Let's Start!

[The Impact of Social Media Advertisement and Electronic word of mouth on Consumer Buying Behavior in Pakistani Restaurants]

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195

ABSTRACT

This study examines the influence of social media advertising (SMA), electronic word-of-mouth (EWOM), online ordering systems (OOS), and information accessibility (IA) on consumer buying behavior (CBB) in Pakistan's restaurant sector. It addresses a critical gap in social media research by analyzing restaurant choice behavior within Pakistan's unique cultural and technological landscape. A quantitative approach is employed, collecting data from 378 respondents in Rawalpindi and Islamabad—cities known for their diverse restaurant culture. Findings reveal that social media advertising significantly shapes consumer preferences through targeted promotions and visually appealing content. Likewise, EWOM, particularly online reviews and peer recommendations, strongly impacts purchasing decisions. Additionally, improved information accessibility via social media and the convenience of online ordering further drives customer engagement and transactions. This study integrates Social Exchange Theory, Resource-Based View, and Natural Resource-Based View to develop a comprehensive framework for understanding the social media-consumer behavior relationship. The findings offer valuable insights for researchers, restaurant owners, and marketers, emphasizing the need for businesses to leverage social media's impact on consumer choices to enhance marketing strategies, strengthen digital presence, and foster brand loyalty in Pakistan's evolving restaurant industry.

Keywords: Social Media Advertisement (SMA), Consumer Purchasing Behavior (CPB), Electronic Word-Of-Mouth (E-WOM), Online Ordering Systems (OOS), Higher Accessibility-Of-Information (IA).

Introduction

Social media's explosive growth has reshaped business consumer interactions into a digital environment which allows information and user-generated content to spread rapidly across vast networks (Kaplan & Haenlein, 2010). The rapidly evolving food and beverage industry of Pakistan demonstrates the fusion between traditional restaurant culture and digital technology. The discovery of new eateries and experience sharing and purchasing decisions among consumers through social media sites including Facebook, Instagram and YouTube has become essential (Goh et al., 2017). The digital platforms operate as digital social centers which develop food-related conversations using visual content alongside ratings and promotional messages. The restaurant industry experiences transformed consumer behavior because smartphones and increasing internet access across Pakistan (Khan, 2017) created a digital transition which merged with daily life (Alalwan et al., 2017). Restaurants leverage social media advertising (SMA) as their most useful method to reach out and connect with potential customers. The platform enables business operators to develop eye-catching promotions that display their food menu alongside their restaurant environment and promotional deals (Tuten & Solomon, 2017). The visually dominant food culture of Pakistan has found success through social media advertising which proves itself as an effective marketing approach. Restaurant owners utilize vivid images of sizzling platters or short videos showing restaurant atmosphere which creates virtual appeal that leads to physical customer traffic. (Kim et al., 2011).

These promotions enable restaurants to maintain their current clientele through regular updates about promotional offers and new menu items and seasonal specials (Qureshi & Nasim, 2014). Electronic word-of-mouth (EWOM) alongside paid advertising now leads Pakistani consumers toward their purchasing choices. The restaurant choices of Pakistani consumers are significantly affected by their review reading on the internet as well as input from people they know and discussions that take place on social media. Positive EWOM establishes trust and

credibility better than paid promotions do and negatively affects restaurants' reputation through negative reviews (Cheung & Thadani, 2012; Jalilvand & Samiei, 2012). The power of EWOM becomes critical because Pakistani society places great importance on social connections alongside recommendations. Through Facebook, Instagram, and WhatsApp users can digitally share their opinions with expanded audiences just like real-world word-of-mouth (Hajli, 2014). The power of social media expands past opinion shaping by granting users an expanded ability to access information. Social media provides restaurant consumers with complete details about menus and prices and allows them to review and see high-quality images of dishes through which they can gather sufficient information to make restaurant choices (Kwok & Yu, 2013). Users can easily access menus and place orders for delivery through online ordering systems (OOS) which provide seamless convenience according to Kim and Park (2019). Modern Pakistani consumers who prioritize efficiency and dining convenience in their lives benefit from these features which Kim et al (2012) found essential (Kim et al., 2012). The restaurant industry together with its fast-food segment in Pakistan has experienced extraordinary evolution during the past several decades. The Pakistani fast-food market received a transformative impact from McDonald's and KFC's entrance during the late 1990s by bringing international fast-food traditions to this nation. The Pakistani fast-food market grew through the addition of AFC and other local franchise concepts that adapted to native preferences (Husain et al., 2019).

The fast-food market in Pakistan exhibits rapid expansion worldwide because its 180 million consumers generate increasing demand (Husain et al., 2019). Many workers find employment in the sector which makes significant economic contributions to the nation by employing 16% of manufacturing employees while producing 27% of total value-added output (Husain et al., 2019). Fast food maintains its position as a leading industry segment, but Pakistan's food culture includes traditional regional foods and fresh products and strong farming industry (Ahmad 2008). Social media presents special potential in Pakistan's food sector where customers desire traditional and contemporary eating experiences because of the country's diverse culinary culture. Research about the effects of social media on the Pakistani restaurant industry remains insufficient despite its rising significance in consumer behavior development. Research on SMA and EWOM together with online ordering systems has received extensive global investigation (Kim et al., 2012; Mangold & Faulds, 2009) but the distinct Pakistani socio-cultural environment demands a localized research approach. The unique preferences of Pakistani customers stem from their diverse regional background and cultural values which determine how they perceive food during social events so researchers must examine this behavior within its native environment. This research undertakes a study of consumer buying behavior changes in Pakistan's restaurant industry due to social media advertising along with electronic word-of-mouth and online ordering systems. This study investigates how digital tools shape decision-making processes to offer restaurateurs and marketers critical guidance about using the evolving digital environment successfully.

Q1: Does social media advertising influence restaurant choice among Pakistani consumers?

Q2: What is the impact of electronic word-of-mouth (EWOM) on social media platforms on the restaurant selection process of Pakistani consumers?

Q3: In what way does the accessibility of information on social media platforms influence Pakistani consumers' restaurant selection behavior?

Q4: Does the convenience of online ordering systems offered by social media platforms directly influence the restaurant choices of Pakistani consumers?

- To investigate the impact of electronic word-of-mouth (EWOM) on social media platforms on the restaurant selection process of Pakistani consumers.
- To access the relationship between information accessibility on social media platforms

and restaurant selection behavior of Pakistani consumers.

• To identify the influence of online ordering systems offered by social media platforms on the restaurant choices of Pakistani consumers.

