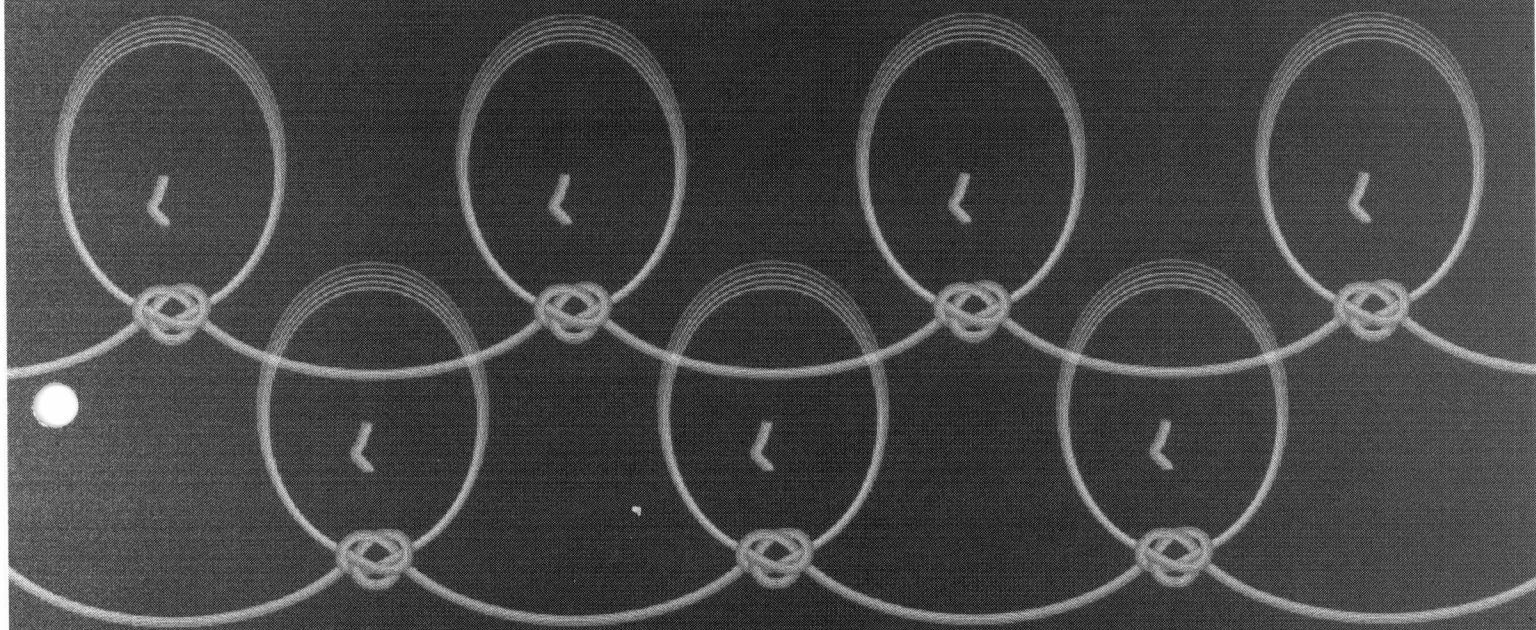


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Facebook: An Attractive Channel to Select Restaurant for Holiday

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Abstract

This research has objective to study about Facebook influences in selecting restaurant/café for dining in holiday. The sample was 400 undergraduate students which was chosen by convenience sampling and used questionnaire as research instrument SPSS v.11.5 was used in analyze data. The statistical techniques were frequency, percentage, mean, t-test, and f-test. The data was collected between March-April 2014. It was found that most of samples were female, studying in 3rd year, using Facebook 3-5 years, using Facebook 1-3 hours per day, dining outside every week, having cost about 300-500 THB per meal, and stimulated by friend in Facebook to choose restaurant. The most type of restaurants that the samples chose by stimulus in Facebook was Bakery, followed by coffee shop, Japanese restaurant, ice-cream shop, seafood, fast food, nightclub, buffet, food stall, restaurant in hotel, and Thai restaurant, respectively. As for hypothesis testing with t-test, it was found that men's perspectives were different from women in bakery, ice-cream shop, and restaurant in hotel. While hypothesis testing about study year, it was found that there were no differences in all types of restaurants. However, there were differences in some types of restaurant when hypothesis testing with using Facebook behavior.

Keywords: *Facebook, Restaurant, Undergraduate Student*

Facebook: An Attractive Channel to Select Restaurant for Holiday

Introduction

Communication is a very necessary nowadays and it becomes a key of recognition processes. People tend to express attitudes and opinions via social media which is a new trend of communication integrating with the information technology such as Facebook, Twitter, and Instagram. These are the examples of online social media services that allow users to become a registered users of the website and after registering to use the site, users may create a personal profile, add other users as friends, exchange messages, post status updates and photos or videos, and receive notifications when others update their profiles, including the information sharing (Elizabeth, 2012 and Wongkeawphothong, 2010). It affects the increase in the Internet and smartphone using at this time. Facebook a social media becomes very popular now it provides a faster and easier way of communication and it is worldwide. Now many organizations use Facebook in order to communicate both inside and outside organizations. Besides, the Facebook allows people to exchange information and share the common interests. Additionally, users may join common-interest user groups, organized by workplace, school or college, or other characteristics, and categorize their friends into lists such as “People from Work” or “Close Friends”.

Student is a big group of Facebook users, they tend to use the social media more often and it creates a new type of lifestyle. Furthermore, they still use Facebook to share interests such as Japanese restaurants, coffee shops, bakery shops, ice-cream shops, Italian restaurants, Thai restaurants, Fast-food restaurants, etc. Using social media is saving the cost, time, so that people can easily access the information and even faster. The group of Facebook or other website users can communicate, transfer, and share the information together that could make social media on Facebook becoming boarder and stronger network. (Pumnuch, 2011)

Moreover, the students also express their opinions and share knowledge by interpreting from their perceptions. This group of people is able to make decisions, sometimes they use their experiences to consider and also they can react of things clearly. Of course, this group of people has purchasing power and also they have an effect to the family spending (Makasiranon, 2012)

Research Methodology

The research methodology can be summarized as follows:

1. A scope of the study, this quantitative research explored the restaurant selection-related behaviors of Facebook users, namely, the students of Silpakorn University, Petchburi Campus.
2. The population of this research consisted of 6,319 students of Silpakorn University, Petchaburi Information Technology Campus who used Facebook. Applying the sample sizes in accord with Yamane (1967) and the confidence of 95%, the final samples were 400 students who were sampled by the convenience sampling.

3. Questionnaire was used as the research instrument. The developed questionnaire comprised three parts, namely, the demographic data, the using Facebook behaviors of students of Silpakorn University, Petchaburi Information Technology Campus, and the restaurant-selection making of students of Silpakorn University, Petchaburi Information Technology Campus, that was influenced by Facebook, respectively.

4. Research Procedures:

4.1 The literature review was compiled from books, documents, and journals related to the communication technology and marketing and used as the conceptual framework of this research;

4.2 The questionnaire was drafted in accord with the research objectives in regarding with the influence of Facebook and the behaviors of Facebook users. The drafted questionnaire should have accurate and easily-understood contents with proper responding time;

4.3 The drafted questionnaire was submitted to the experts for the consideration on its validity. Only the items with the Index of Item – Objective Congruence (IOC) exceeding 0.50 were selected (Rovinelli and Hambleton, 1977)

4.4 The approved questionnaire was finally used for the data collection among the samples during March-April 2014

5. The collected data were analyzed as follows: 1) Percentage, mean, and standard deviation were used for the descriptive analysis on the general data and the behaviors of Facebook users, 2) t-test (t-test for Independent Samples) and F-test (One-way ANOVA) were used to compare the influence of Facebook on the users with different demographic data using the Least Significant Difference (LSD) of 0.05 (Wanichbancha, 2006). By this study, SPSS software program was used in the data analysis.

