Influence Of Online Food Reviewers In Business Of Theme Restaurants

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ABSTRACT

Influence of online food reviewers in business of theme restaurants. Our proposed system is a online food reviewers that enables customers job easy to decide and dine the restaurants. It overcome the traditional way of dinning. The research focus on the impact created by online reviewers and the review posted by them.

The main aim of the research is to find the increase or decrease in the revenue of restaurants by promotion of online food reviewers and understand how the brand value is created by online food reviewers.

Survey research methodology has been followed to conduct the research study. Finding and conclusion of this research study is based on quantitative conducted to theme restaurants in Chennai.

Keywords: Online food reviewers, Online food application &Theme restaurants

INTRODUCTION

Social media and online applications brought all things to fingertips, from buying products to reviewing a product. As we are living in the time of digitization and data innovation which is continuously developing ,we are using online applications like zomato , swiggy, uber eats ,trip advisor , food panda etc to order food or to see reviews of a particular restaurant. 90's century consumers occasionally go for restaurants just to fill their hunger , they just walk directly to the restaurants without having any idea about them , have food and return back . In today's digital age, diners quickly become online critics on restaurant review sites. With their words, they're making personal recommendations not only to their friends and family but also to the whole world. To stay competitive the restaurants must be engaged with the online application to know the positive and negative review which can help the restaurants to improve with the flaws immediately. The job of a online food reviewer is to communicate the taste, texture, smell, and presentation of a restaurant's food. They not only comment on the food but also on the atmosphere, staff knowledge and attentiveness, the speed of service, the general impression of the restaurant or cafe. A great online food review puts the reader of the revuew at your table with you, allowing reader to decide whether or not they want to visit the restaurant when they're done reading.

Online food reviewers or customers who turn as reviewers update review in comment card , the restaurants provides you with a review form which you can drop after reviewing . sometimes after dining the restaurants approach the customers through message to review them back. Reviews can also be updated in the restaurants website or online application of the restaurants. On review sites like facebook , instagram ,yelp etc you can also post the reviews .

Knowledge and information about the food and restaurants is very important.

What does these online food reviewers do exactly ?

These online reviewers visit the restaurants often and try few dishes in the same restaurants. Like journalist food reviewers pay attention to the detail and develop a story with positive and negative side of the restaurants. Surveys may feature a couple of dishes or may incorporate a more drawn out eatery profile with

data about the chefs and owners. many apps and newspaper have given a column for food reviewers where they can also rate the international and highly rated national restaurants. some reviewers review only few specific cuisine like north –indian ,Chinese ,Mexican etc while other online food reviewers focus on special cooking techniques, such as barbecue.

Food plays important role in day to day life. When online food reviewers review a food what will the restaurants face , increase or decrease in revenue of the restaurants owner's in any way and will reviewers create any brand value in the market . These online food reviewers do this for passion or economic status . Some of the online food reviewers are foodholic people who try new cuisine . when diners go out with family and friends they look after a place where you can sit-chat and relax . diner can find nearby restaurants because there are huge number of restaurants. To cover up these diners , the restaurant industry came up with theme restaurant. Usually theme restaurants are built fun , revolves around movie characters ,sports ,fantasy and wild imaginations. The concept has architecture , food and music with good peaceful outlet. most of them are located on tourist spots. They need lots of investment and to take these investment done they start promoting their restaurants .Major cuisine which is vastly developed will be theme restaurants . These theme restaurants are dominant and unifying. They are not only focused on food but also the ambience . Each theme restaurants are based on different ambience, very few have repeated ambience but the cuisine and dishes are different. This digital generation need online applications or online food reviewers which make their job very easy to select the restaurant and to know about the restaurant . Most of these online food reviewers concentrate theme restaurants to review because these theme restaurants are of new trend in market. Customers first prefer good ambience to chill out with family and friends .

OBJECTIVE OF THE RESEARCH:

The two main objective of the study is–

- To determine the increase or decrease in the revenue of restaurants by promotion of online food reviewers.
- To understand how the brand value is created by online food reviewers.

NEED FOR THE STUDY :

To find out the benefits , which the theme restaurants owners get through the promotional activities of online food reviewers.

RESEARCH LIMITATION:

- The study is limited to theme restaurants in Chennai the primary of the study is to take 50 sample restaurants out of approximately 105 theme restaurants in Chennai.
- The sample size is short as it is an academic research.
- The secondary of the research is to find the permanently closed restaurants out of the 50 samples taken.
- The questioner is distributed through approaching the restaurants directly and through google form as it covers the theme restaurants manager or owner who can fill this.
- Due to the short sample size of the research study, the margin of error can be high.