• To examine the influence of social media advertising on restaurant choice among Pakistani consumers.

Literature review and Hypothesis

Consumer Purchasing Behavior Journey

Restaurateur selection by consumers has undergone a significant transformation throughout the last few decades. Consumer options in the past comprised only word-of-mouth recommendations together with personal encounters with local producers according to Gronroos (1982). At the beginning of the 20th century marketing emerged through the work of John E. Kennedy as print advertising became vital for brand development and product awareness (Kotler et al., 2005; Belch & Belch, 2004).

During the mid-20th century television changed consumer interactions by using emotional narratives and product showcases which led to national purchase decision changes. Businesses recognized the importance of consumer research to develop market-specific strategies as Kotler & Keller (2009) reported. The digital revolution during the early part of the new millennium introduced fundamental changes to consumer markets. Consumers gained power through the internet by receiving extensive data which let them make better choices (Grewal et al., 2021). Facebook and Instagram serve as primary platforms for behavioral influence since they provide dynamic advertising tools while building social networks through review systems and influencer marketing (Lee & Lee, 2020).

The research investigates how social media affects restaurant selection in Pakistan to fill an important knowledge void. The research investigates which elements of social media advertising alongside electronic word-of-mouth (EWOM) and online ordering systems drive Pakistani consumers to make restaurant decisions (Zhou et al., 2021). The investigation seeks to offer stakeholders within the Pakistani food and beverage sector vital knowledge about social media marketing strategies which help strengthen brand loyalty between businesses and consumers.

H1: Social media advertising positively affects consumer purchasing behavior in the restaurant industry.

The Influence of Electronic Word of Mouth (EWOM) on Consumer Behavior

EWOM refers to any positive or negative statements made by customers about a product or company shared online (Dellarocas, 2003). Although EWOM predates social media, the internet revolutionized it, starting with bulletin boards in the 1980s and evolving to platforms like Friendster and Myspace, and now Facebook, Twitter, Instagram, and Snapchat (Cheung & Thadani, 2012). In Pakistan, EWOM plays a crucial role in the restaurant industry due to the cultural importance of food. Authentic and trustworthy EWOM significantly influences consumer decisions, with positive reviews attracting new customers and negative reviews potentially harming a restaurant's reputation (Alalwan et al., 2017).

EWOM reshapes consumer behavior by leveraging the trust in peer reviews over traditional advertising (Lee & Lee, 2021). It is perceived as genuine and unbiased, making it a powerful tool for influencing consumer behavior (Watts, 2007). Sustainable business performance, such as Green HRM, has been shown to enhance employee performance and overall success (Wajdan, 2024). The network effect of social media amplifies EWOM's impact, capable of significantly boosting or damaging a restaurant's reputation (Kim & Ko, 2021). However, challenges such as potential unreliability, the subjective nature of reviews, and information overload persist (Park & Lee, 2008; Chaudhuri & Ghosh, 2012). Despite these challenges, its overall impact on consumer

behavior in Rawalpindi and Islamabad restaurants remains significant (Kwok & Xie, 2018). Restaurants can leverage EWOM by engaging with customers, encouraging positive reviews, and addressing negative feedback constructively (Khan & Khan, 2021).

H2: E-WOM positively affects consumer purchasing behavior in the restaurant sector.

Higher Accessibility of Information and Its Impact on Social Media

Lee (2018) defines higher accessibility of information as a principle that makes knowledge and data and resources available to people from all backgrounds regardless of their physical location or financial means (Van Dijk 2005). The concept stems from historical developments of communication systems which Ong (1982), Havelock (1963) and Eisenstein (1979) studied. The digital revolution in the late 20th and early 21st centuries propelled this concept forward because the internet made information easily available to everyone (Castells, 2011). World Wide Web developer Tim Berners-Lee demonstrated significant influence in making knowledge available to all people worldwide through his work (Berners-Lee 2019 and Cailliau 1995). Despite these advancements, challenges such as the digital divide, misinformation, and data privacy concerns persist (Van Dijk, 2005; Lazer et al., 2018; Zuboff, 2019). Higher accessibility of information and the impact of social media on Rawalpindi and Islamabad Restaurants are intertwined (Mahmood & Khan, 2021). Technological advancements empower consumers to access a wealth of information about dining options, influencing their decisions (Iqbal & Malik, 2020). Social media amplifies restaurants' reach and engagement, allowing them to showcase offerings and connect with customers (Ahmad & Shafiq, 2022; Kaplan & Haenlein, 2020).

Effective use of digital platforms helps restaurants differentiate themselves, attract customers, and build loyalty (Chan & Ma, 2021). However, challenges like online reputation management and the credibility of user-generated reviews (Lee & Bradlow, 2021) require strategic social media marketing approaches that prioritize transparency and authenticity (Gillin, 2020).

H3. High accessibility of information via social media has a positive implication on consumers' purchasing behavior in the restaurant sector.

The Impact of Online Ordering Systems on Consumer Behavior

The restaurant industry in Pakistan is experiencing a digital revolution driven by social media and mobile apps, reshaping consumer behavior (Butt & Aftab, 2022). Online Ordering Systems (OOS) are at the forefront, allowing customers to access menus, place orders, and make payments through their mobile devices (Kim & Kang, 2021). The rapid increase in smartphone ownership and affordable internet access has made Pakistan particularly conducive to OOS adoption (Iqbal et al., 2023).

Mobile apps and social media platforms with OOS capabilities let consumers browse enticing food photos, compare prices, and place orders with ease (Liu & Jiang, 2023). This convenience saves time and effort, particularly for busy individuals. OOS also empowers restaurants to reach a wider audience, especially younger, digitally engaged generations (Hussain & Ali, 2020). Integrated social media platforms enable restaurants to showcase their ambiance, dishes, and promotions directly to potential customers through visually appealing content (Lee et al., 2022). Additionally, OOS can enhance customer loyalty through integrated loyalty programs and feedback mechanisms (Kim & Han, 2014).

However, challenges such as information overload, data security, and privacy concerns persist (Rasool et al., 2021). Restaurants must adapt operations for efficient order processing and timely delivery, investing in logistics and trained personnel (Shaikh & Khan, 2019). Despite these challenges, the future of OOS in Pakistan looks promising, with continued growth in internet penetration and mobile technology adoption (Khan et al., 2020). Partnering with third-party food delivery aggregators like Food panda and Deliveroo offers broader choices and potentially faster delivery but poses financial challenges due to commission fees (Mahmood & Hussain,

2023). Smaller, traditional restaurants may struggle to invest in OOS or effective social media marketing, highlighting the need for initiatives to bridge the digital divide and support inclusivity (Mustafa et al., 2018). Establishing clear regulations is crucial to ensure fair competition, consumer protection, and food safety standards (Haider & Akram, 2021).

