNS) on the relationship between memorable experiences and ewom.	Accessibility and convenience Atmosphere Social endorsement Infrastructure Customer orientation Status Food quality Reputation Services quality Reputation GPQ Memorable experience Negative emotions Positive emotions ewom Propensity to loyalty
29.	Digital economy: analyzing the influence of social media marketing and platform-based economy on the food industry in finland	Kashi gauli	It should look into why facebook has only gradually surpassed other social media networks in terms of advertising. Research should also examine into restaurant owners' dissatisfaction with food delivery apps. Research on this topic should be on restaurant businesses' paid sponsorship investments	How does social media marketing affect day-to-day business operations? Why is it necessary to be a part of gig/platform economy platform? How important are these platforms to businesses?	Cost of social media marketing social media platform social media marketing frequency food-delivery app usages owner's opinion and feedback

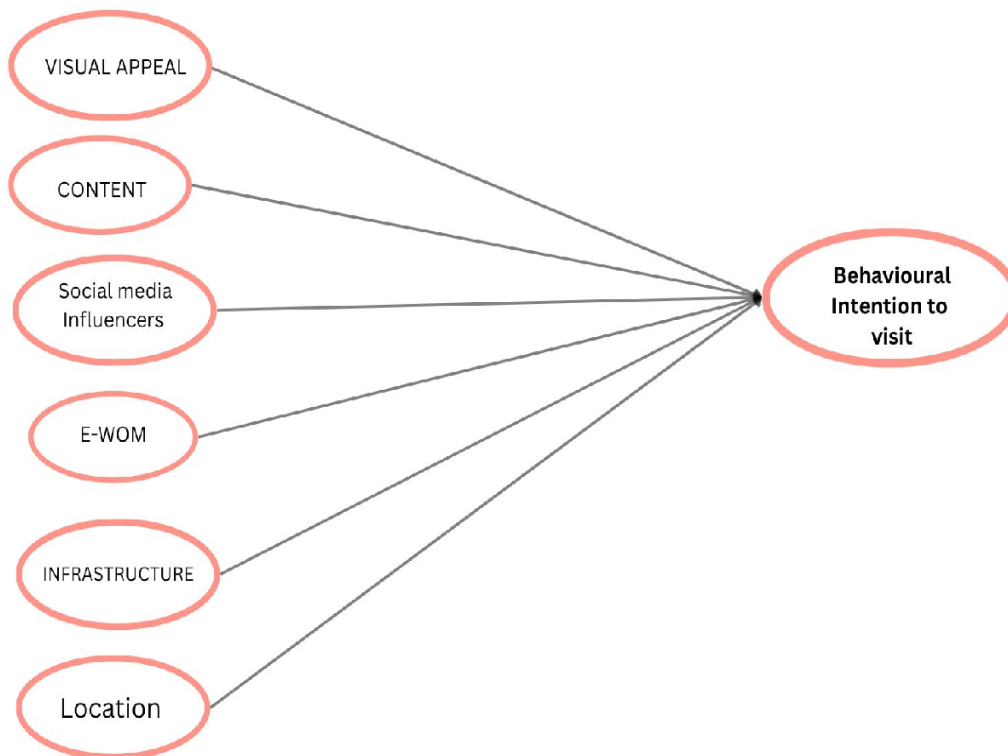
30.	Ewom: the effect of online review and food quality on the intention to visit a restaurant	Arnieyantie, a. H1, norfezah, m. N2, nadiana m.k3, nor adibah o4 , and muhammad shakir, z.5		To assess the impact of online reviews on restaurant visitation intentions. The impact of positive and negative internet reviews and food quality on restaurant sales, image, and consumer expectations, as well as the inclination to visit the restaurant.	Positive online reviews Negative online reviews Food quality online reviews Consumer intention to visit restaurant
31.	Differential Effects of the Valence and Volume of Online Reviews on Customer Share of Visits: The Case of US Casual Dining Restaurant Brands	Jooa Baek 1 and Yeongbae Choe 2,* Sustainability 2020, 12, 5408; doi:10.3390/su12135408 www.mdpi.com/journal/sustainability	This study focused only on customers in the United States; therefore, our study's results may not apply to other regions, areas, and countries.	1) This study aims to understand the customer share of visits in a restaurant context. 2) Investigation of the differential effects of online reviews, such as valence and volume, on the customer share of visits	Valence and Volume of Online Reviews Customer Share
32.	The Influence of Online Review on Consumers' Purchase Intention	Anindita R. Aditya1, Yeshika Alversia2* Journal of Management and Marketing Review J. Mgt. Mkt. Review 4 (3) 194 – 201 (2019) Journal homepage: www.gatrenterprise.com/gatrjournals/index.html	The research can enhance further by investigating firms' online and offline marketing strategies and compare their effectiveness	To determine the impact of online reviews on a review website platform on consumer purchase intention in choosing the first visited cafe.	usefulness, volume, timeliness, positive online reviews, negative online reviews, and comprehensiveness, purchase intention
33.	An investigation of online food aggregator (ofa) service: do online and offline service quality distinct?	Yusra yusraab, rezzy eko carakad*, arawati agusb, ahmad azmi mohd ariffinb, prana ugiana gioe, rung ching chend and youngjo leec		The purpose of this study is to investigate the association between the perceived service quality of online food aggregator services in Malaysia and customer satisfaction and loyalty by distinguishing between online and offline service quality.	Service quality, customer Satisfaction, customer loyalty