RESEARCH METHODOLOGY

The research methodology used here is a quantitative study. The survey is conducted to study the benefit which the theme restaurants owners get through the promotional activities of online food reviewers. A questionnaire consisting of 20 close ended questions is formed. From 105 theme restaurants in Chennai will be covering 50 theme restaurants in Chennai. The questioner will be given to the restaurant owners or managers . Approaching few directly and few through google forms. The sampling method is purposive . First

few questions will be based on the restaurants , next few questions will be based on online reviewers and application and last few will be based on the objective of my research paper.

ANALYSIS AND INTERPRETATION

Out of 50 samples 7 are permanently closed so the below parameters will have 43 response

Q : what ambience is your restaurant based on ?

7% are focused on forest theme , 30.2% are café based and few themes are 1% because they are unique in their ambience.

Q: How do you promote your restaurant ?

95.3% majority of them use social media , 2% mouth to mouth and word of mouth. 0% use newspaper and electronic media q

Q: In which format do you collect reviews ?

39.5 % of them collect review , 27.9 % of them collect through online applications, 30.2% of them collect feedback and 3% of them collect podcasts.

Q: Among the following , which online food application rates you often ?

58.1 % swiggy , 30.2 % zomato ,4.7 % google , and 2.3 % trip advisor use to rate the restaurants.

Q: Does online food review help in brand promotion ?

69.8% agree that reviews help in promotion, 27.9% partially agree and 4% disagree that reviews don't help in promotions.

Q: Online food reviewers do reviews for ?

Almost 69.8% do review for passion, 20.9 % do reviews because they are foodie ,7% says its their part of the job.

Q: How do online food reviewers find you ?

79.1% reviewers visit on their own , 9.3% reviewers get to through customers , 7% reviewers go by seeing other reviews and 4% go when the restaurants approach them.

Q: For which of the following qualities have the restaurant been rated often ?

65.1% is for the taste , 27.9% for ambience and 4 % for service and youth coworking.

Q: Which among the following measures do you take to improve your online food reviews ?

51.2% of the restaurants ask for customers review, 41.9% promote restaurants on review sites, 7% create own page for review.

Q: What offers do you provide when the food reviewers visit your restaurants?

62.8% gives dearness allowances , 23.3% don't offer anything, 11.6% offer discounts for the reviewers 2.3 % offer free food.

Q: How often do you respond to the online food reviwers when they review your restaurant in socialmedia ?

39.5 % respond very often, 37.2 from time to time they respond ,14% respond rarely, 9.3% depends upon the review.

Q: Does positive and negative review have impact in the business of your restaurant?

69.8 % of restaurants say these review creates impact and 30.2% says they are neutral 0% say they don't create impact.

Q: when do online food reviwers leave review ?

55.8 % review when food is extremely good , 34.9% review when it is good,

9.3% review for neutral .

Q: How often do customers visit your restaurant citing online review as the reason ?

41.9% says customers dine often, 23.3 % says they dine very often, 18.6% says the dine from time to time and 16.3 % says they dine rarely.

Q: Revenue of the restaurant by online food reviews ?

72.1% says the revenue increases and 25.6% says neutral and 5% says revenue decrease.

Q: Do you think online food reviews help the customers in selecting your restaurant ?

96% say yes reviewers help customers in selecting the restaurants and 4% say no reviewers don't help.

FINDINGS

The research has found that theme restaurants in Chennai have unique ambience and each have different signature dish and cuisine to try . The idea of theme restaurants arose only in recent time. These restaurants don't use electronic and print media to promote the restaurant Majority of them use only social media as a platform to promote their restaurant . These restaurants collect reviews in the form of ratings and feedbacks. Online applications who review them more are swiggy and zomato. Sometimes customers also see google for reviews.

Yes online food helps in brand promotion of restaurants. T he restaurant themselves agree and few partially agree that the reviewers do brand promotions. These reviewers review for passion and also they are foodies .

Online food reviewers find theme restaurants through their own or sometimes through some other regular customers feedbacks. Theme Restaurants have not been rated more for their ambience only for the taste they are been rated and reviewed. These theme restaurants ask for customers review to promote their restaurants or they promote through online website, these are the measures taken by the restaurants to improve .

When online food reviewers visit the restaurant mostly the restaurants offer allowances and sometimes discount . when customers review about the restaurants , the restaurant takes initiative to reply to the customers. Positive and negative review shows impact the restaurants. After seeing these review customers dine very often to the restaurants. Online reviewers create vast change in customers dining decision.

CONCLUSION

Online food reviewers play major role in customers dinning decision. In this study theme restaurants in Chennai have been selected and analyzed about the impact created by these online food reviewers. The study is also about whether revenue of the restaurant is increased or decreased , brand promotion is created by the online food reviewers or not.

The finding is that about 90% of customers dine to the restaurant after seeing reviews.

72.1% revenue increase to the restaurant by online food reviewers.

97.8 % brand promotion is done by online food reviewers.

The study also suggest that new restaurants gets good reach only when online food reviewers review the restaurants.

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