

THE IMPACT OF SOCIAL MEDIA MARKETING ON FINE DINING
CHOICE DECISION



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CHOICE DECISION



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DECISION

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ABSTRACT

This study aims to examine and identify the impact on social media marketing such as conversation, sharing, publishing, participation, visual and electronic Word Of Mouth. These factors effect on fine dining choice decision include physical environment, style of food, variety of F&B and service quality. This study is a quantitative research based on the concept of social media marketing and fine dining choice decision. The sample group is from people who have post experience on fine dining within three months.

Questionnaires have collected by online questionnaires and paper questionnaires, which separated in two importance aspects which are content validity and reliability. Simple regression and multiple regression method were employed for hypothesis testing process and generating results in accordance with purposes of this study. According to the results, social media has significant on fine dining choice decision by conversation on social media and sharing information on social media are the most impact factors. However, another components in fine dining choice have positive relative on decision making as well such location, parking and décor.

Keywords: Conversation, Sharing, Publishing, Participation, Visual, eWOM, Physical environment, Style of food, Variety of F&B, Service quality.

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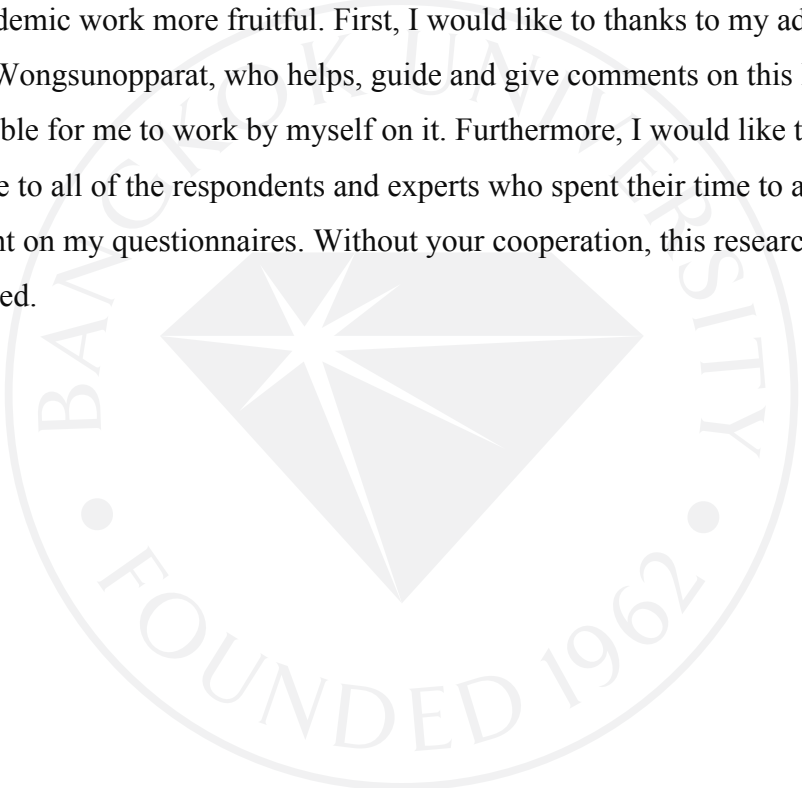


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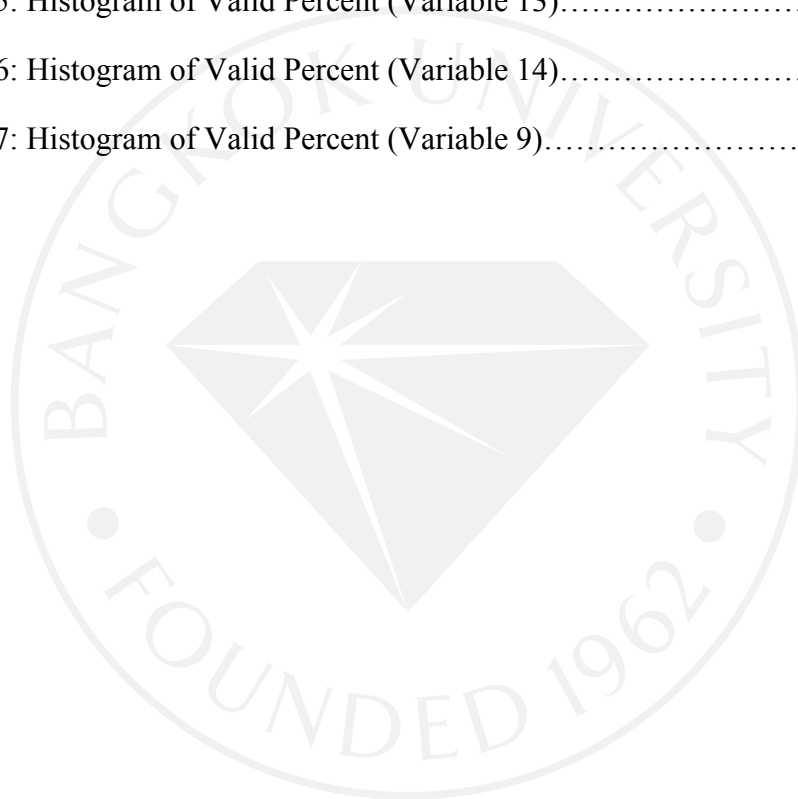
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CHAPTER 1

INTRODUCTION

Marketing strategy on social network have dramatically developed in nowadays to advertise to right target groups. This study is aimed to identify the impact on social media marketing in related to customer choices regarding to fine dining restaurants case study. Fine dining restaurants have been developed new gastronomic. It is a concept in which food consumption it is not unique purpose of nutrition and acquires multiple meanings. Nowadays consumer does not seek only feed body but they look for experiences. However, choice decision-making is influenced by promotion, advertising and Word Of Mouth (WOM). Especially, the numerous online resources towards providing product reviews, which is one of the key that affect customers purchase decisions. This Chapter introduces overall background of the study, rational and problem statement and objective. Include, scope of study, research question and limitation research.

1.1 Background of the Study

The era of information (Castells, 2001) or the information society (Mattelart, 2002) is characterized by generated social from final decades of the 20th century. The evolution of the digital information and communication technologies along with the emergence of a social structure in the network, which has affected all the cough of human activity on a global scale. The social change by innovation technology causes variations in the management of interpersonal relationships (Resno and Garcia, 2011). Growing technology of reality (Virilio, 1991), the external world, with exponential growth of data and information available become a collective problem, excess information or information overload (Toffler, 1970). Alvin Toffler (1994) mentioned that the excess of information triggers psychological charisma of defense which reason that individuals and

societies tend to simplify the external world and leads to the selection of data that confirm the prejudices of previous and ignoring the rest of the existing data.

Internet and website have provided enterprises to develop social media marketing. The Internet in recent years have new systems available to business called social media such as online communities (Lu et al. 2010). It has given individuals the opportunity to use social media and to interact without the need for physical meetings (Gruzd et al. 2011). Social media is very important that effects to consumer decision. Yang et al., (2012) mentioned, "The online community has shown consumers' information-seeking and behavior". The information from opinions and post experiences from this sources influence consumer decision (Park and Kim, 2008).

New consumers perception focus at quality of the experience that can be lived. Experiences can be involved individuals in a personal way. It found in the most different spheres of consumption (Pine II & Gilmore, 1998). Therefore the consumer begins to seek significant experiences in all their acts of consumption privileging subjective aspects and experiences, instead of relying on objective and utility aspects related with products and services. Fields (2002) mentioned that fine dining is definition by experiences that contain many elements about food on the plate. The entire experience of dining out, particularly in a good restaurant, involves some or all following: service, cleanliness and hygiene, décor, lightning, air conditioning, furnishing, acoustics, size and shape of the room, other clientele, price. If you disappoint a client in any of these areas, then you have spoiled their "experience".

Restaurant is a famous segment that consumers often find out fine dining restaurants for special occasions and they always look for information from other customers shared their experience via social media. The comments behave rationally. In the same way choices are deliberate and consistent if they can maximize utility from their

alternative (Skouras et al., 2005). Shafir et al. (1993) suggested that a consumer chooses choice based on various reasons that are answered demand.

To understanding social media marketing relates consumer choice has led to a diversity of theoretical approaches. This study believes that the social media marketing on fine dining choice decision is suitable to explore and analyze how social media marketing affects to fine dining choice decision.

Table 1: Fine Dining Fan Pages on Facebook and Number of Like.

<i>Fine dining restaurants in Thailand</i>	<i>Facebook</i>	<i>Number of Like (16/5/2015)</i>
L'atelier de Joël Robuchon, Bangkok	https://www.facebook.com/atelier.bkk	5,744
Vogue Lounge, Bangkok	https://www.facebook.com/VogueLoungeBangkok	29,551
Aziamendi, Phuket	https://www.facebook.com/aziamendi	2,234
Savelberg, Bangkok	https://www.facebook.com/savelbergth	1,254
J'aime by Jean-Michel Lorain, Bangkok	https://www.facebook.com/JMLBangkok	5,863

Since marketing on social media networks is considered a relative new advertising practice. The purpose of this research is to investigate the factors on social media, which is effect to fine dining choice decision. The restaurants on this table are most famous fine dining experience in Bangkok (Thailand) that guarantee by Michelin stars. Michelin fever has taken hold of the city, with more Michelin-starred guest chefs arriving on our shores than ever before and many staying long enough to open up shop here. The fine dining scene is catching up.

1.2 Rational and Problem of Study

Consumers' choices on fine dining usually have conflict with many alternatives and they choose the best option that could maximize their needs. Most of consumers choose the restaurant by searching past experiences of other consumers on social media such as, Tripadvisor, Pantip, Facebook page, etc. Nowadays social media is an important channel that influence to consumers' choice decision by sharing comment about their dining experience in each restaurants. That is reason that businesses pretend to catch their target group by create value/ image on social media site.

1.3 Objectives of Study

Due to social network is a huge social to share the personal experience to other people. So, it is important to study the effect of social media marketing on consumers in the fine dining topic, which is an interesting case. Because of the number of medium class is increasing everyday. Especially people who live, work, travel in city zone such as Bangkok, Chaing mai, Khonkaen, Phuket (Thailand); Lima (Peru); Madrid, Barcelona (Spain), etc. That is the reason that researcher wants to analyze who is target group of fine dining, their lifestyle, their expectation in fine dining restaurants and factors that effect to consumers to choose place to go for fine dining based on social network.

1.4 Scope of Study

The scope of the research is to finding out the factors on social media marketing that effect and influence on consumers' choice decision on fine dining case study. The sample group is respondents both male and female who use the social media and have experienced in fine dining restaurants in the past three months. The researcher collects questionnaire by questionnaires paper and send questionnaires to respondents by email and social media.

1.5 Research Question of Study

- What is motivating fine dining restaurateurs to publish their experiences by using social media
- How do customers use the information on social media and what is influence on their decisions
- Credibility and trust in the information available on social media

1.6 Limitation Research of Study

In this study the researcher has unlimited area. The respondents are male and female. The result will represent respondents who submitted completed questionnaire on Facebook, emails and questionnaire papers. The survey has been collected during a specific of time (June, 2015), which the result might not apply, to other time due to time changes, customer demand and market trend could be changed as well.

1.7 Definition of Term

- **Conversation**

Schoen et al., (2013) mentioned that social media provides rich source and accessible data about individuals, society and potentially. In particular data from social media captures online behavior of users who communicate or interact on diversity issues and topics. These conversations can be witnessed by millions current and potential customers worldwide (Dekay, 2012). Chevalier and Mayzlin, 2006 explained that the interpersonal communication has a huge impact on consumer behavior when they decide to purchase service and product.

- **Sharing**

Over one billion people access to social media everyday that is a reason to become a platform of social change (Agarwal, Mondal and Nath, 2011). The advance development allowed people to read, find information, create and share information (Berthon, Pitt, Plangger and Shapiro, 2012). Consumers share information online is popular trend due to the high Internet growth rates and willingness to share information easily in terms of online brand involvement (Smith, 2010; Singh et al, 2012). A study done by Whiting and Williams (2013) showed that 56% of the respondents were using social media to express their opinions. At the same time, they liked to criticize others, and how they enjoyed the opportunity to vent on social media.

- **Publishing**

Dekay (2012) commented generally post types of entries or discussion threads to their Facebook's wall, including direct marketing of products or services such as promotion of sponsored events, surveys, informational announcements, and fun postings. Usually in questions form related to recent or upcoming events. Social media marketing, a system that allows marketers to engage, collaborate, interact and harness intelligence crowd sourcing between business and customers for marketing purposes, presents opportunity into its organization (Chikandiwa et al, 2013).

- **Participation**

One of the elements in social media is participation. This element will encourage users to add, edit or simply content (Newstead, 2007). "Though the social media is its two-way conversation value between brands and consumers. There is plenty of room for one-way, push communication that comes directly from the brand. But there's a lot to

consider before sending a Tweet or posting to Facebook. That's where publishing best practices can help" (Nelson, 2013).

- **Visual**

Images are powerful that could transfer messages that are not easily explained with words (Bruseberg et al., 2004, p. 114). H. Fisher et al, (2012) mentioned that food image carries a message that the viewer decodes and upon then reacts. These content driven messages are cleverly encoded by food stylists and interpreted by consumers. Persuasive messages may then change consumers' behavioral intentions. An understanding of how consumers respond to content aesthetics will greatly benefit food stylists and their efforts to communicate with consumers whether part of a marketing initiative, or to educate, inform and inspire consumers about pertinent food and nutrition related issues.

- **Electronic Word Of Mouth (eWOM)**

T., Hennig-Thurau et al., (2004) explained that the Internet has enabled new forms of communication platforms that further empower both providers and consumers, allowing a vehicle for the sharing of information and opinions both from Business to Consumer, and from Consumer to Consumer. eWOM communication refers to both positive or negative statement by potential, actual, or former customers about a product or service, which is made available to a multitude of people and institutions via the Internet

- **Physical environment**

Décor is a contribution of the physical environment (Wakefield & Blodgett, 1994). While customers are inside a fine dining restaurant, they evaluate consciously and

subconsciously the appearance of designs as well as the quality of the materials used in construction, artwork, and decoration. In a restaurant, area's walls, wall decorations, pictures, paintings, plants, tableware, floor coverings, and quality furniture can play an important part in delivering an image and in creating an impression. In addition, from a customer's viewpoint, these can be important environmental cues to evaluate their overall experience in an operation (Nguyen et al, 2002; Wakefield & Blodgett, 1999).

Layout setting refers to the arrangement of objective that exists to fulfill customer's specific needs and wants (Bitner, 1992; Ngugen and Leblanc, 2002). Efficiency of layout in service is fulfill needs and comfortable (Wakefield and Blodgett, 1994). Ambient is considered background characteristics of the environment (Baker, 1987; Bitner 1992). The service settings encourage customers to pursue the service consumptions and affect to their attitudes and behaviors (Nguyen and leblanc, 2002).

- **Style of food**

Food stylist referred to food-fluffier who make food on dish look preternaturally delicious for the lens (Barnes, 2003, p. 56). They use inspiration (Green, 1996; Carafoli, 2003) and technical ability to convert food, props and concepts into food images. Food stylists proclaim that when visualizing the presentation of recipe. They have to produce food that best represents their client's standard or 'look' (Custer, 2003). Muhamad Shah Kamal et al. (2014) noted that Attractive food is presented and decorated as a tangible cue for customer perception of quality. In additional, Kivela et al. (1999) pointed out that the food presentation is a key food attribute in modeling dining satisfaction.

- **Variety of food and beverage**

Variety involves the number or the assortment of different menu items. Restaurants usually develop new menus to entry diners and many food offering. The

previous studies have found that menu items variety was a crucial attribute of food quality in creating dining satisfaction (Kivela et al., 1999; aajpoot. 2002).