H2: Electronic- word of mouth influences social media marketing impact on customer intention to visit casual dining significantly.

Many studies have been conducted to analyse consumer purchasing behaviour in the restaurant business; however, we will strive to incorporate emotional components such as personal touch, perceived excitement, and enjoyment. Other essential elements, such as cost, location, and service quality, were disregarded in previous studies; however, we will investigate the impact of all of these variables on consumer behavioural intention. Some studies have not focused on information about the reviewers' demographics.

Large-scale quantitative and mixed-methods studies can be designed. Studies have not classified restaurants, which broadens the research concept, but we will focus on casual dining restaurants in this study. Many studies do not address the few variables proposed in the conceptual model in depth, but we will go over each recommended variable and its impact in detail.

Conceptual Model



Research Conceptual framework explanation

A conceptual framework outlines the theoretical foundation and relationship between key variables in a study. In this case, the study focuses on understanding how social media

marketing influences Generation Z's (Gen Z) intention to visit casual dining restaurants. Let's break down the conceptual framework:

- **Independent Variables:**

- a. **Visual Appeal:** The aesthetic quality of social media posts related to casual dining restaurants, including images, videos, and graphics.

- b. **Content:** The information, messaging, and storytelling conveyed through social media posts about casual dining restaurants.

- c. **Infrastructure:** The quality and convenience of facilities, amenities, and services provided by casual dining restaurants.

- d. **Location:** The geographical accessibility and attractiveness of the casual dining restaurants as portrayed on social media.

- e. **Social Media Influencers:** Individuals with significant followings on social media platforms who endorse or promote casual dining restaurants to their audience.

- f. **Electronic Word of Mouth (eWOM):** The online conversations, reviews, recommendations, and opinions shared by users about casual dining restaurants through social media platforms.

- **Dependent Variable:**

Behavioral Intention to Visit Casual Dining Restaurants: The likelihood or inclination of Gen Z individuals to dine at casual dining restaurants based on exposure to social media marketing efforts.

- **Hypothesized Relationships:**

- a. Visual Appeal, Content, Infrastructure, Location, Social Media Influencers, and Electronic Word of Mouth are expected to positively influence Behavioral Intention to Visit Casual Dining Restaurants among Gen Z individuals.

- b. Specifically, engaging visual content, compelling messaging, convenient infrastructure, attractive locations, endorsements from influencers, and positive eWOM are anticipated to increase Gen Z's inclination to visit casual dining restaurants.

- **Theoretical Framework:**

The conceptual framework may draw upon theories such as the **Elaboration Likelihood Model (ELM)** or the **Theory of Planned Behavior (TPB)**. ELM suggests that individuals

process information either centrally (carefully considering content) or peripherally (being influenced by superficial cues like visuals). TPB posits that behavioral intention is influenced by attitudes toward the behavior, subjective norms, and perceived behavioral control.

Methodology

Data collection methods such as surveys, interviews, or observation may be employed to gather primary data from businesses implementing content marketing strategies and engaging in sustainable practices. 100 Questionnaire Sent Through Mail But Out That 60 Were Found Suitable For The Study. Percentage and chi square test were applied to test and validate the hypotheses. The collected data are then analyzed using appropriate descriptive statistical techniques to summarize and present key findings regarding the impact of content marketing strategies on sustainable business practices. Finally, the results are interpreted in light of existing literature and theoretical frameworks to draw meaningful conclusions and implications for theory and practice. Distribute online surveys through social media platforms, ensuring a wide reach. Schedule and conduct in-depth interviews either in person or virtually, based on participant preferences.

Data Analysis & Interpretation

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	21.915	49.808	49.808	21.915	49.808	49.808
2	2.047	4.653	54.460	2.047	4.653	54.460
3	1.841	4.183	58.644	1.841	4.183	58.644
4	1.662	3.778	62.421	1.662	3.778	62.421
5	1.256	2.854	65.275	1.256	2.854	65.275
6	1.145	2.602	67.877	1.145	2.602	67.877
7	1.109	2.521	70.398	1.109	2.521	70.398

The factor analysis results present the table of communalities which shows that the communality value is more than 0.5, that indicates all the variables will be considered for further analysis. The table of total variance explained shows that the cumulative % is more than 60% which is acceptable.