H4: The availability of the online ordering system positively affects consumer purchasing behavior in the restaurant sector.

Theoretical Reflections

Main Theory

Social Exchange Theory (SET), proposed by George Homans, suggests that social interactions are driven by a cost-benefit analysis (Homans, 1958; Emerson, 1976). In the context of social media and restaurant selection, Pakistani consumers engage with social media platforms and restaurants based on the perceived rewards versus the costs (Blau, 1964; Lee & Lee, 2009). Consumers invest time on social media to access valuable restaurant information, social influence, and online ordering convenience (Kwok & Xie, 2018). This study examines how social media platforms and restaurants use these principles to influence consumer decision-making (Cheung & Thadani, 2012; Kim & Ko, 2012).

The Resource-Based View (RBV)

A firm's internal resources according to the Resource-Based View (RBV) form the base for attaining sustainable competitive advantage (Barney 1991; Wernerfelt 1984). Restaurants leverage social media as a valuable resource which allows them to reach broad audiences and advertise their offerings and establish brand recognition (Kwok & Xie, 2018; Alalwan et al., 2017). Social media becomes a rare and non-substitutable tool for marketing when businesses apply original content while understanding their audiences (Peters et al., 2013; Kaplan & Haenlein, 2010). The research illustrates Rawalpindi and Islamabad restaurants use social media platforms to establish unique identities which lead to better operational results.

Natural Resource-Based View (NRBV)

The Natural Resource-Based View (NRBV) develops RBV by stressing that environmental sustainability creates strategic value for organizations (Hart, 1995; Hart & Dowell, 2011). Social media platforms become effective tools for restaurants to advertise sustainable sourcing of ingredients while demonstrating energy-efficient practices which delivers both reputation enhancement and eco-conscious consumer attraction (Leonidou et al., 2017; Chan & Prakash, 2012; Ali et al., 2020). The research examines social media practices of Rawalpindi and Islamabad Restaurants related to environmental sustainability which attracts environmentally aware customers.

This research uses SET alongside RBV and NRBV to deliver a complete analysis of social media effects on Pakistani restaurant consumer behaviors. Through SET consumers engage in exchanges with social media platforms while RBV identifies social media as a strategic resource and NRBV demonstrates the environmental sustainability advantages for gaining competitive advantage (Homans, 1958; Barney, 1991; Hart, 1995).

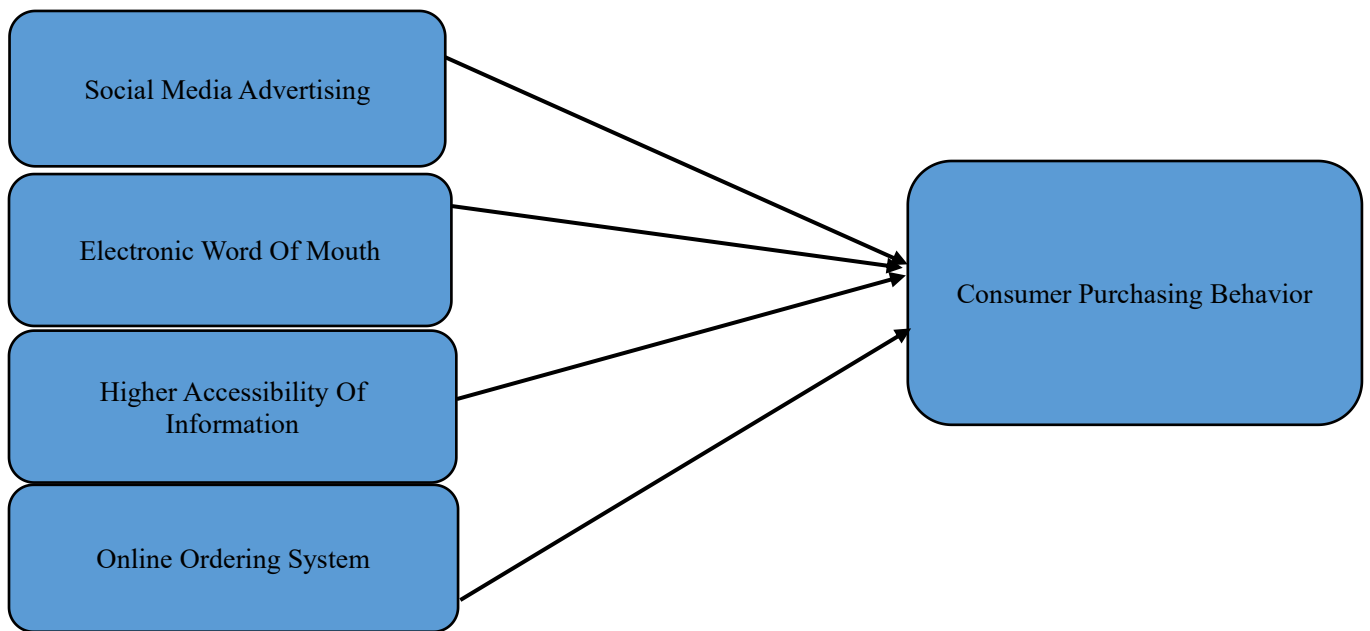**Theoretical framework: figure 1 shows the theoretical framework of the study.**

Figure 1

Methodology

This research evaluates consumer buying behavior changes caused by social media advertising (SMA) and electronic word-of-mouth (EWOM) within the restaurant sectors of Rawalpindi and Islamabad. According to Saunders et al. (2016) the research onion framework provides a systematic approach to handle different research stages from design to data collection and sampling to analysis and ethical considerations.

According to Creswell (2014) the study adopts a positivist research philosophy because reality can be measured objectively by collecting empirical data and conducting logical analyses. The Positivist framework requires standardized research methods and quantitative statistical information to identify patterns along with relationships (Bryman & Bell, 2015). The research methods of surveys along with statistical analysis enable positivism to create findings that depend on observable and measurable physical evidence (Saunders et al., 2016). The researcher can test hypotheses systematically while deriving evidence-based conclusions about social media effects on Pakistani consumer restaurant choices through this method.

Sampling Techniques

According to Etikan et al. (2016), the study uses purposive sampling together with non-probability convenience sampling methods. The study first employed purposive sampling to pick social media-active participants who frequently consume restaurant-related content based on the recommendation from Palinkas et al. (2015). This specific selection method ensures that the collected respondents match the research goals.