Choices are influenced by a wide variety of individual variables. Three main dimensions related to food choices are taste, perceived value (which includes price and portion size) and perceived nutrition (Glanz et al., 1998; French, S.A. et al., 1999). Variety of food each of these evaluative dimensions. Individuals also vary in terms of the importance placed on each dimension (Solheim, R. and Lawless, H.T., 1996).

- **Service quality**

SERVQUAL model was developed by Parasuraman, Zeithaml and Berry (1985), consists of scale to evaluate expectations and customer perceptions about the quality of service. However, in 1988 it was concluded that the dimensions valid for assessing service quality are 5, which are: tangible (physical facilities have good condition and appearance of staff is adequate); reliability (average direction providing service reliably and safely); responsiveness (providing support to patients and provide quick service); security (users inspire confidence through knowledge and courtesy of employees) and empathy (caring and giving individual attention to those who need it).

CHAPTER 2

LITERATURE REVIEW

2.1 Related Literature and Previous Studies

Journal of Internet banking and commerce has reviewed the impact of social media on the bank by Chai-Lee Goi's (2014). Which is business and marketing perspective in term of conversation, sharing, publishing and participation aspect. An advancement of social media has replaced traditional marketing and it can go through the right target group (Econsultancy, 2013). The Asian Banker has mentioned, "Innovation is not a fancy engagement but a response to severe market challenges and regulatory constraints and pressure. It is continue change management to adapt strategy to across the board although products and channels still remain the key focus if innovation activity". (M. Nick Hajli, 2014) shown that the social interaction of consumer's attitude on social media influences to purchase decision-making. This research provides some implications for management and the key role of trust in e-commerce and social commerce to build and maintain trust through social media (McCole et al. 2010). However, the study has found that social media has effective impact on bank on term of conversation, sharing, publishing and participation. Banks in Malaysia are using social media to engaging with their consumers (Asian Strategy & Leadership Institute, 2011)

Eunha Myung, Audrey C. McCool and Andrew H. Feinstein (2008) have studied the understanding attributes affecting meal choice decisions in a bundling context. This study examined the consumer meal choice decisions within prix fixe menu. Drawing on consumer purchase behavior, factors potentially influencing consumers' meal choice. They used self-administered survey data were collected from a convenience sample of the general population. The rank-ordered logic model estimated the values that consumers take decision because each respondent are not independent. Jae Man Jung, Sandra Sydnor

et al. (2015) have concerned consumers' decision-making regarding a restaurant choice; food quality, service, quality and price as important factors that influence to consumer decision-making. Other factors might influence such as location and cleanness (Almanza et al., 1994), cuisine and food variety (Johns and Pine, 2002), menu (Lee and Cranage, 2007), atmosphere (Kim et al., 2009) and healthy (Kim et al., 2013). Lewis (1981) has studied the users and non-users of gourmet restaurants and he found that segments are different in customers' opinion about the importance of several service attributes. Kivela, Reece and Inbakaran (1999) identified customer's dining satisfaction and return patronage based on different restaurant categories; fine dining, theme or ambience restaurants, family restaurants and fast food restaurants. Kivela et al. (1999) has developed a study that measure customers' dinning satisfaction and return patronage based on different restaurant categories. Using face-to-face interviews with various types of customers. The study has found that décor, type and style of food, variety of foods, food not eaten at home was considered important in fine dining restaurants.

Clark and Wood (1998) have developed a research regarding, important restaurants choice variables, including price, speedy of service, quality of food, friendlessness's staffs and food choice. Swinyard and Struman (1986) identified three customer segments: family dinners, romantics, and entertainers by analyzing customer expectations of fast-food restaurant. Kivela (1997) investigated a study in different types of restaurants, including fine dining/gourmet, theme/atmosphere, family/popular, and convenience/fast food restaurants to identify main choice variables. He analyzed the important perception of choice variables differ by dining occasion, age, and income segments. The results of his research indicated that customer's preference choice variables varied significantly by restaurant type, dining occasion, age, and occupation. Auty (1992) Her research regarding, three segments: students, well to do middle-aged people, and older people in restaurant segment in the United Kingdom. She found that image and atmosphere are the most important factors in the final choice between similar restaurants. However, the results of study have found that people preferred the most

expensive entrée selection as their first choice. The finding indicated that consumers select more expensive menu items than less expensive ones to be included in their meal. Also the study found that when food serves many social and psychological function while also satisfy people's hunger needs, people often tend to eat food that conventional and similar to them.

Hazem Rasheed Gaber and Len Tiu Wright (2014) studied Fast-food advertising in social media on case study of Facebook in Egypt. The study explored young consumers' attitudes towards fast-food advertising in Facebook. The researchers applied qualitative data collection methods using focus groups because focus groups are small groups of people who have similar demographic dimension and particular issues. The age was 17-29 years old and all of them were frequent users of Facebook. The research found that most of the participants have positive attitudes towards the advertising on Facebook because they felt like it is informative and credible. On the other hand Facebook made them aware about brands that they didn't know before. The most of consumers who are members in fast food fan pages indicated that it improves their attitude towards the brand and made them want to visit its branches or order delivery. The brand familiarity of fast foods derives their attitude towards the advertising on Facebook. Furthermore they are more likely to get engaged with ad of their favorite brands with aim of knowing the new offer and promotion. Moreover the customers perceive to be relevant to them and match with their interests to catching their attention and yield engagement. Most of participants indicated that they are affected by the ad generate like and comment from their friends on Facebook and they also perceive the ads as an element of entertainment and informative communication.

A conflict of choice: how consumers choose where to go for dinner by Jae Man Jung, Sandra Sydnor, Seul Ki Lee and Barbara Almanza (2015) has concerned about consumers' decision-making regarding a restaurant choice cite food quality service and price as important determinants. Schhwartz (2004) mentioned that the abundance of

available choices American experience might not desire as first option. Due to potential restaurant guests have more dining choice than before by result in a more dynamic demand and menu selections are increasing at different price. This study examines the trade-off between price and quality in restaurant section by conduct a series of choice experiments: (1) to investigate the influences of quality and price attribution on consumers' restaurant choice (2) to identify if consumers would choose a restaurant by dominant attributes or non-compensatory decision making strategy. Kivela ,1997; Koo et al., 1999 explained that the dining context was controlled. Their study chose a casual restaurant setting familiar to general consumers and social occasion for example on Saturday night with friends or business partners as the objective of dining-out as the most frequent occasion for a dining out experience (Auty, 1992). Collection of data consisted of two section; choice experiment questions and questions related to respondents demographic and dining behavior. The study used three separate procedures to model and analyze consumer decision-making behavior in restaurant section. First, describe profile or demographic of respondents. Second, measurement logistic regression (Kutner et al.,2004) to examine the attribution on restaurants to consumer choice. Third, after the result of choice experiment U test was performed on the sample subgroup to investigate between consumers utilizing lexicographic strategy and using trade-off decision-making strategy. The result of the study found that compensatory and non-compensatory decision-making strategy in restaurant choice is setting under option of quality and price Food quality attributes of consumer choice in casual restaurants. The impact of restaurant service quality and price is circumscribed when food quality is low and the possibility of non-compensatory decision-making strategies in choosing casual dining restaurants. Non-compensatory decision-making prefers for food quality.

The roles of the physical environment, price perception and customer satisfaction in determining customer loyalty in the restaurant industry by Heesup Han and Kisang Ryu has examined the relationships among three components of the physical environment (i.e., décor and artifacts, spatial layout, and ambient conditions), price perception,

customer satisfaction, and customer loyalty in the restaurant industry. A total of 279 cases from a survey were used to assess overall fit of the proposed model and test hypotheses using structural equation modeling. Loyal customers are more likely than non-loyal customers to engage in positive word-of-mouth (WOM) behaviors and spend extra money in a specific service operation (Ladhari, Brun, & Morales, 2008; Tepeci, 1999; Yang & Peterson, 2004). In addition, a research in services marketing has focused on identifying the factors that enhance customer satisfaction level. Research suggests that ultimately, customer satisfaction is strongly influenced by physical surroundings and price perception (Dube, Johnson, & Renaghan, 1999; Knutson & Patton, 1995; Ryu, 2005; Varki & Colgate, 2001). Thus, tangible physical environment, perceived price, and customer satisfaction are essential components in explaining the formation of customer loyalty, surprisingly little research in the service literature, particularly the restaurant sector has examined the roles of these variables. The study constructs were all measured with multiple items three components of the physical environment were measured with 17 items using a 7-point Likert scale. The data were collected from customers at three full-service restaurants, which offer acceptable ambience in northwestern and southeastern states in the United States. A convenience sampling approach was used. A total of 475 questionnaires were distributed to restaurant customers. The study found that customer price perception has positive function of the physical environment. The relationships between the physical environment and price perception were all significant. Physical environments accounted for 45% of variance in price perception. The restaurateurs should carefully design the physical environment to improve the customer's perceived reasonableness of the price. Décor and artifacts had a significant positive effect on customer satisfaction. This result was consistent with previous findings that price perception and satisfaction are significant predictors of customer loyalty (Bolton & Lemon, 1999; Ranaweera & Neely, 2003; Varki & Colgate, 2001). Both price perception and satisfaction accounted for 59% of the total variance of customer loyalty.

High Gastronomy Restaurants: A Sensorial Perspective on Consumption Experiences (Anne Karmen Gomes Teixeira, Maria de Lourdes de Azevedo Barbosa and Anderson Gomes de Souza, 2013). The study investigates from the viewpoint of sensory marketing the constituting elements of the supply systems of haute cuisine restaurants. Consumers stopped being just a place where it is paid account for lunch and happened to have more symbolic meanings (Hanefors & Mossberg, 2003). From the instrumental point of view while eating in a restaurant is to accommodate the needs supply. But from a hedonistic perspective, eating at a restaurant may represent "The experience of taking an excellent lunch" (Hansen et al., 2005: p.135). Restaurants evolved from purely supremacy gustatory stimulation to complete, including the participation of the chef. As a form of contribution to Hetzel's proposal (2004), this study expands its interpretation in relation to the supply system restaurants, establishing a closer link with the sensory marketing, linking each of the elements of that system to the five senses. Thus, it can be noted that the dishes served restaurant stimulate the taste and smell. Add to that the art of table (layout adds plates, cutlery, cups, napkins, tablecloths, etc.), design and decoration, referring to the sight and touch. This research four cases were selected respondents to a preliminary survey conducted in the special edition of the magazine *Veja Recife* 2007 (Veja, 2007). For this edition, the publication selected 10 jurors to choose the best dining establishments in the city, as well as the chef of the year. The judge chose the best restaurants by category and an overall ranking of the top ten restaurants in the city. Data collection was based on primary and secondary sources of data to provide necessary for analyzing the results support (Aaker, et al., 2001). Direct observations are characterized by a method that allows the researcher to assess thoroughly environmental characteristics of service (Patton, 2002). The observations systematically conducted with annotations in a field journal. To analyze the phenomenon of researchers globally tasted some dishes in restaurants studied, by an important component of the offer. Interviews were conducted in restaurants in the month of August 2007 with different customer service. Interviews with chef Joca Duca and chef Lapenda Pontes, chef Cesar Santos and chef Douglas Wander. All interviews were conducted only once by investigators to have better mastery of

the subject. The results demonstrated that the planning system offering restaurants aware of the importance of arousing feelings and sensations through the products and services offered. The criteria used to design the elements of their offers consider aspects such as the feeling of comfort and familiarity. Importantly, the intention to provoke the senses of consumers through the offer showed different intensities between the establishments surveyed. Restaurateurs made a study in order to achieve a totally proposal new and different in terms of gastronomy in the city. On the other restaurants also appealed to the stimulation of the senses focusing on the pleasure, comfort, well-being and final satisfaction.

2.2 Related Theories

Fred Bronner and Robert de Hoog, (2013) found that the importance of social media as information of product or service have several properties as below;

- Accessibility: sufficient data of product and service should be accessible through social media.
- Relevance: information should have taken by right decision. Participation between consumers and the occurrence of negative consequences of mistakes play a role.
- Experience: other consumers shared or provided information, it refers to aspects of product or service that could not be judge to purchase. This step can be judge only after purchasing or tasted the product or service such as the quality of food in the restaurant.

There are 3 ranges of social media reflecting the specific property of its media based on different dimensions.

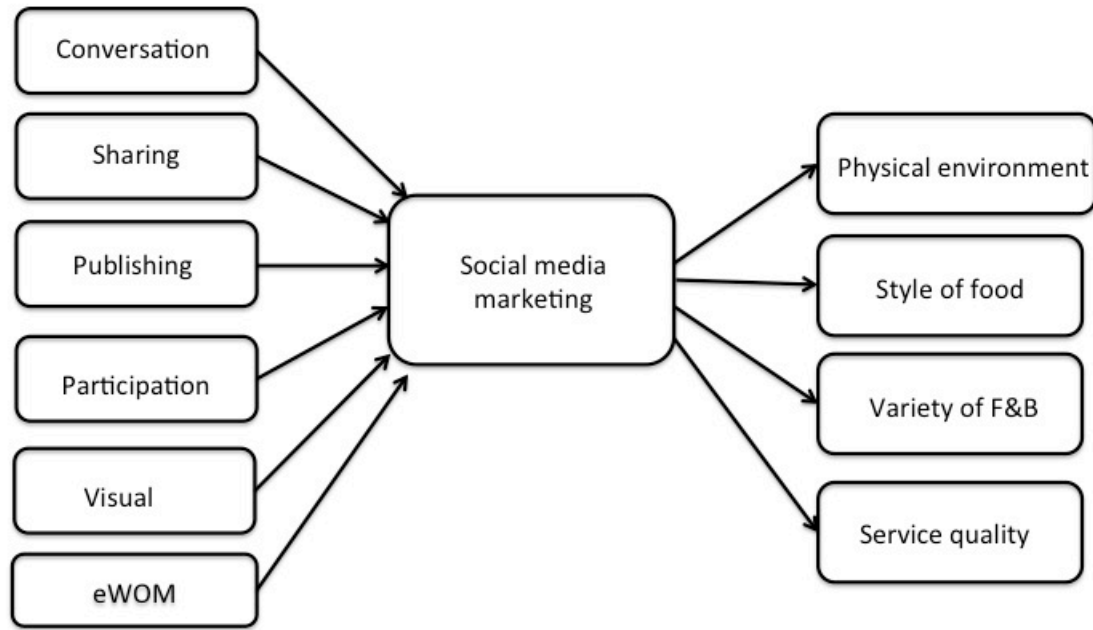
- Social presence (Short et al., 1976) based on the same name theory. Classification media by the degree, which they make possible awareness to other people, one communicates with.

- Media richness (Daft & Lengel, 1986) is media can reduce uncertainly and equivocality during the communication. It classified by four factors (communicating verbal and non-verbal; fast mutual feedback; communicating feeling and emotions; and using natural language).
- Self-disclosure (Archer, 1980) based on people use the medium can disclose personal information and identity. Joinson (2001) shown, attention in field of computer-mediated communication effected directly towards the negative consequences of self-disclosure. On another hand, the context to providing information for decision-making. This personal information can be very important and could contribute into positive way.

2.3 Research Framework

Research studies the relation between social media and fine dining choice decision have been carried out from different perspectives. This research questionnaire can be made more specific into conceptual framework from which prediction can be derived about the relation between the information sought about aspects of fine dining and the social media used to find it. The researcher will develop a framework based on previous researches.

Figure 1: Theoretical Framework



In this study, there are two sets of independent variables including the impact of social media marketing and choices decision on fine dining. Impact of social media consists conversation, sharing, publishing, participation, visual and electronic word of mouth. Choices decision consists physical environment, style of food, variety of F&B and service quality. Dependent variable is social media marketing.