Table 1: Regression Analysis

Model Summary

	Model R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.685 ^a	.469	.453	.69260

a. Predictors: (Constant), visual_percept, content_decision, soc_med_behav, soc_med_posts

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	54.268	4	13.567	28.282	<.001 ^b
	Residual	61.401	128	.480		
	Total	115.669	132			

a. Dependent Variable: visual_appeal

b. Predictors: (Constant), visual_percept, content_decision, soc_med_behav, soc_med_posts

Coefficients^a

Unstandardized Coefficients				Standardized Coefficients			
Model	B	Std. Error	Beta	t		Sig.	
1	(Constant)	.545	.332		1.643	.103	
	soc_med_posts	.264	.092	.266	2.867	.005	
	soc_med_behav	.365	.097	.332	3.772	<.001	
	content_decision	.135	.094	.119	1.426	.156	
	visual_percept	.101	.095	.097	1.054	.294	

a. Dependent Variable: visual_appeal

Interpretation: The regression analysis result shows that the value of R=.685 which indicates the data is statistically significant as it is more than 0.5. The Anova table shows that the significance level is 0.001 which must be 0.000, this indicates that the regression model is statistically significant (i.e. it is good fit for the given data).

Correlations

Correlations Analysis

		visual_percept	soc_med_posts	visual_appeal	soc_med_behav	content_decision
visual_percept	Pearson Correlation	1	.645**	.534**	.613**	.521**
	Sig. (2-tailed)		<.001	<.001	<.001	<.001
	N	133	133	133	133	133
soc_med_posts	Pearson Correlation	.645**	1	.589**	.580**	.574**
	Sig. (2-tailed)	<.001		<.001	<.001	<.001
	N	133	133	133	133	133
visual_appeal	Pearson Correlation	.534**	.589**	1	.608**	.497**
	Sig. (2-tailed)	<.001	<.001		<.001	<.001
	N	133	133	133	133	133
soc_med_behav	Pearson Correlation	.613**	.580**	.608**	1	.530**
	Sig. (2-tailed)	<.001	<.001	<.001		<.001
	N	133	133	133	133	133
content_decision	Pearson Correlation	.521**	.574**	.497**	.530**	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	
	N	133	133	133	133	133

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

Correlations

Interpretation: The correlation analysis result shows that the correlation of visual perception and social media post is (f=.645) which indicates the data is significant as the p value >0.5.

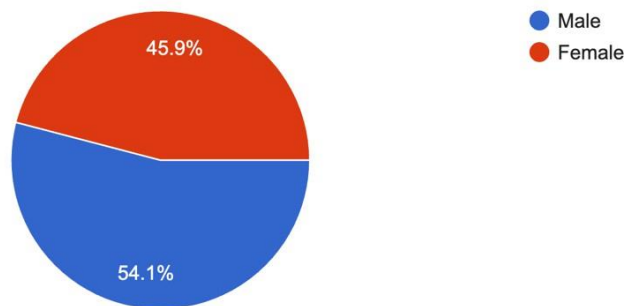
Findings

The statistical analysis implies that there exists a significant customer relationship marketing (CRM) between the implementation of content marketing initiatives and consumers' consumption patterns.

This result suggests that there is sufficient evidence in the observed data to support the hypothesis that there is a strong positive link between consumer purchasing intentions and environmental beliefs.

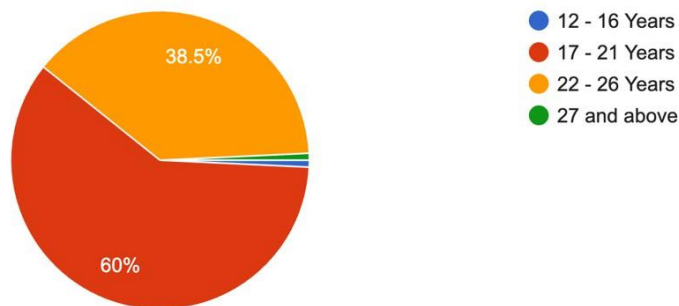
DATA INTERPRETATION

Gender
135 responses



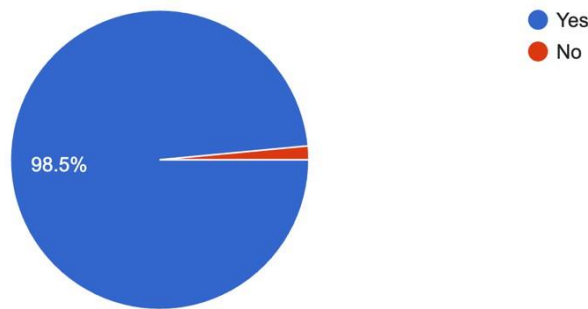
Interpretation- As observed most of my respondents are male which is 54.1%.