Non-probability convenience sampling became the next data collection method to obtain information from a broader audience based on accessibility and participant willingness. Through this method researchers could gather data quickly from numerous Pakistani consumer groups which offered a comprehensive understanding of social media effects on their restaurant decisions. Among Pakistani consumers within Rawalpindi sond Islamabad who use SMA and EWOM for dining decisions and access information and order food online there are 20,000 individuals. The research required 377 participants which proved sufficient for statistical purposes to achieve representative and precise data collection.

Methods

A deductive research approach serves as the foundation of this study based on positivist tradition (Bryman & Bell, 2015). The research starts by applying existing consumer behavior theories related to social media before establishing hypotheses about SMA and EWOM as well as information accessibility and online ordering systems which affect Pakistani consumers' restaurant choices. Extensive online surveys following Dillman et al. (2014) methodology evaluate these hypotheses while statistical analysis of gathered data verifies whether the initial theoretical propositions find support or not.

The research investigates dining consumers who visit restaurants across Rawalpindi and Islamabad as its primary focus. The research analyzes individuals who use social media platforms for restaurant investigations prior to dining out. This research examines dining behavior and perception of individual consumers to understand how SMA and EWOM shape their restaurant selection process in Pakistan's restaurant industry.

Data Collection

A structured questionnaire was used to collect data through three sections that focused on obtaining information for research objectives. The survey contained twenty-seven questions based on a Five-point Likert scale which helped participants provide quantitative scores for their opinions and perceptions.

The survey included three distinct sections which contained:

1. A set of screening questions determined that participants needed to use social media regularly and review restaurant menus and promotional advertisements.

2. The research collected demographic information comprising gender and age alongside monthly income and education background and nationality.

3. The main constructs of this study encompass views about SMA as well as EWOM together with information accessibility and online ordering systems.

The systematic design method provided uniformity to data collection tasks and enabled systematic response interpretation. The questionnaire included items taken from different established sources for SMA and E-WOM and consumer purchase behavior to validate and establish reliability.

Data Analysis

The analysis of collected data employed Statistical Package for Social Sciences (SPSS) version 25 as the primary data analysis tool. SPSS stands out because of its stable performance along with extensive statistical tools which make it suitable for processing questionnaire data and answering research questions.

The research utilized the following statistical data methods:

•   The data received descriptive analysis for summarization purposes.

•   Internal consistency tests are conducted through reliability analysis by using Cronbach's alpha.

•   Factor analysis helped identify the fundamental variables present in the data.

•   The analysis of relationships between variables used correlation analysis while the assessment of underlying variables used factor analysis.

•   The research utilized linear and multiple regression methods to evaluate how SMA and EWOM shape consumer conduct.

Research Ethics

Ethics maintained a central position in every stage of research activities. All participants received complete information about the study objectives together with detailed descriptions of research procedures and potential risks as well as benefits before giving their consent. A strict system to keep participant information confidential was established to protect personal details

through secure storage and anonymization procedures.

Researchers took every measure to protect participants from harm by creating respectful survey questions that did not invade their privacy. The research followed a policy of fair treatment toward all participants through an inclusive approach to candidate selection which countered both biases and prejudices. The research design was optimized to deliver the most benefits to subjects alongside risk reduction for both participants and the general population. The research needed ethical assessment and approval to demonstrate its dedication to conducting research according to the most stringent ethical guidelines.

Data Analysis

Extensive data collection methods were employed to collect data from the twin cities of Islamabad and Rawalpindi. The survey distribution through an online platform yielded 443 completed responses which equated to an outstanding 97.1% response rate. The analysis used 378 responses that passed screening protocols because these responses established the reliability and validity of the gathered data.

The study follows the demographic analysis of respondents to show how participants display various characteristics such as gender, age, education level, income amount, and national background. The study reveals substantial consumer involvement with social media while Facebook together with YouTube serves as primary factors in shaping restaurant choices.

This part of the research demonstrates that the measurement instrument used for the study possesses strong factor reliability together with satisfactory factor analysis results. The measurement scale used to assess social media advertisement and EWOM effects on buying behavior shows excellent consistency through its Cronbach's Alpha value of 0.902. Factorial ANOVA reveals the model explains a significant amount of consumer purchasing behavior changes and all independent variables create meaningful effects on purchase decisions.

The study also examines correlation analysis, emphasizing the interrelation of variables such as EWOM, HAOI, SMA, and OOS with consumer purchasing behavior. Each variable demonstrates a substantial positive connection with CPB, highlighting their distinct roles in influencing consumer choices in the Pakistani restaurant sector.

Additionally, the study finishes with a multiple regression analysis, clarifying the collective influence of SMA, EWOM, HAOI, and OOS on CPB. The regression model reveals a reasonably high positive correlation between the predictors and CPB, with SMA demonstrating the most significant influence. The resulting regression equation elucidates the impact of differences in each predictor on customer purchasing behavior. This study presents a thorough summary of the research findings, delivering significant insights into the determinants of consumer behavior in restaurants in Rawalpindi and Islamabad.

Questionnaire Response Rate

A total of 437 respondents provided data through the final questionnaire while they resided in the cities of Islamabad and Rawalpindi among regular restaurant visitors. The research distribution via online channels produced 437 valid responses out of 450 distributed surveys for a response rate of 97.1 percent. The standards established by Babbie (2013) indicate that 50% response rate meets social research requirements while 60% response rate is perceived as good, and 70% response rate is considered exceptional. The research analysis revealed 378 valid responses from the total 437 responses collected from Rawalpindi and Islamabad restaurant consumers. Additionally, 59 questionnaires were deemed unusable due to incompleteness. This high response rate and substantial number of usable responses ensure the reliability and validity of the data collected for analyzing the impact of social mediaadvertisement and electronic word of mouth on consumer buying behavior in Rawalpindi and Islamabad Restaurants.

Table 1: *Questionnaire Statistics*

Survey Method	Category	Frequency	Percentage
	Distributed Questionnaires	450	100%
Online Questionnaire	Received Responses	437	97.1%
	Usable Responses	378	83.1%
	Unusable Responses	59	13.1%

Source: Output from SPSS

Demographics Summary Statistics

The demographic analysis of the 378 usable responses revealed a diverse participant profile. Gender distribution included 44.6% males and 55.1% females. Many respondents were aged 16-20 (50.7%), followed by 21-25 (22.2%), 26-29 (14.0%), and 30-35 (12.9%).