2.4 Hypotheses

H1o: $\beta_{con1, con2} = 0$

H1a: At least one of $\beta_{con1, con2} \neq 0$

H2o: $\beta_{share1, share2, share3} = 0$

H2a: At least one of $\beta_{share1, share2, share3} \neq 0$

H3o: $\beta_{publ1}, publ2 = 0$

H3a: At least one of $\beta_{publ1}, publ2 \neq 0$

H4o: $\beta_{par1}, par2, par3 = 0$

H4a: At least one of $\beta_{par1}, par2, par4 \neq 0$

H5o: $\beta_{vis1}, vis2 = 0$

H5a: At least one of $\beta_{vis1}, vis2 \neq 0$

H6a: $\beta_{ewom1}, ewom2, ewom3 = 0$

H6o: At least one of $\beta_{ewom1}, ewom2, ewom3 \neq 0$

Regarding to the study of Hazem Rasheed Gaber and Len Tiu Wright (2014) on fast-food advertising in social media on case study of Facebook in Egypt. The study has found most of Facebook users have positive attitudes towards fast food advertising because they felt like it is informative and credible. That is why they follow promotion and activities on their favorite fast food brand.

Although Chai-Lee Goi, (2014) studied the impacts of social media on local commercial bank in Malaysia has found the social media has an effective impact on banks, especially in terms of conversation, sharing, publishing and participation. Especially to assist in new product development or product innovation, to enhance customer experience and service level, to build their organization's image, to implement promotion strategies; and to develop a transparency strategy (Asian Strategy & Leadership Institute, 2011).

According to the study of restaurant recommendations (Saeideh Bakhshi, Partha Kanuparth and Eric Gilbert, 2014) mentioned online recommendation sites are

important sources of information for people to choose restaurants. In this work, customers take a first look at online restaurant recommendation sites to study what endogenous (i.e., related to either the community, its members or entities being reviewed) and exogenous factors influence people's participation and their recommendations. Online participation and recommendations have been modeled in general as functions of endogenous factors.

By the way, the restaurateurs publish activities, events and special offers on social media to advertise the promotion and new products. It is channel to keep in touch with their target group and make their customer to feel special.

Visual on social media marketing is an important significant on fine dining choice decision case study. Food image is necessary communication information to consumers. Hennie Fisher, Gerrie du Rand and Alet Erasmus (2012) explained food stylists on images have become the ultimate communicators that consumers' responses towards cognitive and emotional aesthetics linked with food image were shown.

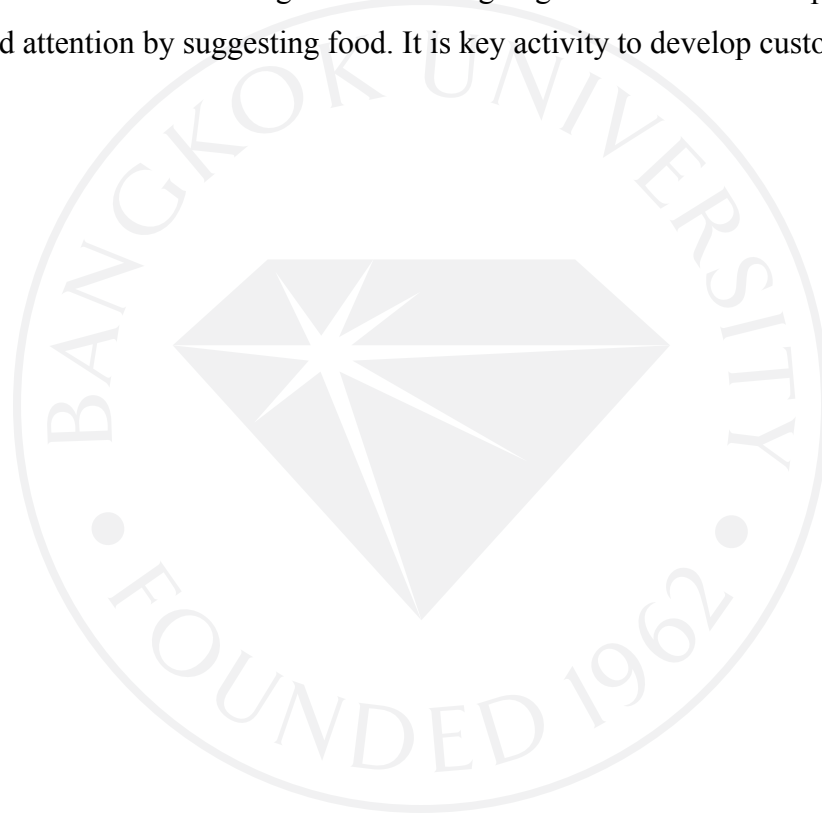
Electronic word of mouth (eWOM) is a variable to share knowledge or expertise, report being more likely to share information via Internet with others in an experience of product categories (Feick & Price, 1987). People may communicate their knowledge about specific topic and other publicly visible goods are often used to signal identity (Berger & Heath, 2007). It is knowledge that influences to purchase decision-making as well.

H7o: $\beta_{\text{greet, per, taste, consis, elegant}} = 0$

H7a: At least one of $\beta_{\text{greet, per, taste, consis, elegant}} \neq 0$

Regarding to Kivela's research has found that there are three variables: décor, style of food and variety of F&B have more significant on fine dining restaurant.

However, the researcher believes that the most important factor is service quality. A study of service dimensions of service quality impacting customer satisfaction of fine dining restaurants in Singapore (Ko King Lily Harr, 2008) mentioned the service staff's personalized attention following satisfaction with the service of the restaurant. The chef or the restaurateur took time to develop relationship with clients by give a personal introduction of himself to the guest and talking to guests. Some servers provide welcome drink and attention by suggesting food. It is key activity to develop customer satisfaction.



CHAPTER 3

METHODOLOGY

In this chapter, the researcher will explain research design and approaches that use in this research. Although providing detail about sample group, data collection and questionnaires structure.

3.1 Research Design

This study uses a quantitative research, which distributes questionnaires via Facebook, Email and paper to random sample group as tool of data collection process. The main reason of the study to examine and study which factors on social media marketing that has the impact on fine dining choice decision. Regarding to Churchill (1996) quantitative research could provide accurate the relation between variables which is related to hypothesis.

3.2 Populations and Sample Selection

Population of the research is social media users who have experienced on fine dining restaurants in the past three months. They can be Thai or foreigners who live in Thailand or other countries around the world.

Sample separates to two groups by distribution channel of questionnaires, which are online questionnaire and paper questionnaire. The total number of sample group which is 400 respondents will be divided to online respondents are 200 persons who complete questionnaires on internet and 200 persons who complete paper questionnaires that the researcher will conduct this survey around fine dining restaurants in greater Bangkok area.

3.3 Research Instrument

The questionnaire has an instrument to collect data in order to examine and identify which independent variable on impact of social media has impact on fine dining choice decision. Thus this questionnaire consists of three parts.

Part 1: Fine dining experience such as experience in past three months, places, and frequency of visit. Demographic questions such as occupation, level of management, income, education level, gender, age, status, number of children. The last set is life style questions as music and food. The questions are closed ended and opened.

Table 2: Level of Information Measurement and Criteria.

<i>Variable</i>	<i>Level of measurement</i>	<i>Criteria classification</i>
1. Have you been to fine dining restaurant in past 3 months?	Nominal	1. Yes 2. No
2. Where do you go for fine dining restaurants?	Nominal	1. Hotel 2. Shopping mall 3. Stand alone
3. How often do you go to fine dining restaurants?	Ordinal	1. 1-2 times a month 2. 3-4 times a month 3. More than 5 times a month
4. Occupation	Nominal	1. Private companies 2. Public companies/ state enterprises 3. Business owners 4. Students 5. Other: _____ (Continued)

Table 2 (Continued): Level of information measurement and criteria.

5. Level of management	Ordinal	1. Top management 2. Middle management 3. Lower management 4. Staffs/workers
6. Monthly income	Ordinal	1. Below 15,000 2. 15,001-30,000 3. 30,001-45,000 4. 45,001-60,000 5. Above 60,001
7. Education level	Ordinal	1. High school 2. Bachelor degree 3. Master degree 4. Doctorate degree 5. Higher than doctorate
8. Gender	Nominal	1. Male 2. Female
9. Age	Ordinal	1. Below 25 years 2. 25-35 years 3. 36-45 years 4. Above 46 years
10. Status	Nominal	1. Single 2. Married
11. Number of children	Ordinal	1. None 2. 1-2 3. More than 3

(Continued)

Table 2 (Continued): Level of information measurement and criteria.

12. What kind of music do you like?	Nominal	1. Classical 2. Jazz 3. Salsa 4. Pop 5. Other: _____
13. What kind of food do you like?	Nominal	1. Italian 2. French 3. Spanish 4. Mexican 5. Indian 6. Other: _____

Part 2: Questions about impact of social media according to journal of Internet banking and commerce has reviewed the impact of social media on the bank by Chai-Lee Goi's (2014). Which is business and marketing perspective in term of conversation, sharing, publishing and participation aspect based on previous study review. The context of fine dining restaurants must add more two important variables as the study of Hennie Fisher, Gerrie du Rand and Alet Erasmus (2012) explained visual on social media marketing is an important significant on fine dining choice decision case study. Food image is necessary communication information to consumers. Although Berger et al., 2007 mentioned people may communicate their knowledge about specific topic and other publicly visible goods are often used to signal identity. It is knowledge that influences to purchase decision-making as well. The questions consist of six dimensions that presented on conceptual framework.

1. Conversation

- I communicate with friends on fine dining topic on social media.
- Social media communication effects to my decision-making.

2. Sharing

- I share detail about fine dining experience on social media.
- Fine dining experience is more wild and opened.
- I express my feeling and opinion about fine dining on social media.

3. Publishing

- I follow events and promotion of fine dining restaurants on social media.
- I feel encouraged by social media to add, join, tag and like on fine dining restaurants pages.

4. Participation

- I participate activities of my favorite fine dining restaurants on social media.
- I think the interaction between businesses and customers on social media is an important channel.
- I rate and comment on fine dining restaurants pages that I have gone.

5. Visual

- Food image on social media attracts my eyes.
- I think food image can change consumer's decision-making.

6. eWOM

- eWOM on social media is necessary for decision-making.
- eWOM is highly influential and well-connected post experience of other people.
- I can review comments and share opinions easily on social media via smart phone, Internet PDA, etc.

Every items will be rated by respondents by five Likert scale. Each question scales from strongly agree, agree, neutral, disagree and strongly disagree. The score is setting in each level as below,

Strongly agree	= 5 points
Agree	= 4 points
Neutral	= 3 points
Disagree	= 2 points
Strongly disagree	= 1 points

The measurement analysis the researcher uses mean and interval class formula to calculate the range of data in each level as following,

$$\begin{aligned}
 \text{Interval class} &= \frac{\text{Range (Max value - Min value)}}{\text{Number of interval}} \\
 &= \frac{(5 - 1)}{5} \\
 &= 0.8
 \end{aligned}$$

Thus, the average score can translate as below,

Average score 4.21-5.00 refers to highest impact level

Average score 3.41-4.20 refers to high impact level

Average score 2.61-3.40 refers to medium impact level

Average score 1.81-2.60 refers to low impact level

Average score 1.00-1.80 refers to lowest impact level

Part 3: There are four dimensions on fine dining choice decision in the last part. Questions have rank by five Likert scale as well (very important, important, moderately important, unimportant and very unimportant).

1. Physical environment

- Location is convenient and private
- Available of parking area
- View around restaurant is nice
- Cleanness of restaurant
- Light creates warm and romantic feeling
- Music background is pleasing
- Silverware and decoration on the table feel rich and special

2. Style of food

- Chef's creativity in differentiating common dishes
- Food presentation on dish
- Food looks extremely delicious

3. Variety of food and beverage

- Wine selection
- Quality of food product
- Chef's signature dish
- Seasonal food
- Freshness of food
- Food and beverage recommendation and description

4. Service quality

- Staffs make me feel welcome and greeting
- Service staff personality
- Service consistency
- Taste of food
- Dining makes me feel comfortable and elegant

The score is setting in levels below,

Very important	= 5 points
Important	= 4 points
Moderately important	= 3 points
Unimportant	= 2 points
Very unimportant	= 1 points

The measurement analysis the researcher uses mean and interval class formula to calculate the range of data in each level as following,

$$\begin{aligned}
 \text{Interval class} &= \frac{\text{Range (Max value - Min value)}}{\text{Number of interval}} \\
 &= \frac{(5 - 1)}{5} \\
 &= 0.8
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- Average score 4.21-5.00 refers to highest important level
- Average score 3.41-4.20 refers to high important level
- Average score 2.61-3.40 refers to medium important level
- Average score 1.81-2.60 refers to low important level
- Average score 1.00-1.80 refers to lowest important level

3.4 Reliability and Validity Assessment

The questionnaire examines to two important aspects, which are content validity and reliability to ensure that the respondents have a same common understanding of questionnaire. After that they can answer based on fact, feeling and experience as statistical reliability of the questionnaire.

- **Content Validity**

Every questions exist on questionnaires are from previous works and literature. Although the author submitted this questionnaire to an independent study advisor and five qualified experts who have experience in related field in order to ensure content validity.

1. Mr. Joan Ibañez – Director of Food & Beverage (Rembrandt Hotel Bangkok)
2. Mr. Martin Faist – Director of Food & Beverage (Absolute hotel service group)
3. Chef Joan Tanya Dot – Spanish chef and restaurant manager (Grand Millennium Hotel Sukhumvit)
4. Chef Hans Peter Kaserer – Executive chef (Amari Watergate Hotel Bangkok)
5. Chef Supat Chinsangtip - Executive chef (Vie Hotel Bangkok)

To prove the consistency of questions, the researcher uses Index of Item Objective Congruence (IOC) method to calculate the consistency between the objective and content or questions and objective.

$$IOC = \frac{\sum R}{N}$$

IOC = consistency between the objective and content or questions and objective.

$\sum R$ = total assessment points given from all qualified experts.

N = number of qualified experts.

The consistency index value must have the value 0.5 or above to be accepted.

After assessment result, the questions have changed and have adapted to ensure that each question has the consistency index value more than 0.5.

Therefore,

$$\begin{aligned} IOC &= \frac{34.4}{36} \\ &= 0.95 \end{aligned}$$

According to IOC result of 36 questions on this questionnaire has value index of item objective congruence (IOC) equal to 0.95 without any question has IOC index less than 0.5. Thus, all questions are acceptable.

- **Reliability**

The researcher launched the questionnaire to 30 samples as a pilot experiment to examine the reliability of the questionnaire. The reliability test for this study processes on SPSS statistic program by using Cronbach's alpha coefficient.

Table 3: Criteria of Reliability

<i>Cronbach's alpha coefficient</i>	<i>Reliability level</i>	<i>Desirability level</i>
0.80-1.00	Very high	Excellent
0.70-0.79	High	Good
0.50-0.69	Medium	Fair
0.30-0.49	Low	Poor
Less than 0.30	Very low	Unacceptable

However, Cronbach's alpha coefficient is more than 0.70. The questionnaire reliability is acceptable (Cronbach, 1951; Olorunniwo et al., 2006).

Table 4: Result of Cronbach's Alpha Coefficient Test with 30 Pre-test Questionnaires.

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.846	.840	36

The value of Cronbach's alpha coefficient from 30 pre-test questionnaires is 0.846 with N of items = 36. As the result have shown on in the Table 5. According to Olorunniwo et al., (2006) the acceptable value of alpha must be proximally 0.70. The overall Cronbach's alpha coefficient value from this questionnaire is higher the bench mark value (0.70). Thus, the quality and accuracy of questionnaire is high is reliability level and the desirability level is excellent (Cronbach, 1951; Olorunniwo et al., 2006). All 36 items on the questionnaire are acceptable in the research based on alpha value result.

