INTRODUCTION

Restaurant are one of the considerably important factor with travelers (Sparks et al. 2003). Besides, Social media has become a significant role in consumer decision making (Mangold and Faulds 2009). It was illustrated that Vietnam was ranked 16th in using Facebook in the world in 2003 (Genk.vn, 2014). Especially, Facebook is the effective and free tool for marketing in Vietnam. The author wants to research for the affection of Facebook in Viet Nam to the decision making of people in selecting the restaurant for dining. This research also wants to test the level of importance in different segments of customers. Facebook is an effective marketing tool for restaurant industry in Vietnam in the future.

OBJECTIVES

✓ To test the affection of Facebook to the decision making of people
✓ This research also wants to test the level of importance in different segments of customers.
✓ Facebook will be the professional communication in the future as an effective marketing tool.

LITERATURE REVIEW

Internet users consider social media as new entertainment and communication, especially Facebook is one of the most general website in social media. Additionally, some statistics showed that Facebook was accessed over 500 million users in 2010 besides, 50 percent of these people used it every day with over 45 minutes per day. Some researchers presented that there is a relationship between the satisfaction of clients and behavioral intentions (Namkung and Jang, 2007). Depending on the rapid development of internet such as social media, traditional WOM communication is transformed to e-WOM or online connection (Godes et al., 2005). Jeong and Soocheong (2011) illustrated that there is the relationship between the service of the restaurants as atmosphere, price, professional service, food, drink….and guest’s motivations of good eWOM. They also convinced that the quality of food, excellent service and atmosphere in the restaurants also can create the positive eWOM in various ways.

In 2017, The total population in Vietnam was 94.9 million people with over 50 million people using internet (worldpopulationreview, 2019). Furthermore, the number of people who access social media as Facebook everyday is up to 46 million people in total 50 million internet users. Therefore, the role of Facebook in Vietnam is considerably important and it is also an effective tool for marketing with new venture in Vietnam (Bach, Linh and Phuong, 2018).

CASE STUDY: Ho Chi Minh, Viet Nam

My, LE 309898, MBA student in IMI

FINDINGS

This research shows the influence of positive or negative comments in Facebook to decision making of customers in term of choosing the restaurants in Viet Nam. The restaurants with good comments on Facebook will be selected by customers for dining. New branding restaurants can rely on Facebook as a useful marketing tool.

References: