

Influence of Social Media On Millennials' Buying Decision In Selected Restaurants In Davao City

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ABSTRACT. The extent of how social media influences the buying decision of the millennial in terms of choosing restaurants was the focal point of the study. This study was conducted to measure the influence of social media on millennials' buying decision in selected restaurants in Davao City. The study is a quantitative descriptive correlation, wherein questionnaires were administered to the respondents to gather the needed data. The statistical tools used in the treatment of the data include Frequency count, percentage, mean, and Pearson r. The result of the study manifested that the level of influences of social media in selected restaurants in Davao City is very high; the level of millennials' buying decision in selected restaurants in Davao City is very high; and, there is relationship between social media influence and Millennials' buying decision in selected restaurants in Davao City. The implication of the study concerns about the strategy restaurant must employed to be able to reach out various generations of customers, not only the millennials but other generations as well such as babyboomers and Generation Z.

Keywords: Influence of Social Media, Millennials' Buying Decision, Selected Restaurants, Davao City, and Philippines

INTRODUCTION

The past decade showed the development and growth of the social media, it changes the way people think because of the availability of information online that easily accessed by anybody, which positively affect the way people live. Communication between individuals is accessible anytime anywhere, and anyplace, including the way learning is being imparted for as long as there is Internet connectivity (Jashari & Rrustemi, 2015). Today, social media became the significant means of communication for everyone; even, children at a young age are already using social media to express themselves and communicate with other children. Social media is now part of everyone's lives (Hosie, 2017).

As stated by Obar (2015), social media are the computer-platform innovations made to advance the creation of trading discussions from one individual to another, sharing common interest on data, thoughts, and other shapes of expressions through virtual communities and distinctive sorts of social media systems that each individual can completely utilize. Furthermore, Lee et al. (2016) emphasized that just before social media was made, companies had to shell out money to accumulate data concerning their trading activities. Still, presently there are much fewer obstructions to connect to individuals and numerous businesses by just utilizing the social media to attract potential customers. Multiple companies are using social media as pivotal devices for commercial purposes and for showcasing such as Twitter, Instagram and Facebook, and other social media destinations to share relevant information. There are several classes of offered services to connect with millennial clients.

Social media may be a significant influencer when it comes to obtaining choices of millennials. In reality, most of them reportedly buy food items from eateries based on social media posts; they are also the advanced party of the influencers of social media, they are not just using one platform but multiple social media platforms (Whiting & Deshpande, 2016). To be able to

communicate with the millennials, entrepreneurs must be able to convince them to make referrals of their products; simply because a large percentage (84%) of millennials are willing to buy products based on the advice of their friends and even posts from the strangers. Of course, there are already numerous brands utilizing user-generated content to gain more views and followers (Arnold, 2017).

It is interesting to closely monitor how social media affects restaurants, considering the fact that most customers are dependent on the posts on social media to get relevant data and make their purchases, particularly the millennials (Duffett, 2017). The literature and studies on the topic are sparse as far as Davao City is concerned, prompting the researchers to pursue this study, wherein the outcome would be able to fill the existing gap in literature and research studies within the local context. This study was conducted to gauge the influence of social media on millennials' buying decisions in selected restaurants in Davao City.

METHOD

Descriptive correlation research design was used in the study. Descriptive correlation research attempts to determine the extent of a relationship between two or more variables using statistical data. It was used by the researchers to sought accurate information and investigation as to what extent the relationship between the variables of the study existed. The design was appropriate in determining the influence of social media on Millennials' buying decisions in selected restaurants in Davao City.

The respondents were the 384 millennial customers of restaurants and who was also active in using social media. The researchers employed the convenience sampling technique, wherein the researchers randomly selected the respondents within Davao City who indicated a willingness to participate in the study. The variable was rated through 5-level Likert scaling system with the following levels: Strongly Agree-5, Agree-4, Moderately Agree-3, Disagree-2, and Strongly Disagree-1.

Data were collated, tallied and tabulated for presentation in the next chapter, wherein Mean was used to determine the level of influence of social media on Millennials' buying decisions in selected restaurants in Davao City; Pearson r- Moment Correlation determine the significant relationship between the level of influence of social media and the level of Millennials' buying decisions in selected restaurants in Davao City.