3.5 Data Collection Procedure

The data in this study used from two sources, which are primary and secondary data as following,

Primary data are data received from questionnaire instrument that has been self-administered by sample group. Total number of completed questionnaire is 400 respondents consist 200 questionnaires distributed by social media as Facebook and email. Another 200 paper questionnaires distributed by random sample groups that have chosen by the research in the capital city (Bangkok).

Secondary data is data has been collected, analyzed and organized on the previous studies and literatures in related topic on EBSCO database.

Data collection process has been collected on May to June 2015 by distribute self-administered questionnaires to sample group by two channels: via social media and paper questionnaires. The researcher divided the questionnaire into three parts, which are general demographic questionnaires, impact of social media and fine dining choice decision.

3.6 Statistic for Data Analysis

Data analysis process for this research used on SPSS statistic program and presented on format of table with description on each Tables.

- Descriptive statistic by using frequency and percentage to explain general demographic and lifestyle data such as frequency of visit, occupation, level of management, monthly income, education, gender, age, status, number of children, favorite music and favorite food.
- The researcher uses mean and standard deviation value to explain the level of impact of social media and fine dining choice decision-making.
- Simple regression and multiple regression method to analyze the relation between the impact of social media marketing and fine dining choice decision. This statistic technique allowed predicting score on one variable on the basis on the basis of its score on several other variables. Moreover, it allowed to identify a set of predictor variable that provide an useful estimate of a participant's similarly score on criterion variable.

CHAPTER 4

RESEARCH FINDING AND DATA ANALYSIS

In this chapter, the author is showing the empirical study of the research with complete analysis of this study. The result that the author received from 400 questionnaires (online surveys and paper surveys) which are conducted by conceptual framework and methodology in the previous chapter.

The results of the impacts of social media marketing on fine dining choice decision will be separate within five parts,

- Part 1: Descriptive statistic analysis of demographic information and lifestyle of 400 respondents by using frequency and percentage.
- Part 2: Regression analysis by using multinomial logistic to explain the significant of choices of places for fine dining (hotel, shopping mall, stand alone) and demographic information of sample groups by using occupation, level of management, monthly income, education, gender, age, status, number of children and life style questions such as their favorite music and favorite food.
- Part 3: The analysis of variables on the impact of social media.
- Part 4: The factor analysis to find out the most important factors on fine dining choice decision.
- Part 5: The analysis results of hypothesis testing.

Part 1: Descriptive Statistic of Demographic Information.

Table 5: Frequency and Percentage of Experience in Fine Dining.

Have you been to the fine dining restaurants?				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	400	100.0	100.0	100.0
d				

All of respondents have been to the fine dining restaurants, which contain 400 respondents or 100% of respondents who completed these questionnaires.

Table 6: Frequency and Percentage of Places to Go for Fine Dining.

Where do you go for fine dining?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Hotel	153	38.2	38.2	38.2
	Shopping mall	167	41.8	41.8	80.0
	Stand alone	80	20.0	20.0	100.0
	Total	400	100.0	100.0	

Most respondents go to shopping mall for fine dining, which contain 167 respondents (41.8%) while 153 respondents (38.2%) go for fine dining in hotels and 80 respondents (20%) in stand-alone.

Table 7: Frequency and Percentage of Frequency of Visit.

How often do you go to fine dining restaurants?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1-2 times a month	304	76.0	76.0	76.2
	3-4 times a month	80	20.0	20.0	96.2
	More than 5 times a month	16	4.0	4.0	100.0
	Total	400	100.0	100.0	

The majority of respondents, which is 304 respondents (76%) go to fine dining restaurants 1-2 times a month, 80 respondents (20%) go to fine dining restaurants 3-4 times a month and more than 5 times a month 16 respondents (4%) respectively.

Table 8: Frequency and Percentage of Occupation.

Occupation					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Private company	113	28.2	28.2	28.2
	Public company	94	23.5	23.5	51.8
	Business owner	113	28.2	28.2	80.0
	Students	62	15.5	15.5	95.5
	Other	18	4.5	4.5	100.0
	Total	400	100.0	100.0	

The respondents work in private company and their own business are equal to 113 respondents (28.2%), 94 respondents (23.5%) works in public company/state enterprise and 62 respondents (15.5%) are students. The minority 18 respondents (4.5%) work for other jobs without any options in this question. For example: teacher, freelance, yoga teacher, fitness trainer, private chef, musician, guide and medico.

Table 9: Frequency and Percentage of Level of Management.

		Level of management			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Top management	68	17.0	17.0	17.0
	Middle management	102	25.5	25.5	42.5
	Lower management	80	20.0	20.0	62.5
	Staff/worker	150	37.5	37.5	100.0
	Total	400	100.0	100.0	

Most of respondents are staff/worker by 150 persons (37.5%), 102 respondents (25.5%) are in middle management, lower management is 80 respondents (20%) and 68 respondents (17%) are in top management.

Table 10: Frequency and Percentage of Monthly Income.

		Monthly income			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below 15000	73	18.2	18.2	18.2
	15001-30000	99	24.8	24.8	43.0
	30001-45000	73	18.2	18.2	61.2
	45001-60000	73	18.2	18.2	79.5
	Above 60001	82	20.5	20.5	100.0
	Total	400	100.0	100.0	

The majority of respondents have monthly income 15,001-30,000Bahts, which are 99 persons (24.8%) and 82 respondents (20.5%) get salary above 60,001Bahts per month. Below 15,001Bahts, 30,001-45,000Bahts and 45,001-60,000Bahts are the same quantities by 73 respondents (18.2%).

Table 11: Frequency and Percentage of Education.

Education		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High school	35	8.8	8.8	8.8
	BA degree	217	54.4	54.4	63.2
	Master	134	33.3	33.3	96.5
	PHD	14	3.5	3.5	100.0
	Total	400	100	100.0	

Most respondents have bachelor degree, which is 217 respondents (54.4%), master degree 134 persons (33.3%), high school (Mathayomsuksa) 35 respondents (8.8%) and 14 respondents (3.5%) who have doctorate degree respectively.

Table 12: Frequency and Percentage of Gender.

Gender		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	233	58.2	58.2	58.2
	Female	167	41.8	41.8	100.0
	Total	400	100.0	100.0	

The majority of respondents are male by 233 persons (58.2%) and other 167 persons (41.8%) are female.

Table 13: Frequency and Percentage of Age.

		Age			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below 25	70	17.5	17.5	17.5
	25-35	215	53.8	53.8	71.2
	36-45	97	24.2	24.2	95.5
	Above 46	18	4.5	4.5	100.0
	Total	400	100.0	100.0	

The majority group is age between 25-35 years old by 215 respondents (53.8%) followed by 36-45 years old 97 persons (24.2%), age below 25 years old 70 respondents (17.5%), and minority group is age above 46 years old, which 18 persons (4.5%).

Table 14: Frequency and Percentage of Status.

		Status			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	286	71.5	71.5	71.5
	Married	114	28.5	28.5	100.0
	Total	400	100.0	100.0	

The most of respondents are single by 286 persons (71.5%) followed with married status 114 persons (28.5%) respectively.

Table 15: Frequency and Percentage of Number of Children.

		Number of children			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	None	300	75.0	75.0	75.0
	1-2	67	16.8	16.8	91.8
	More than 3	33	8.2	8.2	100.0
	Total	400	100.0	100.0	

The most of respondents by 300 persons (75%) has no children. 67 respondents (16.8%) have 1-2 children and 33 persons (8.2%) have more than 3 children.

Table 16: Frequency and Percentage of Favorite Music.

		Favorite music			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Classical	66	16.5	16.5	16.5
	Jazz	79	19.8	19.8	36.2
	Salsa	58	14.5	14.5	50.8
	Pop	172	43.0	43.0	93.8
	Other	25	6.2	6.2	100.0
	Total	400	100.0	100.0	

The most of respondents 172 persons (43%) from all respondents like pop music, 79 respondents (19.8%) like jazz music, 66 respondents (16.5%) like classical music and 58 respondents (14.5%) like salsa music. Minority of respondents by 25 persons (6.2%) likes other kind of music without any option in this question. For example: bachata, R&B, electronic, rock, hip-hop and Korean pop rock music.

Table 17: Frequency and Percentage of Favorite Food.

		Favorite food			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Italian	190	47.5	47.5	47.5
	French	34	8.5	8.5	56.0
	Spanish	56	14.0	14.0	70.0
	Mexican	38	9.5	9.5	79.5
	Indian	20	5.0	5.0	84.5
	Other	62	15.5	15.5	100.0
	Total	400	100.0	100.0	

The majority of respondents by 190 persons (47.5%) like Italian food, 62 respondents like other kind of food without any option such as Thai, Chinese, Japanese, Lebanese, Mediterranean, Turkish, Peruvian, Brazilian and every kind of food. 56

respondents (14%) like Spanish food, 38 respondents (9.5%) like Mexican food, 34 respondents (8.5%) like French cuisine and 20 respondents (5%) like Indian food respectively.

Part 2: Regression Analysis by using Multinomial Logistic to explain The Significant of Choices of Places for Fine Dining and Demographic Information.

Table 18: Regression Analysis of Places to Go for Fine Dining.

choice ^a	B	Std. Error	Wald	df	Sig.	Exp(B)	95% Confidence Interval for Exp(B)	
							Lower Bound	Upper Bound
Hotel	Intercept	-5.495	2.121	6.715	1	0.01		
	[job=3]	2.999	1.333	5.06	1	0.024	20.059	1.471 273.555
	[job=4]	4.693	1.561	9.033	1	0.003	109.14	5.116 2328.061
	[level=1]	2.242	0.787	8.111	1	0.004	9.414	2.012 44.048
	[income=3]	1.74	0.638	7.439	1	0.006	5.695	1.632 19.877
	[income=4]	1.358	0.645	4.436	1	0.035	3.888	1.099 13.755
	[edu=1]	3.224	1.348	5.716	1	0.017	25.129	1.788 353.196
	[Gen=1]	1.208	0.425	8.087	1	0.004	3.347	1.456 7.695
Shopping mall	Intercept	-2.214	1.76	1.581	1	0.209		
	[job=4]	2.452	1.039	5.569	1	0.018	11.617	1.515 89.061
	[level=1]	2.587	0.807	10.284	1	0.001	13.285	2.734 64.552
	[income=2]	2.091	0.649	10.367	1	0.001	8.094	2.266 28.905
	[income=4]	1.244	0.592	4.414	1	0.036	3.47	1.087 11.077
	[music=2]	1.604	0.736	4.746	1	0.029	4.971	1.175 21.038
	[music=4]	1.793	0.702	6.516	1	0.011	6.009	1.516 23.807

To testing hypothesis, the researcher uses multiple regressions of all independent variables associated with all hypothesis and question 3 (How often do you go to fine dining restaurant?) as dependent variable. According from multinomial logistic result, hotel is comparing to stand-alone. Business owners (.024 < .05) and students (.003 < .05) have significant in hotel segment more than stand-alone. When respondents choose the places for fine dining in hotel or stand-alone. Top management by .004 has more significant on hotel than stand-alone and monthly income has significant by 30,001 -

45,000 Baht per month ($.006 < .05$) and 45,001 - 60,000 Baht ($.035 < .05$) respectively. Moreover education and gender have significant on hotel segment too by education at high school level by .017, which is less than $p .05$ and male choose to go for fine dining in hotel has significant equal to .004.

Shopping mall segment compares to stand alone, students choose to shopping mall for fine dining by .018 less than .05 that means shopping mall has more significant than stand-alone. Level of management as top management (board of directors, CEO) has significant on shopping mall segment as well and more significant than stand alone. The respondents who have monthly income between 15,001 - 30,000 Baht per month has significant by .001 and 45,001 - 60,000 (.016) which are less than .05. Thus, both sample groups have more significant on shopping mall segment more than stand-alone. Moreover favorite musics as Jazz (.029) and Pop (.11) have significant on decision-making on shopping mall segment too.

Part 3: The Analysis of Variables on The Impact of Social Media.

The analysis and interpretation on the impact of social media will use the average score interpretation that was present on previous chapter as following;

Average score 4.21-5.00 refers to highest important level

Average score 3.41-4.20 refers to high important level

Average score 2.61-3.40 refers to medium important level

Average score 1.81-2.60 refers to low important level

Average score 1.00-1.80 refers to lowest important level

Respondents rated all items by five Likert scale. Each question scales from strongly agree, agree, neutral, disagree and strongly disagree. The score is setting in each level as below,

Strongly agree	= 5 points
Agree	= 4 points
Neutral	= 3 points
Disagree	= 2 points
Strongly disagree	= 1 points

Table 19: The mean and standard deviation of the impact on social media.

Descriptive Statistics of The Impact on Social Media					
	N	Minimum	Maximum	Mean	Std. Deviation
con1	400	1.00	5.00	3.1125	.88135
con2	400	1.00	5.00	3.2575	.94521
share1	400	1.00	5.00	3.0800	1.00055
share2	400	1.00	5.00	3.0625	1.09617
share3	400	1.00	5.00	3.1350	1.05573
publ1	400	1.00	5.00	3.0975	1.18173
publ2	400	1.00	5.00	3.0150	1.10582
par1	400	1.00	5.00	2.9775	1.15339
par2	400	1.00	5.00	3.3375	1.25400
par3	400	1.00	5.00	3.1975	1.11876
vis1	400	1.00	5.00	3.5200	1.20965
vis2	400	1.00	5.00	3.6325	1.13166
ewom1	400	1.00	5.00	3.3900	1.12073
ewom2	400	1.00	5.00	3.3425	1.13066
ewom3	400	1.00	5.00	3.5800	1.25800
Valid N (listwise)	400				

From this Table presents the result of each variables of the impact of social media revealed that the overall attitude of respondents are in high level, the visual on social media issue on statement I think food image can change consumer's decision making ranked in the highest level of mean 3.6 and standard deviation 1.1. I can review

comments and share opinions easily on social media by smart phone, internet, PDA, etc. ranked in high level too, which is the mean 3.58 and standard deviation 1.25. Food image on social media attracts my eyes has mean 3.2 and standard deviation 1.2. eWOM on social media is necessary for decision-making is also in high level that has mean 3.39 and standard deviation 1.1. Following by eWOM is highly influential and well-connected post experience of other people with mean 3.3 and standard deviation 1.1. The last variable that has high level is I think, the interact between businesses and customers on social media is an important channel with standard deviation 1.25 and mean 3.3 respectively. The results of each high level variable will show on the charts below,

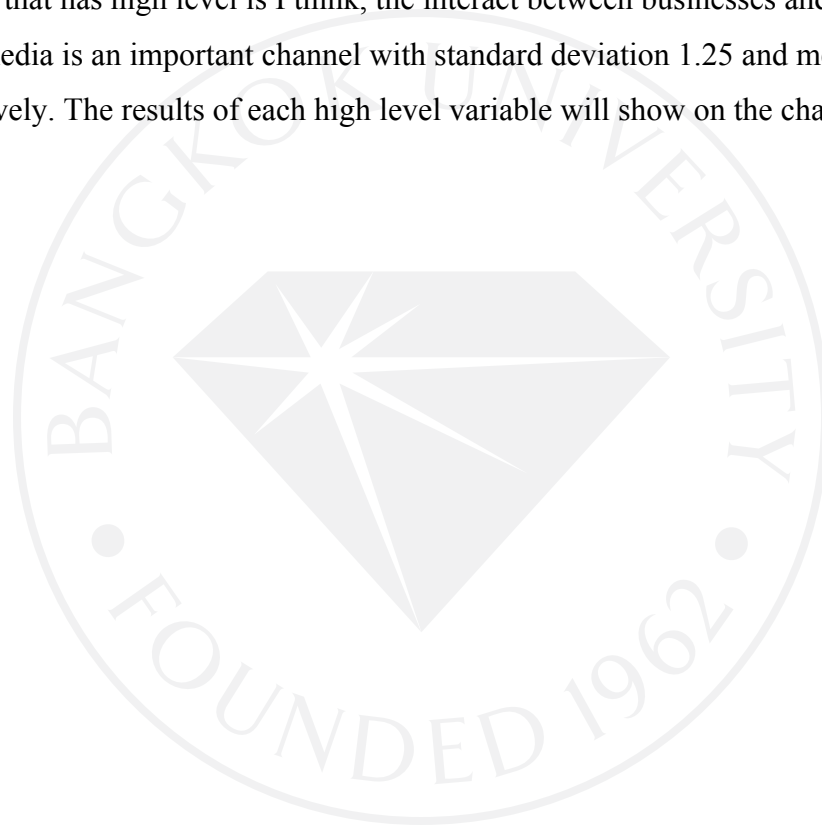


Figure 2: Histogram shows Mean and Standard Deviation of “I think food image can change consumer’s decision making.”