Results

The questionnaires were distributed to the students of Silpakorn University, Petchaburi Information Technology Campus, in March – April 2014. It was found that 400 questionnaires were returned as planned. The returned questionnaires were verified and analyzed as results:

1. Most of the samples were female ($n = 323$, 80.75%). They studied in the third year ($n = 133$, 33.25%) in the Faculty of Management Science ($n = 277$, 69.25%) with the GPA of 2.51 – 3.00 ($n = 210$, 52.50%). Most of them obtained the allowance of THB 5,001 – 7,000 ($n = 218$, 54.50%), dinner outside very week ($n = 234$, 58.50%), pay 300 – 500 THB per meal ($n = 277$, 69.25); see Table 1.

Table 1

Frequency and Percentage of Sample Separated by Demographic Data

Item		Frequency	Percentage
Gender	Male	77	19.25
	Female	323	80.75
Year	First	85	21.25
	Second	90	22.50
	Third	133	33.25
	Fourth	92	23.00
Faculty	Information Communication and Technology	59	14.75
	Management Science	277	69.25
	Animal Science and Agricultural Technology	64	16.00
GPAX	Less than 2.00	3	0.75
	2.01 – 2.50	75	18.75
	2.51 – 3.00	210	52.50
	3.01 – 3.50	87	21.75
	3.51 – 4.00	25	6.25
Allowance per month	Less than 5,000 THB	101	25.25
	5,001 – 7000 THB	218	54.50
	7,001 – 10,000 THB	59	14.75
	More than 10,000 THB	22	5.50
Frequency of dinner outside	Every Day	33	8.25
	2-3 times per week	102	25.50
	Once a week	234	58.50
	2-3 times per month	25	6.25
	A month and more than one month	6	1.50
Money Spent per meal	Less than 200 THB	34	8.50
	200 – 300 THB	34	8.50
	300 – 500 THB	277	69.25
	More than 500 THB	55	13.75

2. Regarding the behaviors of the Facebook users, most of the samples used Facebook 6 – 10 times per week ($n = 191$, 47.75%). They used Facebook 1 – 3 hours per day ($n = 178$, 44.50%). They used Facebook 3-5 years ($n = 311$, 77.75%). They used Facebook at University ($n = 325$, 81.25%). They connected Facebook via smartphone ($n = 338$, 84.50%), and they were influenced by friends in restaurant selection via Facebook ($n = 196$, 49.00%)

Table 2

Frequency and Percentage of Sample Separated by Behaviors of the Facebook Users

Item		Frequency	Percentage
How often do you use Facebook per one week?	1 – 5 times/week	55	13.75
	6 – 10 times/week	191	47.75
	11 – 15 times/week	105	26.25
	More than 15 times/week	49	12.25
How many hours do you use Facebook per day?	Less than 1 hour	112	28.00
	1 – 3 hours	178	44.50
	4 – 6 hours	56	14.00
	More than 6 hours	54	13.50
How long have you started using Facebook?	Less than 1 year	5	1.25
	1 – 2 years	17	4.25
	3 – 5 years	311	77.75
	More than 5 years	67	16.75
Where do you use Facebook as usual?	Home	57	14.25
	University	325	81.25
	Internet café	10	2.50
	Restaurant/ Bakery Shop	7	1.75
	Other	1	0.25
Which equipment do you use for connecting your Facebook account?	Computer (PC)	23	5.75
	Computer (Laptop)	36	9.00
	Smart phone	338	84.50
	Other	3	0.75
Who has influence to choose restaurant via Facebook	Friend	196	49.00
	Presenter/Actor	112	28.00
	Celebrity	61	15.25
	Blogger	31	7.75

3. Concerning the use of Facebook for restaurant purposes, the most type of restaurant that the sample chose by stimulus in Facebook was Bakery, the next were coffee shop, Japanese restaurant, ice-cream shop, seafood, fast food, nightclub, buffet, food stall, restaurant in hotel, and Thai restaurant, respectively. As for hypothesis testing with t-test, it was found that men's perspectives were different from from women's in bakery, ice-cream shop, and restaurant in hotel. Males are stimulus by Facebook more than females in restaurant in hotel while females are stimulus by Facebook more than males in bakery shop and ice cream shop. As for the others, it is not different; See Table 3

