# Impact of Artificial Intelligence Driven Social Media Marketing on Millennials Dining Out Behavior

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## ABSTRACT

The purpose of conducting this research work is for examining the impact of artificial intelligence driven social media marketing on the buying behavior and restaurant patronizing showcased by millennial generation, further the study will evaluate the benefits and usability of AI empowered social media marketing on the performance of casual dining restaurants in context to Uttarakhand. As research design, a survey technique was adopted where primary data was extracted, examined, and interpreted. Participants for the study were the individuals from millennial generation, those who dine frequently in the selected casual dining restaurants in Uttarakhand. As result, practicality of AI tools like Recommendation engines, Chatbots & Sentiment analysis were announced based on the preferences showcased by the millennial respondents.

**Keywords:** Artificial Intelligence, Social Media Marketing, Millennial Generation, Casual dining restaurants, Consumer perception.

## INTRODUCTION

In numerous ways, artificial intelligence has revolutionized and transformed social media. A massive amount of data has been generated by over three billion people connected through various social media platforms. The rules of the game have changed now that AI (artificial intelligence) has become an inseparable part of social media and other digital marketing platforms, and no business can afford to ignore modern trends and techniques. Businesses and marketers can now use artificial intelligence (AI) to provide real-time shopping and dining experiences to their customers via social media, which has proven to be a fruitful ground for them. There are a few areas where artificial intelligence (AI) has long aided social media marketing. AI is proving to be an effective social monitoring tool, assisting in the monitoring and collection of brand dimensions across various digital social media platforms. Social listening is another emerging concept in which AI assists businesses in listening more attentively and efficiently to their customers. Businesses can now gain a better understanding of the profile of their potential customers by using data compiled by AI's social listening feature. This information is becoming increasingly important in identifying competitive knowledge in any field or industry. (Pedro Yip, 2019).

The answer can be found in the Indian Premier League, also known as the IPL, an annual cricket marathon held in all of India's major cities. The IPL, which is one of the most popular cricket tournaments in India, has the highest attendance of all cricket tournaments around the world. Apart from attendance, fans appeared to be very interested in news about their favorite teams. The IPL teams have a combined Facebook following of over 59 million people and a Twitter following of over 81 million people. The majority of these activities were shared on Facebook, which had over 97 million users in 2018 and was dominated by the younger generation (those under 24 years old). The growth of social media users in India was directly proportional to the increased availability of digital resources and easy access to the internet throughout the country, courtesy of the central government's Digital India campaign. (Keelery, 2020).

Today, social media marketing is a very popular trend. Many brands have adopted this strategy to communicate directly with millennial parents and form relationships with them. Millennials, also known as Generation Y, are a demographic group that includes people born between 1980 and 2000. This generation grew up with many technological advancements, such as the internet, and is therefore very familiar with social media platforms (Rishya Arora, 2020).

## LITERATURE REVIEW
### Artificial Intelligence in Social Media Marketing
(Narayan, 2018) In his work identified six fields where AI is functioning and proving out to be an important investment. Functions like Content creation, Consumer intelligence, Influencer marketing, Content optimization & Competitive intelligence were identified as game changer in the field of social media marketing.

(Svitlana Volkova, 2015) In their work to explain the effectiveness of social media predictive analytics stated that it will help in automatically extracting hidden data & information from the huge amounts of free flowing data & content. Social media predictive analytics has a number of features, including: online target advertising, focused personalized marketing, big-scale passive polling and real-time live polls, it is also equipped with personalized recommendation systems and search options. AI algorithm & AI-empowered software recognition tools can keep an effective watch on tons of unarranged user data in form of comments, posts or other activities; this can be further utilized to understand current situations or new trends to provide a personalized experience to the targeted potential customers. (Srivastava, 2020). (Emmanouil Perakakis, 2019) Proposed the concept of Social Intelligence Advisor (SIA) an innovative intelligent system that would analyze available data and in result interpret useful conclusions for the businesses and marketers seamlessly. (Wang, 2019) In her article about artificial intelligence in social media describes about the way AI in social media keeps learning about individual users, every time we post something on social media or we scroll down any product or specific activity this all contributes toward profiling and is saved in a data base that is used to provide recommendations and suggestions, AI is now a requirement both in terms of increasing the business and for consumer safety (Ava, 2019)