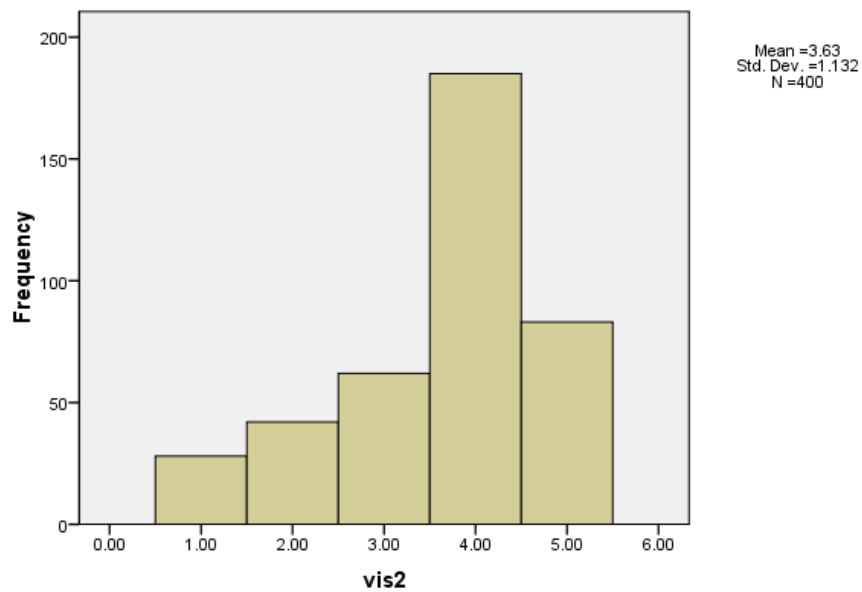


Table 20: Valid Percent of The Impact Level of “I think food image can change consumer’ decision making.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly agree	28	7.0	7.0	7.0
	disagree	42	10.5	10.5	17.5
	neutral	62	15.5	15.5	33.0
	agree	185	46.2	46.2	79.2
	strongly agree	83	20.8	20.8	100.0
Total		400	100.0	100.0	

Majority of respondents agree with statement “I think food image can change consumer’s decision making” by 185 respondents by 46.2%.

Figure 3: Histogram shows Mean and Standard Deviation of “I can review comments and share opinions easily on social media by smart phone, internet, PDA, etc.”

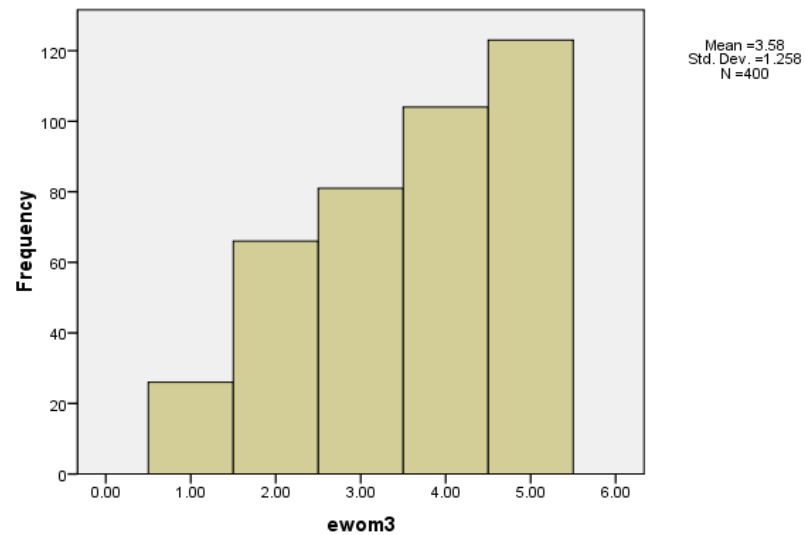


Table 21: Valid Percent of The Impact Level of “I can review comments and share opinions easily on social media by smart phone, internet, PDA, etc.”

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly agree	26	6.5	6.5	6.5
	disagree	66	16.5	16.5	23.0
	neutral	81	20.2	20.2	43.2
	agree	104	26.0	26.0	69.2
	strongly agree	123	30.8	30.8	100.0
Total		400	100.0	100.0	

Most of respondents are strongly agree with statement “I can review comments and share opinions easily on social media by smart phone, internet, PDA, etc.” by 123 respondents (30.8) and 104 respondents agree with this statement by 26%.

Figure 4: Histogram shows Mean and Standard Deviation of “Food image on social media attracts my eyes.”

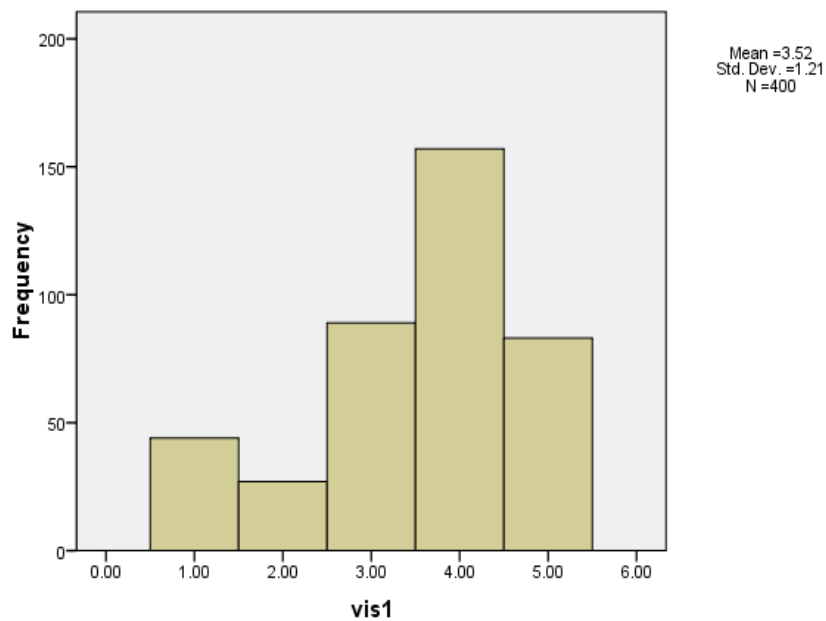


Table 22: Valid Percent of The Impact Level of “Food image on social media attracts my eyes”

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly agree	44	11.0	11.0	11.0
	disagree	27	6.8	6.8	17.8
	neutral	89	22.2	22.2	40.0
	agree	157	39.2	39.2	79.2
	strongly agree	83	20.8	20.8	100.0
Total		400	100.0	100.0	

Majority of respondents agree with statement “Food image on social media attracts my eyes” by 157 respondents (39.2%).

Figure 5: Histogram shows Mean and Standard Deviation of “eWOM on social media is necessary for decision-making.”

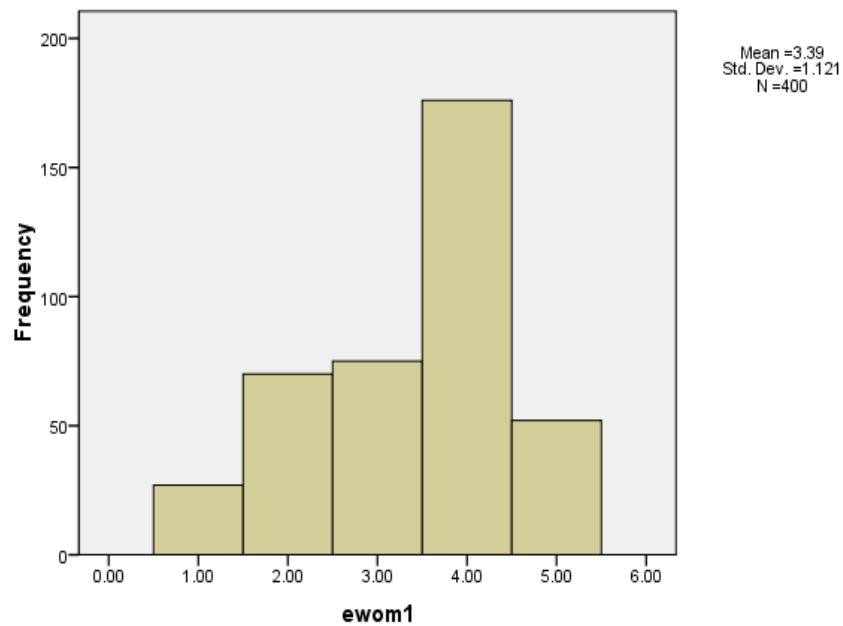


Table 23: Valid Percent of The Impact Level of “eWOM on social media is necessary for decision-making.”

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly agree	27	6.8	6.8	6.8
	disagree	70	17.5	17.5	24.2
	neutral	75	18.8	18.8	43.0
	agree	176	44.0	44.0	87.0
	strongly agree	52	13.0	13.0	100.0
Total		400	100.0	100.0	

Majority of respondents agree with statement “eWOM on social media is necessary for decision-making”, which is 176 persons or 44% of 400 respondents.

Figure 6: Histogram shows Mean and Standard Deviation of “eWOM is highly influential and well-connected post experience of other people.”

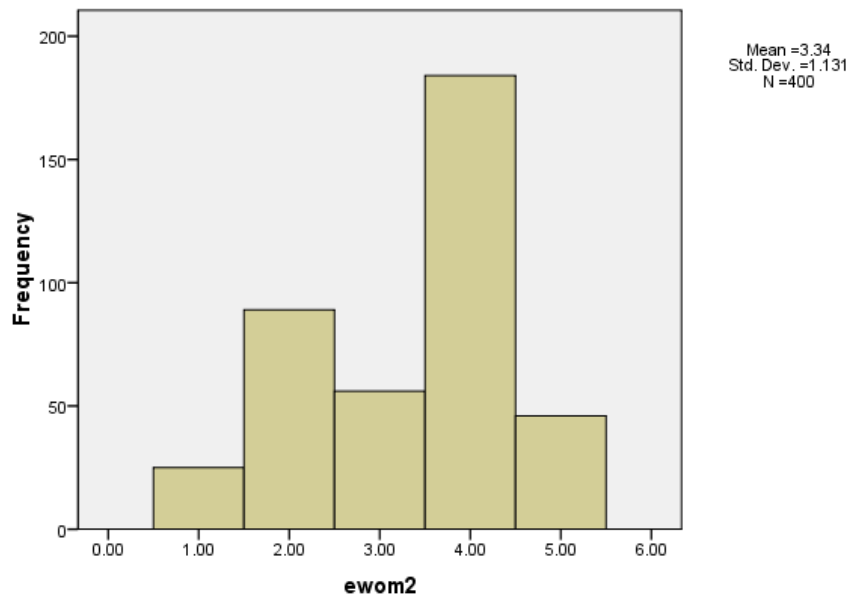


Table 24: Valid Percent of The Impact Level of “eWOM is highly influential and well-connected post experience of other people.”

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly agree	25	6.2	6.2	6.2
	disagree	89	22.2	22.2	28.5
	neutral	56	14.0	14.0	42.5
	agree	184	46.0	46.0	88.5
	strongly agree	46	11.5	11.5	100.0
	Total	400	100.0	100.0	

The most of respondents agree with statement “eWOM is highly influential and well-connected post experience of other people”, which is 184 persons or 46%.

Figure 7: Histogram shows Mean and Standard Deviation of “I think the interact between business and customers on social media is an important channel.”

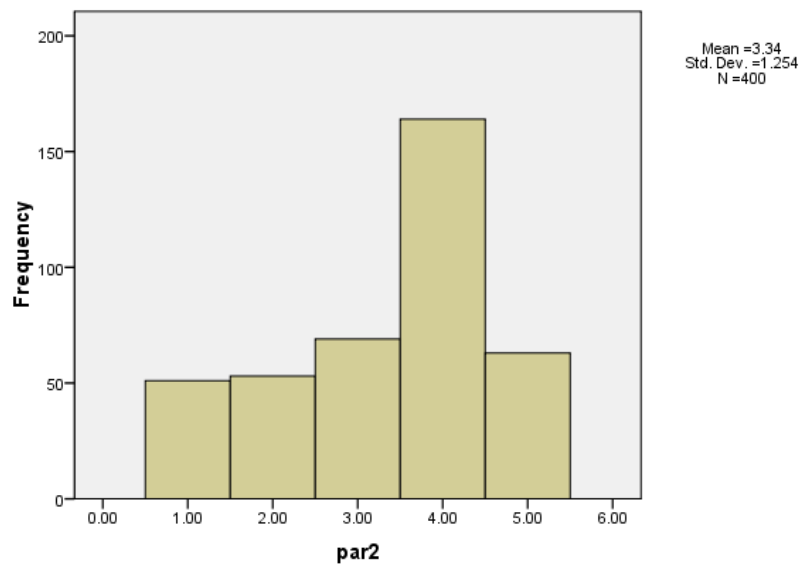


Table 25: Valid Percent of The Impact Level of “I think the interact between business and customers on social media is an important channel.”

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly agree	51	12.8	12.8	12.8
	disagree	53	13.2	13.2	26.0
	neutral	69	17.2	17.2	43.2
	agree	164	41.0	41.0	84.2
	strongly agree	63	15.8	15.8	100.0
Total		400	100.0	100.0	

164 respondents or 41% of 400 respondents agree with this statement “I think, the interact between businesses and customers on social media is an important channel.”

Part 4: The Factor Analysis to find out The Most Important Factors on Fine Dining Choice Decision.

Table 26: Total Variance Explained Factors on Fine Dining Choice Decision.

Total Variance Explained						
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	14.894	70.924	70.924	14.894	70.924	70.924
2	1.454	6.925	77.848	1.454	6.925	77.848
3	.800	3.809	81.657			
4	.629	2.996	84.653			
5	.481	2.288	86.941			
6	.416	1.980	88.922			
7	.337	1.603	90.524			
8	.307	1.464	91.988			
9	.266	1.267	93.255			
10	.225	1.070	94.325			
11	.196	.932	95.257			
12	.173	.822	96.079			
13	.138	.658	96.737			
14	.130	.621	97.358			
15	.119	.568	97.926			
16	.102	.487	98.413			
17	.091	.433	98.845			
18	.077	.364	99.210			
19	.063	.302	99.512			
20	.057	.273	99.785			
21	.045	.215	100.000			

Fine dining choice decision-making from 21 factors as following; (1) Location is convenient and private, (2) Available of parking area, (3) View around restaurant is nice, (4) Cleanness of restaurant, (5) Light creates warm and romantic feeling, (6) Music background is pleasing, (7) Silverware and decoration on the table look rich/special, (8) Chef's creativity in differentiating common dishes, (9) Food presentation on dish, (10) Food looks extremely delicious, (11) Wine selection, (12) Quality of food products, (13) Chef's signature dish, (14) Seasonal food, (15) Freshness of food, (16) Food & beverage recommendation/description, (17) Staffs make me feel welcome and greeting, (18) Service staff personality, (19) Service consistency, (20) Taste of food, (21) Dining makes me feel comfortable and elegant. From factor analysis, the researcher can finalize two factors that affect to consumers decision making on fine dining topic with percent of variance more than 75% from all factors that shown in this questionnaire.