Age
135 responses



Interpretation- Most of my respondents belong to Generation Z who are the people born in the year from 1997-2012 which means that the oldest of this generation is will be 27 years old and the youngest is 12 years old.

Do you use social media?
135 responses



Interpretation- Most of my respondents use social media which is 98.5%

Challenges

The challenges of content marketing encompass various factors that can hinder the successful implementation and intention of environmentally friendly practices by businesses. Some of these challenges include:

Consumer skepticism: Despite increasing environmental awareness, some consumers remain skeptical about the sincerity of content marketing efforts by companies. They may doubt the authenticity of eco-friendly claims and perceive them as mere contentwashing tactics.

Lack of standardized definitions and regulations: The absence of clear and standardized definitions of terms like "eco-friendly," "sustainable," and "content" makes it challenging for consumers to differentiate genuinely environmentally friendly products from those that are not. Additionally, the lack of strict regulations and oversight can lead to misleading or exaggerated content marketing claims.

Higher production costs: Implementing content initiatives often requires significant investments in research, development, and production processes. Companies may face challenges in balancing these additional costs while remaining competitive in the market, especially if consumers are not willing to pay premium prices for sustainable products.

Limited consumer awareness and education: Many consumers may lack awareness of environmental issues or have limited understanding of the environmental impact of their purchasing decisions. This lack of awareness can hinder the demand for content products and services and make it challenging for companies to justify investing in sustainable practices.

Supply chain complexities: Content marketing initiatives often involve coordinating with suppliers and partners to ensure that products are sourced and manufactured using environmentally responsible methods. Managing the complexities of the supply chain, including tracking and verifying sustainable practices, can be challenging, particularly for companies operating on a global scale.

Product performance and quality concerns: Some consumers may associate content products with inferior quality or performance compared to traditional alternatives. Overcoming these perceptions and demonstrating the efficacy and reliability of eco-friendly products is essential for gaining consumer trust and acceptance.

Remedies

To address the challenges of content marketing and foster more effective implementation of environmentally friendly practices by businesses, several remedies can be considered:

Enhanced transparency and accountability: Companies can strive to provide transparent and accurate information about their environmental initiatives and product attributes. This includes adopting standardized labeling and certification schemes to help consumers make informed choices and build trust in content claims.

Education and awareness campaigns: Increasing consumer awareness and understanding of environmental issues can help stimulate demand for content products and services. Companies can play a role in educating consumers about the benefits of casual dining and the environmental impact of their purchasing decisions.

Innovation and product development: Investing in research and development to improve the performance, quality, and affordability of content products can help overcome consumer perceptions of inferiority. Innovation in sustainable materials, manufacturing processes, and packaging can also drive competitive advantage in the market.

Collaboration and partnerships: Collaborating with suppliers, industry associations, NGOs, and government agencies can help businesses overcome supply chain complexities and share best practices for sustainability. Partnerships can also facilitate knowledge sharing, resource optimization, and collective action on environmental issues.

Regulatory compliance and standards: Governments can play a crucial role in establishing clear regulations and standards for content marketing claims, ensuring that companies adhere to environmental laws and guidelines. Compliance with regulatory requirements can help build consumer trust and level the playing field for businesses.

Consumer engagement and empowerment: Companies can actively engage with consumers through marketing campaigns, social media, and interactive platforms to solicit feedback, address concerns, and build brand loyalty. Empowering consumers to participate in sustainability initiatives and providing incentives for eco-friendly behavior can also drive positive change.

Conclusion

The summary of findings emphasizes how important content marketing campaigns are in encouraging good organizational change towards sustainable practices as well as increasing consumer awareness of environmental issues. Research has repeatedly demonstrated how effective content marketing can be in enhancing customer demand for environmentally friendly products, building brand recognition, and spurring innovation in sustainable product creation and production techniques. Nevertheless, in spite of these encouraging results, our analysis also points out a number of obstacles that must be overcome for content marketing tactics to be successfully implemented. Some of them are the lack of uniform definitions and laws, consumer scepticism about the veracity of content promises, and the expenses and complexity that come with producing and marketing sustainable goods. Notwithstanding these challenges, the research we conducted highlights the tremendous potential that content marketing offers companies to balance environmental responsibility with revenue. Moving forward, companies must take the initiative and put openness, sincerity, and cooperation at the front of their content marketing campaigns.

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