Educational qualifications showed 20.3% with diplomas, 21.9% undergraduates, 43.5% postgraduates, and 14.0% with other qualifications. Monthly income varied, with 28.8% earning less than 50,000, 31.1% between 50,001-100,000, 20.8% between 100,001-150,000, and 19.0% earning 150,001 or above. Nationality was predominantly Pakistani (99.5%), with a small percentage (0.5%) indicating other nationalities.

Table 2: *Survey Demographic*

Variable	Frequency	Percentage
Gender		
Male Female	169	44.7%
	209	55.3%
Age		
16-20	193	51.1%
21-25	84	22.2%
26-39	53	14.0%
30-35	48	12.7%
36-40	0	0.0%
Monthly Income		
Less than 50,000	109	31.5%
50,001-100,000	119	20.9%
100,001-150,000	79	18.8%
150,001 or above	71	20.4%
Education		
Diploma	77	20.4%
Undergraduate (Degree) Postgraduate	84	22.2%
(Masters/ PhD)Others	164	43.4%
	53	14.0%
Nationality		
Pakistani	378	100.0%

Technology and Time Spent

The survey results indicate significant social media engagement among respondents. About 68.3% use social media to review restaurant menu items, while 31.1% do not. Social media influences 56.7% of respondents visiting restaurants, compared to 42.7% who are not influenced. Advertisements on mass media remain attractive to 63.6% of respondents, whereas 35.9% find

them less appealing. Regarding daily social media usage, 57.8% use social networking sites like Facebook, 5.3% use microblogging platforms like Twitter, 10% engage with blogs/forums, 9% use social bookmarking/news sites like Reddit and Digg, and 17.7% frequent photo and video sharing sites like YouTube and Flickr.

Table 3: *General Questions about Technology and Time Spent*

Variable	Frequency	Percentage
GQTTS1		
Yes No	261	69.0%
	117	31.0%
GQTTS2		
Yes No	217	57.4%
	161	42.6%
GQTTS3		
Yes No	243	64.3%
	135	35.7%
GQTTS4		
Social Networking Sites (e.g., Facebook) Microblogging	219	57.9%
(e.g., Twitter)	20	5.3%
Blogs/ Forums	38	10.1%
Social Bookmarking Sites/ Social News (e.g., Reddit,Digg)	34	9.0%
Photo & Video Sharing Sites (e.g., Flickr, YouTube)	67	17.7%
GQTTS5		
0 hour	34	9.0%
1-3 hours	49	13.0%
4-6 hours	63	16.7%
7-9 hours	80	21.2%
10 hours or more	152	40.2%

Source: Output from SPSS

Reliability and Factor Analysis

The reliability of the variables was assessed using Cronbach's alpha. Social Media Advertisement (SMA) demonstrated the highest reliability (α = .924) with eight items, followed by Electronic Word-Of-Mouth (E-WOM) (α = .890) with five items, Online Ordering Systems (OOS) (α = .884) with three items, Consumer Purchasing Behavior (CPB) (α = .831) with four items, and Information Accessibility (IA) (α = .798) with seven items. All variables showed acceptable reliability, with Cronbach's alpha values exceeding .70 (Nunnally, 1978).

Table 4: *Reliability Statistics*

Variables	Cronbach's Alpha	N of items
CPB	.831	4
E-WOM	.890	5
SMA	.924	8
OOS	.884	3
HAOI	.798	7

Source: Output from SPSS

Descriptive Analysis

The descriptive statistics for various variables were analyzed. For Electronic Word-Of-Mouth (EWOM), data from 378 respondents indicated a minimum value of 1.00 and a maximum value of 5.00, with a mean of 3.5709 and a standard deviation of .94220. The variable HAOI was measured among 378 participants, showing a minimum of 1.43 and a maximum of 5.00, with a mean of 3.5741 and a standard deviation of .79464. Social Media Advertisement (SMA) data, obtained from 378 responses, displayed a minimum value of 1.00, a maximum of 5.00, a mean of 3.7219, and a standard deviation of .92660. Online Ordering Systems (OOS) were assessed, revealing a minimum of 1.00, a maximum of 5.00, a mean of 3.9039, and a standard deviation of .99654 from 378 responses. Lastly, Consumer Purchasing Behavior (CPB) was evaluated among 378 individuals, with results showing a minimum value of 1.00, a maximum value of 5.00, a mean of 3.4782, and a standard deviation of .85486.

For all variables, the sample size was N = 378, with each variable falling within the range of

$1.00 \leq$ Minimum ≤ 5.00 and $1.00 \leq$ Maximum ≤ 5.00. The means of the variables ranged from 3.4782 (CPB) to 3.9039 (OOS), while the standard deviations ranged from .79464 (HAOI) to

.99654 (OOS).

Table 5:   Descriptive Statistics

Variables	Frequency	Minimum	Maximum	Mean	Std. Deviation
EWOM	378	1.00	5.00	3.5709	.94220
HAOI	378	1.43	5.00	3.5741	.79464
SMA	378	1.00	5.00	3.7219	.92660
OOS	378	1.00	5.00	3.9039	.99654
CPB	378	1.00	5.00	3.4782	.85486

Valid N (Sample Size)   378

Univariate Analysis of Variance

The factorial ANOVA analysis yielded an impressive R-squared value of 0.982, indicating that the model accounts for 98.2% of the variance in consumer purchase behavior. Notably, all independent variables demonstrated significant effects, with EWOM (F=32.293, p<0.001), HAOI (F=23.834, p<0.001), SMA (F=16.611, p<0.001), and OOS (F=18.643, p<0.001) all playing a crucial role in influencing consumer decisions. Interestingly, no interaction effects were observed, highlighting that the influence of each factor operates independently of the others. These findings underscore the individual strength of each variable in shaping consumer choices within the Pakistani restaurant industry.

The analysis of variance revealed significant effects for several factors on the dependent variable, CPB. The corrected model accounted for a significant portion of the variance in CPB, (F (131, 246) = 102.093, p < .001), with an R squared value of .982 and an adjusted R squared value of .972. The intercept was highly significant, (F (1, 246) = 62653.794, p < .001), indicating a strong baseline effect.

Among the factors, electronic word-of-mouth (EWOM) showed a significant impact on CPB, (F (13, 246) = 32.293, p < .001). The high-approach orientation index (HAOI) also

significantly affected CPB, ($F (10, 246) = 23.834$, $p < .001$). Social media activity (SMA) was another significant factor, ($F (7, 246) = 16.611$, $p < .001$), as was the online opinion sharing (OOS), ($F (5, 246) = 18.643$, $p < .001$).