Table 27: Components of Fine Dining Choice Decision-Making.

Component Matrix^a

	Component	
	1	2
locat	.879	-.107
park	.732	-.065
view	.816	-.249
clean	.891	-.237
light	.861	.119
song	.843	.122
dec	.771	.460
create	.813	.416
presnt	.813	.432
looks	.797	.401
wine	.724	.392
product	.895	-.125
sig	.807	.035
season	.847	-.042
fresh	.923	-.203
FNB	.852	-.202
greet	.907	-.243
per	.899	-.280
taste	.874	-.281
consis	.890	-.255
elegant	.814	.155

According to Table 27 explains other components of customers' choice before take decision on fine dining choice restaurants topic. The first aspect includes location is convenient and private (.88), view around restaurant is nice (.82), cleanness of restaurant (.89), light creates warm and romantic feeling (.86), music background is pleasing (.84), quality of food products (.85), freshness of product (.92), staffs make me feel welcome

and greeting (.91), service staff personality (.90), taste of food (.87) and service consistency (.89) respectively.

The second components that effect on fine dining choice decision making are silverware and decoration on the table look rich/special (.46), chef's creativity in differentiating common dishes (.42), food presentation on dish (.43), Food looks extremely delicious (.40) and the last factor is wine selection (.33) respectively on the second consumers' aspect in fine dining restaurants.

Part 5: The Analysis of Hypotheses Testing.

Table 28: The Total Variance Explained The Impact on Consumers' Decision-Making on Fine Dining Topic.

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	23.369	64.913	64.913	23.369	64.913	64.913	10.429	28.970	28.970
2	2.334	6.485	71.398	2.334	6.485	71.398	9.914	27.538	56.508
3	1.638	4.551	75.949	1.638	4.551	75.949	6.999	19.440	75.949
4	.964	2.678	78.627						
5	.744	2.068	80.695						
6	.674	1.873	82.567						
7	.654	1.817	84.384						
.	.	.	.						
.	.	.	.						
.	.	.	.						
32	.058	.162	99.473						
33	.055	.154	99.626						
34	.051	.141	99.767						
35	.048	.134	99.901						
36	.036	.099	100.000						

The research has found that from 36 factors include the first components could explain 64.92% of variance before rotation. The second components could explain 6.49% of variance and the third components could explain 4.55% of variance before

rotation groups of variables. These three variables already have explained more than 75.95% from all 36 variables.

After the rotation is showing the variables include the first components has variance value equal to 28.9%, the second components by 27.5% of variance value and the third components explained percentage of variance by 19.4%. Total variables are 75.9% from 36 factors on this questionnaire. The rotation analysis could explain as following,

Table 29: Principal Component Analysis of The Impact of Social Media on Fine Dining Choice Decision Before Rotation.

Component Matrix^a

	Component		
	1	2	3
con1	0.794	0.138	0.085
con2	0.729	0.247	0.15
share1	0.721	0.319	0.185
share2	0.819	0.287	0.146
share3	0.749	0.377	0.275
publ1	0.778	0.377	0.067
publ2	0.731	0.388	0.228
par1	0.796	0.347	0.015
par2	0.827	0.295	-0.116
par3	0.686	0.428	-0.092
vis1	0.839	0.274	-0.128
vis2	0.798	0.309	-0.108
ewom1	0.823	0.285	-0.174
ewom2	0.858	0.219	-0.17
ewom3	0.857	0.11	0.044
locat	0.872	-0.122	-0.106
(Continued)			

Table 29 (Continued): Principal component analysis of the impact of social media on fine dining choice decision before rotation.

park	0.712	-0.158	-0.08
view	0.816	-0.055	-0.204
clean	0.879	-0.14	-0.238
light	0.842	-0.169	0.11
song	0.824	-0.173	0.129
dec	0.749	-0.205	0.423
create	0.784	-0.239	0.391
presnt	0.778	-0.276	0.425
looks	0.752	-0.329	0.352
wine	0.691	-0.264	0.301
product	0.852	-0.282	-0.15
sig	0.779	-0.225	0.019
season	0.803	-0.293	-0.118
fresh	0.89	-0.238	-0.231
FNB	0.826	-0.196	-0.236
greet	0.881	-0.195	-0.239
per	0.879	-0.154	-0.272
taste	0.854	-0.169	-0.279
consis	0.872	-0.161	-0.231
elegant	0.795	-0.184	0.17

According from table 29, the researcher separated 36 variables into three groups by component matrix before rotation as following,

First component.

- I communicate with friends on fine dining topic on social media (.794)
- Social media communication effects to my decision-making (.729)
- Fine dining post experience is more opened on social media (.819)
- I think the interaction between businesses and customers on social media is an important channel (.827)
- Food image on social media attracts my eyes (.839)
- I think the food image can change consumer's decision-making (.798)
- eWOM on social media is necessary for decision-making (.823)

- eWOM is highly influential and well-connected post experience of other people (.858)
- I can review comments and share opinions easily on social media by smart phone, internet, PDA, etc (.857)
- Location is convenient and private (.872)
- Available of parking area (.712)
- View around restaurant is nice (.816)
- Cleanness of restaurant (.879)
- Light creates warm and romantic feeling (.842)
- Music background is pleasing (.824)
- Quality of food products (.852)
- Seasonal food (.803)
- Freshness of food (.890)
- Food & beverage recommendation/description (.826)
- Staffs make me feel welcome and greeting (.881)
- Service staff personality (.879)
- Service consistency (.854)
- Taste of food (.872)
- Dining makes me feel comfortable and elegant (.795)

Second component.

- I share detail about fine dining experience on social media (.319)
- I express my feeling and opinion about fine dining on social media (.377)
- I follow events and promotion of fine dining restaurants on social media (.377)
- I feel encouraged by social media to add, join, tag and like on fine dining restaurant pages (.388)
- I participate activities of my favorite fine dining restaurants on social media (.347)
- I rate and comment on fine dining restaurant pages that I have gone (.428)

Third component.

- Silverware and decoration on the table look rich/special (.423)
- Chef's creativity in differentiating common dishes (.391)
- Food presentation on dish (.425)
- Food looks extremely delicious (.352)
- Wine selection (.301)

Table 30: The Rotated Component Matrix on Fine Dining Topic.

Rotated Component Matrix			
	Component		
	1	2	3
locat	0.671	0.417	0.403
park	0.567	0.295	0.36
view	0.672	0.429	0.272
clean	0.769	0.397	0.316
light	0.528	0.38	0.571
song	0.506	0.368	0.578
dec	0.277	0.322	0.775
create	0.335	0.313	0.783
presnt	0.324	0.283	0.823
looks	0.377	0.22	0.779
wine	0.346	0.23	0.682
product	0.751	0.275	0.432
sig	0.571	0.29	0.497
season	0.705	0.24	0.437
fresh	0.811	0.326	0.37
FNB	0.757	0.32	0.316
greet	0.794	0.354	0.341
per	0.798	0.382	0.297
taste	0.793	0.355	0.286
consis	0.769	0.376	0.327
elegant	0.466	0.345	0.599
con1	0.389	0.594	0.391
con2	0.261	0.647	0.358
share1	0.204	0.702	0.348
(Continued)			

Table 30 (Continued): The Rotated Component Matrix on Fine Dining Topic.

share2	0.305	0.733	0.382
share3	0.138	0.773	0.404
publ1	0.294	0.772	0.262
publ2	0.153	0.766	0.354
par1	0.351	0.755	0.246
par2	0.479	0.721	0.187
par3	0.32	0.744	0.075
vis1	0.504	0.711	0.192
vis2	0.45	0.716	0.172
ewom1	0.519	0.706	0.146
ewom2	0.565	0.675	0.195
ewom3	0.467	0.606	0.404

The result after rotation the researcher can separate all components into three different groups by rotated component matrix as follow,

The physical environment components are cleanness of restaurant (.77), quality of food products (.75), chef's signature dish (.57), seasonal food (.71), freshness of food (.81), food & beverage recommendation/description (.76), staffs make me feel welcome and greeting (.79), Service staff personality (.80), taste of food (.80) and service consistency (.77).

Emotional/personal component are following, I communicate with friends on fine dining topic on social media (.69), social media communication effects to my decision-making (.65), I share detail about fine dining experience on social media (.70), Fine dining post experience is more opened on social media (.73), I express my feeling and opinion about fine dining on social media (.77), I follow events and promotion of fine dining restaurants on social media (.77), I feel encouraged by social media to add, join, tag and like on fine dining restaurant pages (.76), I participate activities of my favorite fine dining restaurants on social media (.75), I think the interaction between businesses and customers on social media is an important channel (.72), I rate and comment on fine

dining restaurant pages that I have gone (.74), Food image on social media attracts my eyes (.71), I think the food image can change consumer's decision-making (.72), eWOM on social media is necessary for decision-making (.71), eWOM is highly influential and well-connected post experience of other people (.67), I can review comments and share opinions easily on social media by smart phone, internet, PDA (.61)

Look and feeling components are dining makes me feel comfortable and elegant (.60), light creates warm and romantic feeling (.57), music background is pleasing (.58), silverware and decoration on the table look rich/special (.77), chef's creativity in differentiating common dishes (.78), food presentation on dish (.82), food looks extremely delicious (.78), and wine selection (.68)

Table 31: Coefficients Analysis of The Impact of Social Media on Fine Dining Choice Decision Making.

	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
(Constant)	0.836	0.222		3.763	0
level	-0.046	0.031	-0.098	-1.46	0.145
income	0.117	0.028	0.314	4.146	0
edu	0.086	0.047	0.112	1.827	0.069
age	-0.092	0.047	-0.132	-1.937	0.054
son	0.124	0.054	0.147	2.274	0.024
con1	0.134	0.048	0.225	2.809	0.005
con2	-0.089	0.044	-0.161	-2.024	0.044
share1	0.033	0.043	0.063	0.771	0.441
share2	0	0.051	0	0.004	0.997
share3	-0.05	0.05	-0.101	-1	0.318
publ1	-0.044	0.043	-0.099	-1.029	0.304
publ2	0.167	0.041	0.351	4.078	0
par1	-0.111	0.047	-0.245	-2.354	0.019
par2	-0.039	0.046	-0.093	-0.844	0.399
par3	0.088	0.049	0.188	1.809	0.071
					(Continued)

Table 31 (Continued): Coefficients Analysis of The Impact of Social Media on Fine Dining Choice Decision-Making.

vis1	0.052	0.06	0.119	0.854	0.394
vis2	-0.132	0.06	-0.284	-2.195	0.029
ewom1	0.031	0.061	0.066	0.506	0.613
ewom2	-0.039	0.065	-0.083	-0.596	0.552
ewom3	-0.007	0.037	-0.018	-0.201	0.84
locat	0.034	0.058	0.068	0.574	0.566
park	0	0.037	-0.002	-0.025	0.98
view	-0.16	0.054	-0.303	-2.987	0.003
clean	0.183	0.059	0.444	3.121	0.002
light	-0.065	0.054	-0.151	-1.208	0.228
song	-0.052	0.05	-0.116	-1.034	0.302
dec	0.01	0.046	0.021	0.21	0.834
create	-0.003	0.059	-0.006	-0.043	0.966
presnt	0.117	0.063	0.241	1.848	0.065
looks	0.016	0.057	0.033	0.282	0.778
wine	-0.072	0.04	-0.157	-1.804	0.072
product	-0.034	0.059	-0.074	-0.589	0.556
sig	-0.065	0.05	-0.127	-1.288	0.199
season	0.062	0.053	0.133	1.167	0.244
fresh	0.025	0.059	0.07	0.43	0.667
FNB	-0.092	0.051	-0.215	-1.82	0.07
greet	0.104	0.069	0.254	1.515	0.131
per	0.191	0.083	0.391	2.309	0.022
taste	-0.101	0.057	-0.254	-1.776	0.077
consis	-0.16	0.063	-0.368	-2.529	0.012
elegant	0.092	0.035	0.234	2.591	0.01

According from coefficients analysis, previously, the researcher believed that Ho: Demographic has not effect on fine dining decision but this study could prove this hypothesis that Ha: At least demographic variable has significantly effect on fine dining decision. For example monthly income, which is .00 less than .05 and number of children also has significant 0.2 less than .05. Both conversation variables can confirm previous study by I communicate with friends on fine dining topic on social media (.00) and social media communication effects to my decision-making (.04).Publishing includes “I feel

encouraged by social media to add, join, tag and like on fine dining restaurant pages” has significant value .00. Participation as “I participate activities of my favorite fine dining restaurants on social media” by .01. Visual has significant on fine dine choice decision “I think the food image can change consumer’s decision-making” by .02. The physical environment as view around restaurant is nice by .00 and cleanness of restaurant by .00 too. Service quality such as service staff personality (.02), service consistency (.01) and dining makes me feel comfortable and elegant .01 less than .05. Thus, the hypothesis can explain as following,

- H1o: $\beta_{con1, con2} = 0$
- H1a: At least one of $\beta_{con1, con2} \neq 0$

Table 32: Analysis of Conversation on Social Media.

	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
con1	0.134	0.048	0.225	2.809	0.005
con2	-0.089	0.044	-0.161	-2.024	0.044

According to result of conversation, we can reject null hypothesis meaning I communicate with friends on fine dining topic in social media (con1) has significant on fine dining choice decision by the result is statistically significant equal 0.005 and Social media communication effects to my decision-making (con2) has result statistically significant equal 0.044. Both components have enough evidence to reject with mean score on the standard test at 0.05 significance level.

- H2o: $\beta_{\text{share1}}, \text{share2}, \text{share3} = 0$
- H2a: At least one of $\beta_{\text{share1}}, \text{share2}, \text{share3} \neq 0$

Table 33: Analysis of sharing on social media.

	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
share1	0.033	0.043	0.063	0.771	0.441
share2	0	0.051	0	0.004	0.997
share3	-0.05	0.05	-0.101	-1	0.318

According to result of sharing, we cannot reject null hypothesis meaning three components on sharing has no impact on fine dining choice decision by the result is statistically significant indicating that there is not enough evidence to reject with mean score on the standard test more than 0.05 significance level. Thus, this study can confirm previous research.

- H3o: $\beta_{\text{publ1}}, \text{publ2} = 0$
- H3a: At least one of $\beta_{\text{publ1}}, \text{publ2} \neq 0$

Table 34: Analysis of Publishing on Social Media.

	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
publ1	-0.044	0.043	-0.099	-1.029	0.304
publ2	0.167	0.041	0.351	4.078	0

According to result of publishing, we can reject null hypothesis meaning I follow events and promotion of fine dining restaurants on social media (publ1) has no significant on fine dining choice decision by the result is statistically significant equal 0.304 indicating that there is not enough evidence to reject with mean score on the standard test more than 0.05 significance level. However, I feel encouraged by social media to add,

join, tag and like on fine dining restaurant pages (publ2) has result statistically significant equal 0. This component has enough evidence to reject with mean score on the standard test at 0.05 significance level.

- H4o: $\beta_{\text{par1}}, \text{par2}, \text{par3} = 0$
- H4a: At least one of $\beta_{\text{par1}}, \text{par2}, \text{par3} \neq 0$

Table 35: Analysis of Participation on Social Media.

	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
par1	-0.111	0.047	-0.245	-2.354	0.019
par2	-0.039	0.046	-0.093	-0.844	0.399
par3	0.088	0.049	0.188	1.809	0.071

According to result of participation, we can reject null hypothesis meaning I participate activities of my favorite fine dining restaurants on social media (par1) has significant on fine dining choice decision by the result is statistically significant equal 0.019 indicating that there is enough evidence to reject with mean score on the standard test significance level. However, I think the interaction between business and customer on social media is an important channel (par2) and I rate and comment on fine dining restaurant pages that I have gone (par3) by the result is statistically significant indicating that there is not enough evidence to reject with mean score on the standard test more than 0.05 significance level.