### Millennials & Social Media Marketing
From looking for options, information search and making final purchase to posting post purchase reviews on the social media, mobile has now acting as their personal assistant ready to handle all

their consumer needs (Anil Talreja, 2018). Social media with its capacity of connection has created an impact by consumer to-consumer communication which in result provides better outlook about the product among targeted consumers (Duffett, 2016). (Taanika Arora, 2018) in their research work on understanding millennial generation behavior towards social media marketing recognized Social media as a catalyst for that shapes millennial consumer perception. Their study recognized the millennial interest in several online activities including brand search and viewing online advertisements.

(Amran Harun, 2019) In their research work on understanding the impact of social media marketing on suburban millennial group, keeping online communities, interaction, entertainment, and perceived trust as variable they identified that even in the suburban zones in Malaysia the youth is very much influenced by social media marketing, they further suggested that marketers should be more worried about consumers feedbacks, positive suggestions & recommendations regarding the products & services offered, rather than merely following technological trends and taking corrective actions after trend shift in the targeted market. The phenomenon has provided and great opportunity in terms of uninterrupted and direct access to wide customer base, still organizations need to develop their overall brand awareness campaigns keeping in mind the threat from negative postings in social platforms, to prevent the same a deeper analysis of characteristics and behavioral profile of targeted consumer should be analyzed (Dwivedi, 2020).

In a study based on South African Millennial population it was found that the millennial group was majorly impacted with social media marketing through Gadgets like cell phone & tablets due to the personalized approach and hence marketers and businesses should plan out specific strategies to engage generation Y with tools and techniques designed primarily for handy devices like these (Rodney G. Duffett, 2015). In their work to understand the impact of social media marketing towards generating sales for casual dining restaurants, they realized that creating content or posting a Picture in platforms like Instagram and Twitter was really helpful, similarly when YouTube was used to engage consumers through regular video updates about the food and ambience of the restaurant the result abstained were promising (Qingqing Chang, 2018).

End users prefer to buy from companies that advertise their products and services on social media platforms. Consumers have a positive attitude toward marketing activity displayed on social media, and consider creative advertisements using social media to be more interesting, informative, and interactive than traditional marketing tools and activities, according to the study. As a result, restaurant owners and managers should incorporate social media into their overall marketing strategy in order to create a free-flowing mode of interactive communication with their target customers. (Hanaysha, 2016).

A new phenomenon that is customer care through digital channels is the next big thing in future. Till today many businesses have used social media platforms as a place for communicating & providing customer care, understanding and acknowledging consumer's specific questions, and promptly fixing the issues pertaining to specific product or service. In the coming future we can expect more advancements in the field with even more customization, personalization, and accuracy. Customer care through social media will enable businesses to positively engage with consumers seamlessly,

there problems will be communicated easily and in result will provide effective and prompt data to work on (Gil Appel, 2019)

## RESEARCH MEHTODOLOGY
Based on the reviewed literature five key AI functions for marketing in social media has been identified, which seems to have some impact on millennials decision making while patronizing restaurant for dining out, based on these factors first the objectives will be formulated, further a questionnaire seeking the impact of identified factors will be used to gather the data

## OBJECTIVES OF THE STUDY

- To examine the role of AI powered recommendations in millennials decision making

- To examine the role of AI powered instant chat option in millennials perception building

- To examine the role of AI powered Sentiment analyses in millennials derived consumer satisfaction

- To examine millennials perception towards use of their personal data through social media monitoring and social listening

## RESEARCH DESIGN
Descriptive research design was adopted for this research because the study is concerned with understanding the impact of AI powered social media marketing on millennials dining out decision making, further the study will be describing the perception and preferences of consumers towards patronizing restaurants for their dining out based on the inputs received from AI powered recommendation engines.