No significant interactions were found among EWOM, HAOI, SMA, and OOS, as indicated by the zero sum of squares and degrees of freedom, leading to an absence of F-values and significance levels for these interaction terms. The error variance was minimal, with a mean square error of .020. The total sum of squares was 4848.438, while the corrected total was

275.507. These results suggest that the model was highly effective in explaining the variance in CPB.

Table 6:   Univariate Analysis of Variance

Tests of Between-Subjects Effects: Dependent Variable: CPB

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	270.531a	131	2.065	102.093	.000
Intercept	1267.355	1	1267.355	62653.794	.000
EWOM	8.492	13	.653	32.293	.000
HAOI	4.821	10	.482	23.834	.000
SMA	2.352	7	.336	16.611	.000
OOS	1.886	5	.377	18.643	.000
EWOM * HAOI	.000	0	.	.	.
EWOM * SMA	.000	0	.	.	.
EWOM * OOS	.000	0	.	.	.
HAOI * SMA	.000	0	.	.	.
HAOI * OOS	.000	0	.	.	.
SMA * OOS	.000	0	.	.	.
EWOM * HAOI * SMA	.000	0	.	.	.
EWOM * HAOI * OOS	.000	0	.	.	.
EWOM * SMA * OOS	.000	0	.	.	.
HAOI * SMA * OOS	.000	0	.	.	.
EWOM * HAOI * SMA * OOS	.000	0	.	.	.
Error	4.976	246	.020		
Total	4848.438	378			
Corrected Total	275.507	377			

R Squared = .982 (Adjusted R Squared = .972)

Correlation

The correlation analysis table provided earlier examines the relationships between electronic word-of-mouth (EWOM), Higher Accessibility of Information (HAOI), social media advertising (SMA), online ordering systems (OOS), and consumer purchase behavior (CPB).

Significant positive correlations were observed between EWOM and CPB ($r = 0.613$, $p < 0.001$), indicating a strong relationship where increases in EWOM are associated with increases in consumer purchase behavior. HAOI and CPB also showed a significant positive correlation ($r = 0.430$, $p < 0.001$), but this relationship was less strong. SMA and

CPB had a moderate positive correlation (r = 0.488, p < 0.001), and OOS and CPB were significantly correlated as well (r = 0.547, p < 0.001).

All correlations were statistically significant, meaning the relationships observed are unlikely to be due to chance. The sample size for all correlations was 378. This analysis highlights the interconnectedness of these factors in influencing consumer purchase behavior in the Pakistani restaurant industry.

Table 7:   *Correlations*

Variables	Method	EWOM	HAOI	SMA	OOS	CPB
EWOM	Pearson Correlation	1	.606**	.577**	.566**	.613**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	378	378	378	378	378
HAOI	Pearson Correlation	.606**	1	.768**	.624**	.430**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	378	378	378	378	378
SMA	Pearson Correlation	.577**	.768**	1	.899**	.488**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	378	378	378	378	378
OOS	Pearson Correlation	.566**	.624**	.899**	1	.547**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	378	378	378	378	378
CPB	Pearson Correlation	.613**	.430**	.488**	.547**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	378	378	378	378	378

Correlation is significant at the 0.01 level (2-tailed).

Hypothesis Testing

H1: Advertising on social media has a positive effect on consumers' purchasing behavior in the restaurant industry.

The model summary presents the relationship between social media advertising (SMA) and consumer purchase behavior (CPB). The correlation coefficient (R) is 0.788, indicating a strong positive relationship between SMA and CPB. The R Square value of 0.638 suggests that 63.8% of the variance in CPB is explained by SMA, demonstrating that SMA is a significant predictor of consumer purchase behavior. Adjusting for the number of predictors in the model, the Adjusted R Square is slightly lower at 0.636, which still indicates a substantial portion of the variance in CPB being accounted for by SMA. The standard error of the estimate is 0.74704, representing the average distance that the observed values fall from the regression line, which implies a good fit of the model. Overall, these results highlight that SMA has a significant and strong impact on CPB, explaining a large portion of the variance in consumer purchasing behavior.

Table 8:   *H₁ Model Summary*

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.788a	.638	.636	.74704

a Predictors: (Constant), SMA

The coefficients table further elaborates on the relationship between social media advertising (SMA) and consumer purchase behavior (CPB). The constant (intercept) is 1.802, indicating the expected value of CPB when SMA is zero, and is statistically

significant with a t-value of 11.314 (p < 0.001). The unstandardized coefficient for SMA is 0.750, meaning that for each one-unit increase in SMA, CPB is expected to increase by 0.750 units. The standardized coefficient (Beta) is 0.788, which aligns with the correlation coefficient and signifies a strong positive relationship between SMA and CPB. The t-value for SMA is 10.848, with significance level of p < 0.001, confirming that the relationship is statistically significant. These results underscore the substantial impact of SMA on CPB, indicating that effective social media advertising significantly enhances consumer purchase behavior.

Table 9: *H₁ Coefficients*

Model	Variables	Unstandardized Coefficients B	Std. Error	Standardize d Coefficients Beta	t	Sig.
1	(Constant)	1.802	.159		11.314	.000
	SMA	.750	.042	.788	10.848	.000

a Dependent Variable: CPB

H₂: E-WOM has a positive effect on consumers' purchasing behavior in the restaurant Sector.

The model summary and coefficients table reveal important insights into the relationship between electronic word-of-mouth (EWOM) and consumer purchase behavior (CPB). The correlation coefficient (R) of 0.613 indicates a moderately strong positive relationship between EWOM and CPB. The R Square value of 0.576 shows that 57.6% of the variance in CPB is explained by EWOM. Adjusting for the number of predictors, the Adjusted R Square is 0.574, which signifies a substantial portion of the variance in CPB being accounted for by EWOM. The standard error of the estimate, 0.67616, represents the average distance that the observed values fall from the regression line, indicating a reasonable fit of the model.

Table 10: *H₂ Model Summary*

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.613a	.576	.574	.67616

a Predictors: (Constant), EWOM

The coefficients table provides further detail, showing that the constant (intercept) is 1.491, which is the expected value of CPB when EWOM is zero and is statistically significant (t = 10.927, p < 0.001). The unstandardized coefficient for EWOM is 0.601, meaning that for each one-unit increase in EWOM, CPB is expected to increase by 0.601 units. The standardized coefficient (Beta) of 0.613 underscores the strength and direction of this relationship. The high t-value (15.054) and the significance level (p < 0.001) indicate that this relationship is statistically significant. Overall, these results highlight that EWOM has a significant positive impact on CPB, explaining a substantial portion of the variance and reinforcing the importanceof EWOM in influencing consumer purchasing decisions.