- H5o: $\beta_{vis1}, vis2 = 0$
- H5a: At least one of $\beta_{vis1}, vis2 \neq 0$

Table 36: Analysis of Visual on Social Media.

	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
vis1	0.052	0.06	0.119	0.854	0.394
vis2	-0.132	0.06	-0.284	-2.195	0.029

According to result of visual, we can reject null hypothesis meaning food image on social media attracts my eyes (vis1) has no significant on fine dining choice decision by the result is statistically significant equal 0.394 indicating that there is not enough evidence to reject with mean score on the standard test more than 0.05 significance level. However, I think the food image can change consumer's decision-making (vis2) has result statistically significant equal 0.029 indicating this component has enough evidence to reject with mean score on the standard test at 0.05 significance level.

- H6a: $\beta_{ewom1}, ewom2, ewom3 = 0$
- H6o: At least one of $\beta_{ewom1}, ewom2, ewom3 \neq 0$

Table 37: Analysis of eWOM on Social Media.

	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
ewom1	0.031	0.061	0.066	0.506	0.613
ewom2	-0.039	0.065	-0.083	-0.596	0.552
ewom3	-0.007	0.037	-0.018	-0.201	0.84

According to result of eWOM on social media, we cannot reject null hypothesis meaning Those three components have no impact on fine dining choice decision by the result is statistically significant indicating that there is not enough evidence to reject with

mean score on the standard test more than 0.05 significance level. Thus, this study can confirm previous research.

- H7o: $\beta_{\text{greet, per, taste, consis, elegant}} = 0$
- H7a: At least one of $\beta_{\text{greet, per, taste, consis, elegant}} \neq 0$

Table 38: Analysis of Service Quality on Fine Dining Choice Decision.

	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
greet	0.104	0.069	0.254	1.515	0.131
per	0.191	0.083	0.391	2.309	0.022
taste	-0.101	0.057	-0.254	-1.776	0.077
consis	-0.16	0.063	-0.368	-2.529	0.012
elegant	0.092	0.035	0.234	2.591	0.01

According to result of service quality, we can reject null hypothesis meaning staffs make me feel welcome and greeting (greet) and taste of food (taste) have no impact on fine dining choice decision by the result is statistically significant 0.131 and 0.077 respectively indicating that there is not enough evidence to reject with the standard test more than 0.05. Anyway, Service staff personality (per) with score equal 0.022, service consistency (consis) with score 0.012 and dining makes me feel comfortable and elegant (elegant) with score 0.01 have enough evidence to reject with mean score on the standard test at 0.05 significance level.

CHAPTER 5

DISCUSSION AND CONCLUSION

In this chapter, the author summarized the overall important aspect of this independent study along with discussion related to the results from this research and opinions for future related research. The study of the impact of social media marketing on fine dining choice is a research conducted for beneficial purposes to business owners, investors, manager and staffs related to fine dining restaurateurs. The result of this study can improve social media marketing on fine dining section to create and raise more advantages over competitors, to differentiate consumers' aspect apart from other places and to be a guideline for planning and adapting marketing strategy in order to comply with a shifting customers' demands and improve special marketing channel such as social media. There are three research questions of this study as following,

- What is motivating fine dining restaurateurs to publish their experiences by using social media
- How do customers use the information on social media and what is influence on their decisions
- Credibility and trust in the information available on social media

In this research, the author created theoretical foundation of the conceptual framework based on similar business settings. Concept and measurement related to impact of social media on decision-making and fine dining choice decision making have summarized and analyzed so as to create a conceptual framework for this study could analyzed and explored which led to the following hypotheses,

- H1o: $\beta_{con1}, con2 = 0$
- H1a: At least one of $\beta_{con1}, con2 \neq 0$
- H2o: $\beta_{share1}, share2, share3 = 0$
- H2a: At least one of $\beta_{share1}, share2, share3 \neq 0$

- H3o: $\beta_{\text{publ1}}, \text{publ2} = 0$
- H3a: At least one of $\beta_{\text{publ1}}, \text{publ2} \neq 0$
- H4o: $\beta_{\text{par1}}, \text{par2}, \text{par3} = 0$
- H4a: At least one of $\beta_{\text{par1}}, \text{par2}, \text{par4} \neq 0$
- H5o: $\beta_{\text{vis1}}, \text{vis2} = 0$
- H5a: At least one of $\beta_{\text{vis1}}, \text{vis2} \neq 0$
- H6a: $\beta_{\text{ewom1}}, \text{ewom2}, \text{ewom3} = 0$
- H6o: At least one of $\beta_{\text{ewom1}}, \text{ewom2}, \text{ewom3} \neq 0$
- H7o: $\beta_{\text{greet}}, \text{per}, \text{taste}, \text{consis}, \text{elegant} = 0$
- H7a: At least one of $\beta_{\text{greet}}, \text{per}, \text{taste}, \text{consis}, \text{elegant} \neq 0$

This study uses a quantitative research, which distributes questionnaires via Facebook, Email and paper to random sample group as tool of data collection process. The main reason of the study to examine and study which factors on social media marketing that has the impact on fine dining choice decision. Regarding to Churchill (1996) quantitative research could provide accurate the relation between variables which is related to hypothesis. Population of the research is social media users who have experienced on fine dining restaurants in the past three months. They can be Thai or foreigners who live in Thailand or other countries around the world. Sample separates to two groups by distribution channel of questionnaires, which are online questionnaire and paper questionnaire. The total number of sample group which is 400 respondents will be divided to online respondents are 200 persons who complete questionnaires on internet and 200 persons who complete paper questionnaires that the researcher will conduct this survey around fine dining restaurants in greater Bangkok area. The questionnaire has an instrument to collect data in order to examine and identify which independent variable on impact of social media has impact on fine dining choice decision. Thus this questionnaire consists of three parts.

5.1 Conclusion

Most respondents go to shopping mall for fine dining, which contain 167 respondents (41.8%) while 153 respondents (38.2%) go for fine dining in hotels and 80 respondents (20%) in stand-alone.

The hotel is comparing to stand-alone. Business owners ($.024 < .05$) and students ($.003 < .05$) has significant in hotel segment more than stand-alone. When respondents choose the places for fine dining in hotel or stand-alone. Top management level will choose to go for fine dining in hotel than stand-alone and monthly income has significant by 30,001 - 45,000 Baht per month and 45,001 - 60,000 Baht ($.035 < .05$). Moreover education and gender have significant on hotel segment too by education at high school level by .017, which is less than $p .05$ and male would choose to go for fine dining in hotel more than female. The shopping mall segment compares to stand alone, students choose to shopping mall for fine dining. Shopping mall has more significant than stand-alone. Also top management (board of directors, CEO) has significant on shopping mall segment as well and more significant than stand alone. The respondents who have monthly income between 15,001 - 30,000 Baht per month and 45,001 - 60,000 choose shopping mall for fine dining. Thus, both sample groups have more significant on shopping mall segment more than stand-alone. Moreover favorite musics as Jazz and Pop have significant on decision-making on shopping mall segment too.

Result of each variables of the impact of social media revealed that the overall attitude of respondents are in high level, the visual on social media issue on statement I think food image can change consumer's decision making ranked in the highest level, I can review comments and share opinions easily on social media by smart phone, internet, PDA, etc. ranked in high level as second factor. Food image on social media attracts my eyes, eWOM on social media is necessary for decision-making is also, eWOM is highly influential and well-connected post experience of other people are important factors that

effect to consumers' decision via social media. The last variable that impact to choice decision is I think, the interact between businesses and customers on social media is an important channel.

Other components that effect customers' choice before take decision on fine dining choice restaurants topic. Silverware and decoration on the table look rich/special (.46), chef's creativity in differentiating common dishes (.42), food presentation on dish (.43), Food looks extremely delicious (.40) and the last factor is wine selection (.33) respectively on the second consumers' aspect in fine dining restaurants. The first aspect includes location is convenient and private (.88), view around restaurant is nice (.82), cleanness of restaurant (.89), light creates warm and romantic feeling (.86), music background is pleasing (.84), quality of food products (.85), freshness of product (.92), staffs make me feel welcome and greeting (.91), service staff personality (.90), taste of food (.87) and service consistency (.89) respectively as the author explained on chapter 4.

5.2 Discussion

Hazem Rasheed Gaber and Len Tiu Wright (2014) studied Fast-food advertising in social media on case study of Facebook in Egypt. The study explored young consumers' attitudes towards fast-food advertising in Facebook. The research found that most of the participants have positive attitudes towards the advertising on Facebook. Thus, the study of impact of social media marketing on fine dining choice decision has proved by the finding on the research that social media marketing has huge impact on consumers' decision making.

The roles of the physical environment, price perception and customer satisfaction in determining customer loyalty in the restaurant industry by Heesup Han and Kisang Ryu has examined the relationships among three components of the physical environment, price perception, customer satisfaction, and customer loyalty in the

restaurant industry. Loyal customers are more likely than non-loyal customers to engage in positive word-of-mouth (WOM) behaviors and spend extra money in a specific service operation (Ladhari, Brun, & Morales, 2008; Tepeci, 1999; Yang & Peterson, 2004). In addition, a research in services marketing has focused on identifying the factors that enhance customer satisfaction level. Research suggests that ultimately, customer satisfaction is strongly influenced by physical surroundings and price perception (Dube, Johnson, & Renaghan, 1999; Knutson & Patton, 1995; Ryu, 2005; Varki & Colgate, 2001). The study found that customer price perception has positive function of the physical environment. The relationships between the physical environment and price perception were all significant. Physical environments accounted for 45% of variance in price perception. The restaurateurs should carefully design the physical environment to improve the customer's perceived reasonableness of the price. Décor and artifacts had a significant positive effect on customer satisfaction. This result was consistent with previous findings that price perception and satisfaction are significant predictors of customer loyalty (Bolton & Lemon, 1999; Ranaweera & Neely, 2003; Varki & Colgate, 2001). Both price perception and satisfaction accounted for 59% of the total variance of customer loyalty. According to the author can explain that service quality and variety of food & beverage are also have positive relation on consumers' choice to choose places to go for fine dining.

5.3 Managerial Implication

In business aspect, business owners, investors, managers and staffs can use the results from this study in which revealed that the major factors within the impact on social media and fine dining choice decision are the main components that help contributing both customers to answer their demand before take decision and restaurateur to make more benefits on social media. However, the restaurant owners should play more roles on online marketing such as low cost site as Facebook, Twitter to make their businesses have more clients and win more profit. Due to life style of urbanization is

changing. So people prefer to spend time on fine dining restaurant even o the end of month, there are many people wait in front of restaurants to have lunch or diner. Moreover people always go out for special dining on special occasions as well. The author suggests to businesses to pay attention or spend more time to do research in specific area near the restaurants to learn what consumer want/expect on fine dining experience and what is the most important factor to take decision to improve strategy. The mentioned factors can use as a standard and guidelines improving marketing on social media on multiple site no specific only Facebook or local site and factors that effect to consumers' choice decision making on fine dining topic.

5.4 Recommendation for Future Research

The results of this study can use as a recommendation for standards, guidelines and development for fine dining restaurateurs. In order to increase more advantages in specific places, countries due to different life style and demand of customers. The author believes that the fine dining restaurants will become more popular in the future and there will be more luxury restaurateurs enter to the market. The selection of choices in fine dining in this study had no limited. Thus, an extension of places and data collection would be more fixed or in a country only. By the way Social media is the main association to link customers and businesses together. It is huge database to find out information about businesses in each area. The result on future study should find out in specific social media such as Tripadvisor, or Twitter.

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APPENDIX

Appendix A: Content Validity

Outline and Derivation of Questionnaires

IMPACT OF SOCIAL MEDIA MARKETING			
Variables	Definition	Authors, Year	Items
Conversation	Users communicate or interact on the diversity of issue and topic.	Schoen et al, 2013	I) I communicate with friends on fine dining topic on social media.
	The interpersonal communication more broadly, has a huge impact on consumer behavior.	Chevalier and Mayzlin, 2006	II) Social media communication effects to my decision-making.
Sharing	Consumers share information online.	Smith, 2010	I) I share detail about fine dining experience on social media.
	High internet growth rates and willingness to share information are more open in terms.	Singh et al, 2012	II) Fine dining experience is more wild and opened.
	Users interact in social media base on the type of information shared.	Osatuyi, 2013	III) I express my feeling and opinion about fine dining on social media.
Publishing	A signifier of engagement and achievement and is typically a weighty factor in tenure and promotion decisions.	Elisabeth Tappeiner & Kate Lyons, 2013	I) I follow event and promotion of fine dining restaurants on social media.
	The roles of authors, publishers, reviewers, and readers are changing and overlapping as alternatives to traditional publishing channels emerge in the digital world.	Elisabeth Tappeiner & Kate Lyons, 2013	II) I feel encouraged by social media to add, join, tag and like on fine dining restaurant pages.

(Continued)

Outline and Derivation of Questionnaires (Continued)

Participation	Authors use social participation in relation to concepts of social integration, social inclusion or social activity.	Koster M, Nakken H, 2008	I) I participate activities of my favorite fine dining restaurants on social media.
			II) I think the interaction between businesses and customers on social media is an important channel.
	The concepts of social capital and social inclusion, the individual's human right to experience self-determined modes of engagement in all aspects of society and the societal responsibility to provide conditions necessary for the above.	Barbara Piškur et al, 2013	III) I rate and comment on fine dining restaurants pages that I have gone.
Visual	Images are powerful that could transfer messages that are not easily explained with words.	Bruseberg et al., 2004	I) Food image on social media attracts my eyes.
	Persuasive messages may then change consumers' behavioral intentions.	H. Fisher et al, 2012	II) I think food image can change consumer's decision-making.
eWOM	Internet has enabled new forms of communication platforms that further empower both providers and consumers.	T., Hennig-Thurau et al., 2004	I) eWOM on social media is necessary for decision-making.
			II) I can review comments and share opinion easily on social media by smart phone, internet, PDA, etc.
	eWOM communication refers to both positive or negative statement by potential, actual, or former customers about a product or service.	T., Hennig-Thurau et al., 2004	III) eWOM is highly influential and well-connected post experience of other people.

(Continued)

Outline and Derivation of Questionnaires (Continued)

FINE DINING CHOICE DECISION			
Variables	Definitions	Authors, Year	Items
Physical environment	The arrangement of objective that exists to fulfill customer's specific needs and wants.	Bitner, 1992; Ngugen and Leblanc, 2002	I) Location is convenient and private.
			II) Available of parking area.
	Ambient is considered background characteristics of the environment.	Baker, 1987; Bitner 1992	III) View around restaurant is nice.
			IV) Light creates warm and romantic feeling.
			V) Music background is pleasing.
	Customer's viewpoint, these can be important environmental cues to evaluate their overall experience in an operation.	Nguyen et al, 2002; Wakefield & Blodgett, 1999	VI) Cleanness of restaurants.
			VII) Silverware and decoration on the table feel rich/special.
Style of food	Inspiration and technical ability to convert food.	Green, 1996; Carafoli, 2003	I) Chef's creativity in differentiating common dishes.
	The food presentation is a key food attribute in modeling dining satisfaction.	Kivela et al. (1999)	II) Food presentation on dish.
	Food stylist referred to food-fluffier who make food on dish look preternaturally delicious.	Barnes, 2003	III) Food looks extremely delicious.
Variety of F&B	Individuals also vary in terms of the importance placed on each dimension.	Solheim, R. and Lawless, H.T., 1996	I) Wine selection.
	Three main dimensions related to food choices are taste, perceived value and perceived nutrition.	Glanz et al., 1998; French, S.A. et al., 1999	II) Quality of food product.