RESULTS AND DISCUSSIONS

Level of Influence of Social Media

The level of influence of social media towards millennials buying decisions garnering an overall mean score of 4.28 described as very high with a standard deviation of 0.222, indicating cluster responses from the respondents. This means that the restaurant has become popular because of the influence of social media, confirmed by the purchases made by the millennials. The findings imply that social media is an influential force among the millennials who are considered as digital wizards. In this study, social media influences the millennials to dine in the restaurant featured positively online, regardless of the social media platform. The result supports the statement of Whiting & Deshpande (2016) who emphasized that most millennials reportedly buy food items from eateries based on social media posts; they are also the advanced party of the influencers of social media, they are not just using one platform but multiple social media platforms.

Table 2. *Level of Influence of Social Media among Millennials in Davao City*

Indicator	Mean	Std. Deviation	Descriptive Level
Popularity	4.28	0.280	Very High
Product Improvement	4.27	0.397	Very High
Service Improvement	4.30	0.390	Very High
Overall	4.28	0.222	Very High

Level of Millennials' Buying Decision

The level of millennials' buying decisions with an overall mean score of 4.29 labeled as very high with a standard deviation of 0.289. This means that the high level of buying decisions on the millennials was because of the influence of social media. The findings imply that specific restaurants featured in social media are included in the bucket lists of the millennials and at a certain point will visit the said restaurants and dine. The result is congruent with the statement of Arnold (2017), who stressed that it's not so much promotion and advertising that makes a difference. Instead, this generation values sincerity, peer and influencer recommendations, and values.

Table 3. *Level of Millennials' Buying Decision*

Indicator	Mean	Std. Deviation	Descriptive Level
It is very convenient to know some products because of social media easily.	4.22	0.622	Very High
Because of social media, patrons and other loyal consumer has increased.	4.35	0.646	Very High
Due to the uprising trends of posting pictures of Instagram worthy food and drinks, tend to try it out immediately.	4.22	0.573	Very High
Social media influenced the customers to buy restaurant's product.	4.33	0.673	Very High
Spend more buying products that seen on social media.	4.35	0.591	Very High
Overall	4.29	0.289	Very High

Significant Relationship between Influence of Social Media and Millennials' Buying Decision

There is a significant relationship between the influence of social media and the millennials' buying decisions. Using Pearson r, the computation yielded an r-value of 0.313, showing a weak positive relationship disclosing a p-value of 0.000, which is lesser when compared to the level of significance of 0.05, indicating a significant relationship, thereby rejecting the null hypothesis. It means that the influence of social media is significantly related to millennials'

buying decisions. It implies that the relationship between the two variables is the influence of social media is causing the millennials to decide on dining in restaurants.

Table 4. Relationship between Influence of Social Media and Millennials' Buying Decision

Variables Correlated	r-value	Verbal Description	df (n-2)	p-value	Decision
Influence of Social Media VS Millennial's Buying Decision	0.313**	Weak Positive Relationship	382	0.000	Ho rejected

CONCLUSIONS

Based on the findings of the study, presented are the following drawn conclusions:

The level of influence of social media in selected restaurants in Davao City is very high. It implies that featuring the restaurants in social media positively gives the establishment exposure tantamount to an advertisement.

The level of millennials' buying decisions in selected restaurants in Davao City is very high. It implies that the influence of featured restaurant in social media encourages the millennials to dine.

There was a relationship between social media influence and Millennials' buying decisions in selected restaurants in Davao City. It implies that social media featuring the restaurant convince the millennials to try dining in.

RECOMMENDATIONS

Based on the conclusions of the study, the following recommendations are as follows:

Restaurants in Davao City should continue to use and integrate social media into their marketing strategies, to ensure their establishment, their products, and services are constantly recognized. The restaurant management should innovate and develop its social media website, particularly for millennial consumers, so that they are more open and understandable. In addition, the restaurants must have excellent service to exceed consumers' satisfaction and post positive social media reviews to enhance its popularity, influencing the purchasing behavior of the customer and purchase social media products. Also, facilities should be more accessible to customers' comments and suggestions on social media in particular.

The millennials may continue to share all their dining experiences on social media to encourage and convince their circle of friends to do the same, particularly dining in restaurants that are offering not only delicious food but quality service as well.

Future researchers may conduct the same study with a more significant number of respondents and industry and propose the use of different methods to compare and improve the results by the future generations of researchers.

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