Table 11: *H₂ Coefficients*

Model	Variables	Unstandardized Coefficients B	Std. Error	Standardize d Coefficients Beta	t	Sig.
1	(Constant)	1.491	.136		10.927	.000
	EWOM	.601	.037	.613	15.054	.000

a Dependent Variable: CPB

H₃: High accessibility of information via social media has a positive implication on consumers' purchasing behavior in the restaurant sector.

The model summary illustrates the relationship between Higher Accessibility of Information (HAOI) and consumer purchase behavior (CPB). The correlation coefficient (R) is 0.630, indicating a strong positive relationship between HAOI and CPB. The R Square value of 0.585 shows that 58.5% of the variance in CPB is explained by HAOI, highlighting that HAOI is a significant predictor of consumer purchase behavior. The Adjusted R Square, which accounts for the number of predictors, is slightly lower at 0.582, confirming that 58.2% of the variance in CPB is explained by HAOI after adjusting for the model's complexity. The standard error of the estimate is 0.77298, representing the average distance that the observed values fall from the regression line, indicating a good fit of the model. These results underscore the significant impact of HAOI on CPB, explaining a substantial portion of the variance in consumer purchasing behavior.

Table 12: *H3 Model Summary*

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.630a	.585	.582	.77298

a Predictors: (Constant), HAOI

The coefficients table provides detailed information about the relationship between Higher Accessibility of Information (HAOI) and consumer purchase behavior (CPB). The constant (intercept) is 1.826, indicating the expected value of CPB when HAOI is zero, and is statistically significant with a t-value of 9.957 (p < 0.001). This implies that when HAOI is absent, the baseline level of CPB is 1.826. The unstandardized coefficient for HAOI is 0.762, meaning that for each one-unit increase in HAOI, CPB is expected to increase by 0.762 units. The standardized coefficient (Beta) is 0.730, which reflects a strong positive relationship between HAOI and CPB, aligning with the correlation coefficient from the model summary. The t-value for HAOI is 9.225, with a significance level of p < 0.001, confirming that this relationship is statistically significant.

These results indicate that HAOI significantly influences CPB, with higher levels of Higher Accessibility of Information leading to higher consumer purchase behavior. The strong Beta value underscores the importance of HAOI as a predictor of CPB.

Table 13: *H₃ Coefficients*

Model	Variables	Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.

| 1 | (Constant) | 1.826 | .183 | | 9.957 | .000 |
| | HAOI | .762 | .050 | .730 | 9.225 | .000 |

A Dependent Variable: CPB

H$_4$: The availability of the online ordering system has a positive effect on consumers' purchasing behavior in the restaurant sector.

The model summary demonstrates how OOS online ordering systems affect CPB consumer purchase behavior. A moderate positive relationship exists between OOS and CPB as shown by the correlation coefficient value of 0.547. The 0.299 R Square value demonstrates OOS effectively predicts 29.9% of CPB variations thus indicating OOS is a vital factor influencing consumer purchase behavior. When accounting for the number of predictors the Adjusted R Square value stands at 0.297 indicating OOS explains 29.7% of CPB variance after model complexity adjustment. The observed values demonstrate a moderate model fit because the standard error of the estimate stands at 0.71668 which shows the average deviation between observed values and the regression line. OOS stands as a crucial factor which substantially explains 29.7% of the variation in consumer purchasing behavior based on these research findings.

Table 14: *H$_4$ Model Summary*

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.547a	.299	.297	.71668

a Predictors: (Constant), OOS

The coefficients table shows precise data regarding the relationship that exists between online ordering systems (OOS) and consumer purchase behavior (CPB). The constant term at 1.647 shows the predicted value of CPB under OOS absence and stands as a statistically significant value with a t-value of 11.037 (p < 0.001). The research data indicates that when OOS is not present the baseline CPB measurement stands at 1.647.

The unstandardized coefficient for OOS is 0.469, indicating that for each one-unit increase in OOS, CPB is expected to increase by 0.469 units. The standardized coefficient (Beta) is 0.547, reflecting a moderate positive relationship between OOS and CPB, consistent with the correlation coefficient from the model summary. The t-value for OOS is 12.665, with a significance level of p < 0.001, confirming that this relationship is statistically significant.

These results imply that OOS significantly influences CPB, with higher levels of online ordering systems leading to higher consumer purchase behavior. The strong Beta value underscores the importance of OOS as a predictor of CPB.

Table 15: *H$_4$ Coefficients*

Model	Variables	Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	1.647	.149		11.037	.000
	OOS	.469	.037	.547	12.665	.000

a Dependent Variable: CPB
Multiple Regression Analysis

The model summary outlines the relationship between multiple predictors - social media advertising (SMA), electronic word-of-mouth (EWOM), Higher Accessibility of Information (HAOI), online ordering systems (OOS) - and consumer purchase behavior (CPB). The correlation coefficient (R) is 0.664, indicating a moderately strong positive relationship between the combined predictors and CPB. The R Square value of 0.441 suggests that 44.1% of the variance in CPB is explained collectively by SMA, EWOM, HAOI, and OOS. Adjusting for the number of predictors, the Adjusted R Square is slightly lower at 0.435, indicating that 43.5% of the variance in CPB is explained when considering the model's complexity.

The standard error of the estimate is 0.64254, representing the average distance that the observed values fall from the regression line, indicating a reasonable fit of the model. Overall, these results highlight the combined impact of SMA, EWOM, HAOI, and OOS on CPB, suggesting that these predictors collectively play a significant role in influencing consumer purchasing behavior.

Table 16: *Multiple Regression Model Summary*

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.664a	.441	.435	.64254

a Predictors: (Constant), SMA, EWOM, HAOI, OOS

Table 17: *Multiple Regression Coefficients*

Model	Variables	Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	1.075	.164		6.574	.000
	OOS	.392	.080	.457	4.904	.000
	EWOM	.516	.046	.558	8.958	.000
	HAOI	.550	.072	.570	.370	.001
	SMA	**.606**	**.103**	**.690**	**.854**	**.005**

a Dependent Variable: CPB

The coefficients table provides detailed information about the relationship between the predictors - online ordering systems (OOS), electronic word-of-mouth (EWOM), Higher Accessibility of Information (HAOI), social media advertising (SMA) - and consumer purchase behavior (CPB).