Table 3: Mean of Male, Female, and total for stimulating by Facebook and t-statistics

Restaurant	Male-Mean	Female-Mean	Total-mean	t-statistics
1. Bakery Shop	4.35	4.77	4.69	4.5086***
2. Coffee Shop	4.32	4.36	4.35	0.4294
3. Japanese Restaurant	4.30	4.31	4.31	0.1073
4. Ice cream Shop	3.95	4.15	4.11	2.1470*
5. Seafood Restaurant	3.89	3.92	3.91	0.3220
6. Fast food Restaurant	3.88	3.87	3.87	0.1073
7. Night Club	3.79	3.70	3.72	0.9661
8. Buffet	3.68	3.62	3.63	0.6441
9. Food Stall	3.58	3.62	3.61	0.4294
10. Restaurant in hotel	3.79	3.44	3.51	3.7572***
11. Thai Restaurant	3.46	3.43	3.44	0.322
12. Pizza Shop	3.44	3.40	3.41	0.4294
13. Italian Restaurant	3.15	3.22	3.21	0.7514
14. Vietnamese Restaurant	2.99	3.05	3.04	0.6441
15. Islamic Restaurant	2.77	2.60	2.63	1.8249
16. Chinese Restaurant	2.57	2.55	2.55	0.2147
17. French Restaurant	2.54	2.50	2.51	0.4294
18. I-san Restaurant	2.38	2.42	2.41	0.4294
19. Southern food Restaurant	2.25	2.30	2.29	0.5367

* sig at 0.05 **sig. at 0.01 and *** sig. at 0.001

4. In hypothesis testing about studying year's effect to stimulus by Facebook in restaurant selection, it was found that there were not differences between studying years in all restaurant types at significant level 0.05. As for hypothesis testing with using Facebook behavior, there were differences in some types of restaurant. For example, it was different in Chinese restaurant when compare with time of starting to use Facebook or it was different in seafood restaurant when compare with time spent per day with Facebook. However, in overall, it has few cases which were different. Hence, the results in this topic were not shown.

Discussion, Conclusion, and Suggestions

1. Most of the samples were female, studied in the third year, studied in the Faculty of Management Science, got GPAX of 2.51 – 3.00, obtained the allowance of THB 5,001 – 7,000, had dinner outside very week, and paid 300 – 500 THB per meal. Regarding the behaviors of the Facebook users, most of the samples used Facebook 6 – 10 times per week, used Facebook 1 – 3 hours per day, started to use Facebook 3-5 years, used Facebook at university, connected Facebook via smartphone, and were influenced by friend in restaurant selection via Facebook.
2. The most type of restaurant that the sample chose by stimulus in Facebook was

Bakery, the next were coffee shop, Japanese restaurant, ice-cream shop, seafood, fast food, nightclub, buffet, food stall, restaurant in hotel, and Thai restaurant, respectively. As for hypothesis testing with t-test, it was found that men had differed from women in bakery, ice-cream shop, and restaurant in hotel. There were not differ among studying years in all restaurant types and there were differences in some types of restaurant. However, in overall, it has few cases that differ.

3. Since this study was the quantitative one, the qualitative research should be conducted in the future using, for example, the in-depth interviews, observations, or any other methods to obtain in-depth details because such information will be very beneficial and necessary in establishing the business plans that are in compliance with the media.
4. This study focused only on the Facebook users that were the students studying at the Faculty of Management Science, Silpakorn University, Petchaburi Information Technology Campus. Hence, the future researches should compare the behaviors of Facebook users between the students of Silpakorn University, Petchaburi Information Technology and other campuses/institutes.
5. Since this research was involved mainly with www.facebook.com, the future studies should pay attention to other Social Network such as Google.com, yahoo.com or Sanook.com, and so on, to obtain more information that can be used by the entrepreneurs for the decision-making on the online public relations and advertisements.

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