(Continued)

Outline and Derivation of Questionnaires (Continued)

	Menu items variety was a crucial attribute of food quality in creating dining satisfaction.	Kivela et al., 1999; aajpoot. 2002	III) Chef's signature dish. IV) Seasonal food. V) Freshness of food. VI) F&B recommendation/description.
Service quality	Evaluation of expectations and customer perceptions about the quality of service.	Parasuraman et al., 1985	I) Staffs make me feel welcome and greeting. II) Dining makes me feel comfortable and elegant.
	Physical facilities have good condition and appearance of staffs.	Parasuraman et al., 1988	III) Service staff personality.
	Providing support to patients and provide quick service.	Parasuraman et al., 1988	IV) Service consistency
	Three main dimensions related to food service are taste, perceived value and perceived nutrition.	Glanz et al., 1998; French, S.A. et al., 1999	V) Taste of food.

Index of Item Objective Congruence (IOC) is the consistency between the objective and content or questions and objective that can be calculate from formula below,

$$IOC = \frac{\Sigma R}{N}$$

IOC = consistency between the objective and content or questions and objective.

ΣR = total assessment points given from all qualified experts.

N = number of qualified experts.

There are 3 levels of assessment point as follow:

- +1 means the question is certainly consistent with the objective of the questionnaire.

- 0 means the question is unsure to be consistent with the objective of the questionnaire.
- -1 means the question is inconsistent with the objective of the questionnaire.

The result of consistency index value must be 0.5 or above to be accepted.

Index of item Objective Congruence (IOC) from five experts result are as followed.

No.	Expert1			Expert2			Expert3			Expert4			Expert5			Total score	IOC	Data analysis
	1	0	-1	1	0	-1	1	0	-1	1	0	-1	1	0	-1			
1	X			X			X				X		X			4	0.8	Acceptable
2	X			X			X			X			X			5	1	Acceptable
3	X			X			X			X			X			5	1	Acceptable
4	X				X		X			X			X			4	0.8	Acceptable
5	X			X			X			X			X			5	1	Acceptable
6	X			X			X			X			X			5	1	Acceptable
7	X			X			X			X			X			5	1	Acceptable
8	X			X			X			X			X			5	1	Acceptable
9	X			X			X			X			X			5	1	Acceptable
10	X			X			X			X			X			5	1	Acceptable
11	X			X			X			X			X			5	1	Acceptable
12	X			X			X			X			X			5	1	Acceptable
13	X			X			X			X			X			5	1	Acceptable
14	X			X			X			X			X			5	1	Acceptable
15	X			X			X			X				X		4	0.8	Acceptable
1	X			X			X			X			X			5	1	Acceptable
2	X			X			X			X			X			5	1	Acceptable
3	X			X			X			X			X			5	1	Acceptable
4	X			X			X			X			X			5	1	Acceptable
5	X			X			X			X			X			5	1	Acceptable
6	X			X			X			X			X			5	1	Acceptable
7	X			X			X				X		X			4	0.8	Acceptable

(Continued)

Index of item Objective Congruence (IOC) from five experts. (Continued)

8	X			X			X			X			X			5	1	Acceptable
9	X			X			X			X			X			5	1	Acceptable
10	X			X				X		X				X		3	0.6	Acceptable
11	X			X			X			X			X			5	1	Acceptable
12	X			X			X			X			X			5	1	Acceptable
13	X			X			X			X			X			5	1	Acceptable
14	X			X			X			X			X			5	1	Acceptable
15	X			X			X			X			X			5	1	Acceptable
16	X			X			X			X			X			5	1	Acceptable
17	X			X			X			X			X			5	1	Acceptable
18	X			X			X			X			X			5	1	Acceptable
19	X			X			X			X			X			5	1	Acceptable
20	X			X			X			X			X			5	1	Acceptable
21	X			X				X			X		X			3	0.6	Acceptable

Therefore,

$$IOC = \frac{34.4}{36}$$

$$= 0.95$$

The result of 36 questions on this questionnaire has value index of item objective congruence (IOC) equal to 0.95 without any question that has IOC index less than 0.5. Thus, all questions are acceptable.

Appendix B: Total Variance Explained.

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	23.369	64.913	64.913	23.369	64.913	64.913	10.429	28.970	28.970
2	2.334	6.485	71.398	2.334	6.485	71.398	9.914	27.538	56.508
3	1.638	4.551	75.949	1.638	4.551	75.949	6.999	19.440	75.949
4	.964	2.678	78.627						
5	.744	2.068	80.695						
6	.674	1.873	82.567						
7	.654	1.817	84.384						
8	.502	1.395	85.778						
9	.468	1.299	87.078						
10	.411	1.141	88.218						
11	.397	1.103	89.321						
12	.344	.956	90.278						
13	.318	.885	91.162						
14	.312	.866	92.028						
15	.284	.790	92.818						
16	.273	.757	93.575						
17	.250	.694	94.269						
18	.221	.614	94.883						
19	.193	.536	95.420						
20	.177	.490	95.910						
21	.171	.476	96.386						
22	.155	.430	96.816						
23	.140	.389	97.204						
24	.135	.376	97.580						
25	.121	.336	97.917						
26	.107	.298	98.215						
27	.100	.277	98.492						
28	.089	.247	98.738						
29	.079	.220	98.959						
30	.064	.178	99.136						
31	.063	.174	99.311						
32	.058	.162	99.473						
33	.055	.154	99.626						
34	.051	.141	99.767						
35	.048	.134	99.901						
36	.036	.099	100.000						

Appendix C: Regression Analysis of Places to Go for Fines Dining.

choice ^a	B	Std. Error	Wald	df	Sig.	Exp(B)	95% Confidence Interval for Exp(B)	
							Lower Bound	Upper Bound
Hotel	Intercept	-5.495	2.121	6.715	1	0.01		
	[job=1]	2.205	1.311	2.828	1	0.093	9.074	0.694 118.61
	[job=2]	2.192	1.319	2.761	1	0.097	8.955	0.675 118.864
	[job=3]	2.999	1.333	5.06	1	0.024	20.059	1.471 273.555
	[job=4]	4.693	1.561	9.033	1	0.003	109.14	5.116 2328.061
	[job=5]	0 ^b	.	.	0	.	.	.
	[level=1]	2.242	0.787	8.111	1	0.004	9.414	2.012 44.048
	[level=2]	0.982	0.674	2.121	1	0.145	2.669	0.712 10.004
	[level=3]	0.148	0.68	0.048	1	0.827	1.16	0.306 4.403
	[level=4]	0 ^b	.	.	0	.	.	.
	[income=1]	0.265	0.814	0.106	1	0.745	1.303	0.264 6.422
	[income=2]	2.77	0.713	15.108	1	0	15.951	3.947 64.461
	[income=3]	1.74	0.638	7.439	1	0.006	5.695	1.632 19.877
	[income=4]	1.358	0.645	4.436	1	0.035	3.888	1.099 13.755
	[income=5]	0 ^b	.	.	0	.	.	.
	[edu=1]	3.224	1.348	5.716	1	0.017	25.129	1.788 353.196
	[edu=2]	1.179	1.032	1.305	1	0.253	3.252	0.43 24.581
	[edu=3]	1.062	1.011	1.103	1	0.294	2.892	0.399 20.988
	[edu=4]	0 ^b	.	.	0	.	.	.
	[sex=1]	1.208	0.425	8.087	1	0.004	3.347	1.456 7.695
	[sex=2]	0 ^b	.	.	0	.	.	.
	[age=1]	-2.405	1.386	3.01	1	0.083	0.09	0.006 1.366
	[age=2]	-1.625	1.136	2.049	1	0.152	0.197	0.021 1.823
	[age=3]	-1.401	1.113	1.585	1	0.208	0.246	0.028 2.181
	[age=4]	0 ^b	.	.	0	.	.	.
	[status=1]	-1.348	0.801	2.831	1	0.092	0.26	0.054 1.249
	[status=2]	0 ^b	.	.	0	.	.	.
	[son=1]	1.463	1.166	1.575	1	0.21	4.317	0.44 42.394
	[son=2]	0.123	0.922	0.018	1	0.894	1.13	0.185 6.893
	[son=3]	0 ^b	.	.	0	.	.	.
	[music=1]	0.37	0.875	0.179	1	0.672	1.448	0.261 8.047
	[music=2]	1.202	0.869	1.911	1	0.167	3.326	0.605 18.272
	[music=3]	0.628	0.891	0.497	1	0.481	1.875	0.327 10.754
	[music=4]	1.434	0.839	2.917	1	0.088	4.195	0.809 21.739
	[music=5]	0 ^b	.	.	0	.	.	.

(Continued)

The Regression Analysis of Places to Go for Fines Dining. (Continued)

Hotel									
	[food=1]	0.074	0.564	0.017	1	0.896	1.076	0.357	3.249
	[food=2]	1.275	0.844	2.282	1	0.131	3.58	0.684	18.729
	[food=3]	1.352	0.75	3.253	1	0.071	3.867	0.889	16.81
	[food=4]	0.86	0.845	1.035	1	0.309	2.363	0.451	12.383
	[food=5]	-1.571	0.908	2.989	1	0.084	0.208	0.035	1.234
	[food=6]	0 ^b	.	.	0
Shopping mall									
	Intercept	-2.214	1.76	1.581	1	0.209			
	[job=1]	0.762	0.757	1.014	1	0.314	2.143	0.486	9.449
	[job=2]	0.608	0.788	0.596	1	0.44	1.837	0.392	8.603
	[job=3]	-0.328	0.859	0.146	1	0.703	0.721	0.134	3.879
	[job=4]	2.452	1.039	5.569	1	0.018	11.617	1.515	89.061
	[job=5]	0 ^b	.	.	0
	[level=1]	2.587	0.807	10.284	1	0.001	13.285	2.734	64.552
	[level=2]	0.309	0.622	0.246	1	0.62	1.361	0.402	4.61
	[level=3]	-0.401	0.616	0.425	1	0.515	0.669	0.2	2.239
	[level=4]	0 ^b	.	.	0
	[income=1]	0.109	0.721	0.023	1	0.88	1.115	0.271	4.577
	[income=2]	2.091	0.649	10.367	1	0.001	8.094	2.266	28.905
	[income=3]	0.716	0.593	1.46	1	0.227	2.046	0.64	6.536
	[income=4]	1.244	0.592	4.414	1	0.036	3.47	1.087	11.077
	[income=5]	0 ^b	.	.	0
	[edu=1]	1.602	1.316	1.482	1	0.224	4.961	0.376	65.388
	[edu=2]	0.607	1.023	0.353	1	0.553	1.835	0.247	13.626
	[edu=3]	1.174	0.999	1.381	1	0.24	3.235	0.457	22.924
	[edu=4]	0 ^b	.	.	0
	[sex=1]	0.535	0.389	1.893	1	0.169	1.708	0.797	3.661
	[sex=2]	0 ^b	.	.	0
	[age=1]	-1.589	1.32	1.45	1	0.228	0.204	0.015	2.711
	[age=2]	-0.887	1.134	0.612	1	0.434	0.412	0.045	3.803
	[age=3]	-1.608	1.124	2.047	1	0.153	0.2	0.022	1.813
	[age=4]	0 ^b	.	.	0
(Continued)									

The Regression Analysis of Places to Go for Fines Dining. (Continued)

Shopping mall								
[status=1]	-0.557	0.73	0.582	1	0.446	0.573	0.137	2.396
[status=2]	0 ^b	.	.	0
[son=1]	1.097	1.121	0.959	1	0.328	2.996	0.333	26.936
[son=2]	-0.168	0.931	0.032	1	0.857	0.846	0.136	5.246
[son=3]	0 ^b	.	.	0
[music=1]	-0.294	0.757	0.151	1	0.697	0.745	0.169	3.286
[music=2]	1.604	0.736	4.746	1	0.029	4.971	1.175	21.038
[music=3]	1.266	0.774	2.671	1	0.102	3.545	0.777	16.173
[music=4]	1.793	0.702	6.516	1	0.011	6.009	1.516	23.807
[music=5]	0 ^b	.	.	0
[food=1]	-0.823	0.516	2.547	1	0.111	0.439	0.16	1.206
[food=2]	0.776	0.786	0.974	1	0.324	2.172	0.465	10.145
[food=3]	0.573	0.698	0.673	1	0.412	1.773	0.451	6.968
[food=4]	1.236	0.777	2.533	1	0.111	3.443	0.751	15.785
[food=5]	-1.19	0.771	2.381	1	0.123	0.304	0.067	1.379
[food=6]	0 ^b	.	.	0

Appendix D: Survey Question (English)

The Impact of Social Media on Fine Dining Choice Decision

The questionnaire is conducting a short survey to finding out the impact of social media marketing on fine dining choice decision. Please take a few minutes and answer the following questions.

Have you been to the fine dining restaurants?

- ☐ Yes
- ☐ No

Where do you go for fine dining?

- ☐ Hotel: _____
- ☐ Shopping mall: _____
- ☐ Stand alone: _____

How often do you go to fine dining restaurant?

- ☐ 1-2 times a month
- ☐ 3-4 time a month
- ☐ More than 5 time a month

Occupation

- ☐ Private company
- ☐ Public company/state enterprise
- ☐ Business owner
- ☐ Students
- ☐ Other (Please specify): _____

Level of management

- ☐ Top management (Board of directors: CEO, GM)
- ☐ Middle management (Manager heading department)

- Lower management (Supervisor)
- Staff/worker

Monthly Income (Baht)

- Below 15,000
- 15,001 - 30,000
- 30,001 - 45,000
- 45,001 - 60,000
- Above 60,001

Educational Level

- High school
- Bachelor degree
- Master degree
- Doctorate degree
- Higher than doctorate degree

Gender

- Male
- Female

Age

- Below 25 years
- 25-35 years
- 36-45 year
- Above 46 years

Status

- Single
- Married

Number of children

- None
- 1-2
- More than 3

What kind of music do you like to listen to?

- ☐ Classical
- ☐ Jazz
- ☐ Salsa
- ☐ Pop
- ☐ Other (Please specify): _____

What kind of food do you like?

- ☐ Italian
- ☐ French
- ☐ Spanish
- ☐ Mexican
- ☐ Indian
- ☐ Other (Please specify): _____

Impact of social media marketing on fine dining	Level of Comment				
	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1. I communicate with friends on fine dining topic on social media.					
2. Social media communication effects to my decision-making.					
3. I share detail about fine dining experience on social media					
4. Fine dining post experience is more opened on social media					
5. I express my feeling and opinion about fine dining on social media					
6. I follow events and promotion of fine dining restaurants on social media					
7. I feel encouraged by social media to add, join, tag and like on fine dining restaurant pages					
8. I participate activities of my favorite fine dining restaurants on social media.					
9. I think the interaction between businesses and customers on social media is an important channel.					
10. I rate and comment on fine dining restaurant pages that I have gone.					
11. Food image on social media attracts my eyes					
12. I think the food image can change consumer's decision-making.					
13. eWOM on social media is necessary for decision-making					
14. eWOM is highly influential and well-connected post experience of other people					
15. I can review comments and share opinions easily on social media by smart phone, internet, PDA, etc.					

Fine dining choice decision	Level of Comment				
	Very important	Important	Moderately important	Unimportant	Very unimportant
1. Location is convenient and private					
2. Available of parking area					
3. View around restaurant is nice					
4. Cleanness of restaurant					
5. Light creates warm and romantic feeling					
6. Music background is pleasing					
7. Silverware and decoration on the table look rich/special					
8. Chef's creativity in differentiating common dishes					
9. Food presentation on dish					
10. Food looks extremely delicious					
11. Wine selection					
12. Quality of food products					
13. Chef's signature dish					
14. Seasonal food					
15. Freshness of food					
16. Food & beverage recommendation/description					
17. Staffs make me feel welcome and greeting					
18. Service staff personality					
19. Service consistency					
20. Taste of food					
21. Dining makes me feel comfortable and elegant					

Thank you for participating in my survey.

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