The constant (intercept) is 1.075, indicating the expected value of CPB when all predictors are zero. This constant is statistically significant with a t-value of 6.574 (p < 0.001), suggesting that even in the absence of predictors, there is a baseline level of CPB. The unstandardized coefficients for each predictor represent the change in CPB for a one-unit increase in the predictor, holding all other predictors constant.

- OOS has an unstandardized coefficient of 0.392, indicating that for each one-unit increase in OOS, CPB is expected to increase by 0.392 units.

- EWOM has an unstandardized coefficient of 0.516, suggesting that for each one-unit increase in EWOM, CPB is expected to increase by 0.516 units.

- HAOI has an unstandardized coefficient of 0.550, indicating that for each one-unit increase in HAOI, CPB is expected to increase by 0.550 units.

- SMA has an unstandardized coefficient of 0.606, implying that for each one-unit increase in SMA, CPB is expected to increase by 0.606 units.

The standardized coefficients (Beta) evaluate how each predictor variable influences the total variance of CPB.

- The Beta value of 0.457 for OOS reveals that this factor has a medium strength in influencing CPB.

- The Beta value of 0.558 shows EWOM has a stronger positive effect on CPB.

- The Beta value for HAOI reaches 0.570 which demonstrates a robust positive relationship according to the results.

- The predictor SMA exhibits the greatest positive relationship with CPB through its Beta value of 0.690.

Only HAOI presents marginal statistical significance at p = 0.001 while the remaining factors demonstrate strong p < 0.05 values. The research indicates that OOS and EWOM alongside HAOI and SMA collectively account for consumer purchase behavior, but SMA demonstrates maximal impact.

The linear regression model for consumer purchase behavior (CPB) can be represented as: $Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4$

Here,

- **Y** represents the dependent variable, CPB.

- **X1** represents the predictor variable online ordering systems (OOS).

- **X2** represents the predictor variable electronic word-of-mouth (EWOM).

- **X3** represents the predictor variable Higher Accessibility of Information (HAOI).

- **X4** represents the predictor variable social media advertising (SMA).

- a represents the intercept, or constant.

- **b1, b2, b3, b4** represent the respective coefficients for each predictor.

The equation becomes:

CPB = 1.075 + (0.392×OOS) + (0.516×EWOM) + (0.550×HAOI) + (0.606×SMA)

This equation represents the expected value of CPB based on the values of the predictors. Each coefficient (0.392, 0.516, 0.550, 0.606) represents the change in CPB for a one-unit increase in the corresponding predictor, holding all other predictors constant. The constant (intercept) of

1.075 represents the baseline level of CPB when all predictors are zero.

Table 18: *Summary of Results*

Hypothesis	Statements	Accepted/Rejected
H1	Advertising on social media has a positive effect on consumers' purchasing behavior in the restaurant industry.	**Accepted**
H2	E-WOM has a positive effect on consumers' purchasing behavior in the restaurant Sector.	**Accepted**
H3	High accessibility of information via social media has a positive implication on consumers' purchasing behavior in the restaurant sector	**Accepted**

| H4 | The availability of the online ordering system has a positive effect on consumers' purchasing behavior in the restaurant sector. | Accepted |

Discussion

This study examines the influence of social media on consumer behavior in the Pakistani restaurant industry. Data from 378 respondents in Islamabad and Rawalpindi shows that 68.3% use social media to check restaurant menus and ads, with 56.7% influenced to visit specific restaurants. Social media advertising (SMA), electronic word-of-mouth (EWOM), information accessibility (HAOI), and online ordering systems (OOS) all significantly impact consumer purchase behavior (CPB), with SMA being the most influential. The research highlights the importance of strategic digital marketing for restaurants.

Implications

The findings emphasize the need for comprehensive social media strategies focusing on targeted advertising, fostering positive EWOM, providing accessible information, and utilizing online ordering systems. This can enhance customer engagement, build brand loyalty, and drive sales.

Theoretical Implications

The study reinforces the Social Exchange Theory (SET), Resource-Based View (RBV), and Natural Resource-Based View (NRBV). It shows how social media facilitates mutually beneficial exchanges between consumers and restaurants, serving as a valuable resource and resonating with environmentally conscious consumers.

Practical Implications

Restaurants should invest in creating visually appealing content, actively engaging with customers, and encouraging positive reviews. Collaborating with influencers and providing transparent information online is crucial. Implementing user-friendly online ordering systems can cater to tech-savvy consumers and boost sales.

Limitations

The study is geographically limited to Islamabad and Rawalpindi and relies on self-reported data, which may introduce biases. It primarily focuses on established social media platforms like Facebook and YouTube, neglecting emerging platforms like TikTok and Snapchat. A deeper exploration of cultural factors and a longitudinal design would provide a more comprehensive understanding of consumer behavior in the Pakistani restaurant industry.

Future Research Directions

The limitations of this study pave the way for exciting avenues for future research. Expanding the geographic scope beyond Islamabad and Rawalpindi is essential to gain a more comprehensive understanding of the diverse consumer landscape in Pakistan. Conducting similar studies in other major cities like Karachi, Lahore, and Peshawar, as well as in rural areas, would offer valuable insights into regional variations in social media usage and restaurant preferences. Incorporating qualitative methods like interviews or focus groups can provide deeper insight into the motivations, decision-making processes, and cultural factors that influence consumer behavior. Observational studies in real-world restaurant settings could also offer valuable firsthand data on how social media

influences dining choices. Future research should explore the impact of emerging social media platforms like TikTok and Snapchat, particularly among younger demographics. A deeper examination of cultural factors and longitudinal studies tracking social media trends and consumer behavior over time would further enhance understanding.

Conclusion

In conclusion, this research has illuminated the profound impact of social media on consumer behavior in the Pakistani restaurant industry. The findings demonstrate that social media advertising, electronic word-of-mouth, information accessibility, and online ordering systems are powerful drivers of consumer preferences and decisions. These insights can guide restaurants and marketers across Pakistan in harnessing the full potential of social media to reach and engage with their target audience. By understanding the nuances of consumer behavior in the digital age, restaurants can tailor their marketing strategies, enhance customer experiences, and drive business growth. Ongoing research will be essential to stay ahead of emerging trends and cultural nuances in social media usage and restaurant preferences. This study reaffirms the transformative power of social media in the Pakistani restaurant industry, enabling restaurants to build lasting relationships and create a vibrant culinary landscape.

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