## SAMPLING
The Universe of the study consists on the feedback of 200 millennial consumers between the age of 20 to 40 years, preference have been given to individuals who use social media extensively for getting information about restaurants in town.

## SOURCE OF INFORMATION
This research is conducted by gathering primary & secondary data, further other qualitative inputs have been gathered to identify and study the perception and preference of millennials towards patronizing restaurant as there dining out choice based on the inputs received from social media and digital platforms. The mode used for collection of data is field survey techniques, i.e. questioners, interviews and observations with supported published and unpublished reports & records, journals, periodicals, newspapers and magazine, internet blogs to reach relevant objectives.

## DATA ANALYSIS
This research study is consisted of 12 questions asked from the respondent which was calculated on Likert 5 point scale ranging response 1-Strongly disagree 2- Disagree 3- Can't say 4 Agree 5-Strongly agree, The question were focused on perception and preference of millennials toward understanding the factors involved in patronizing restaurant for dining out. Well framed closed

ended questionnaire was suitably filled by 200 respondents; the data is showcased below both in the graphic representation and calculated mean to achieve the stated objectives.

## FINDINGS

*Table: 1 Data Analysis and Interpretation*

| S. No | Particular | Rating | | | | | Mean score | Result |
|---|---|---|---|---|---|---|---|---|
| | | 1 | 2 | 3 | 4 | 5 | | |
| 1 | I am Satisfied with the information that I receive as recommendations and suggestions on social media. | 10 | 28 | 66 | 85 | 11 | 3.29 | Neutral |
| 2 | I generally find suggestions and recommendations as per my interest in cuisine and menu. | 12 | 28 | 40 | 96 | 12 | 3.46 | Agree |
| 3 | The information that I receive on social media as a recommendation is reliable and sufficient. | 11 | 31 | 57 | 86 | 15 | 3.31 | Neutral |
| 4 | I frequently use instant chat option available on Restaurant Social media pages. | 37 | 36 | 49 | 68 | 10 | 2.89 | Neutral |
| 5 | The instant chat option on Restaurant pages are relevant and provide instant reply. | 24 | 32 | 59 | 70 | 15 | 3.1 | Neutral |
| 6 | The Instant chat option provides me relevant information regarding my queries. | 14 | 32 | 58 | 73 | 23 | 3.29 | Neutral |
| 7 | My Feedback about Restaurants on social media is timely acknowledged. | 08 | 25 | 54 | 88 | 25 | 3.48 | Agree |
| 8 | Most of my grievances are taken care of. | 11 | 24 | 64 | 76 | 25 | 3.40 | Agree |
| 9 | My suggestions are positively incorporated. | 10 | 14 | 76 | 82 | 18 | 3.42 | Agree |

**Calculated range**: Strongly Disagree: 1.00 – 1.80, Disagree: 1.81 – 2.60, Neutral: 2.61 – 3.40, Agree: 3.41 – 4.20, Strongly Agree: 4.21 – 5.00

## AI Recommendation Engines

As displayed with the help of graphic representation majority of respondents agreed on the fact that they give due weightage to recommendations provided by social media platforms, further the second largest group was turned to be unclear about their approach towards recommendations they receive via social media platform. While getting feedback about the content and relevance based on the preferred cuisine & menu, it was found that most of the participants agreed on the fact that the recommendations and suggestion they generally receive via social media are as per there interest in cuisine & menu style.

## AI powered Chatbots

When asked about the frequency of using instant chat option on preferred restaurant social media page, the majority was aware about the feature and has used the instant chat option as part of their overall dining experience, but at the same many of the participants were unaware about the feature and its relevance in attaining preferred dining experience. The similar response was received when the participants were asked about the relevance and efficiency of instant chat option, majority of participants agreed that they receive instant and relevant reply using instant chat option. Further a good number of participants remained unclear about the relevance and value they can derive from instant chat option.

**AI powered sentiment analysis tool**
When asked about the inputs on sentiment analysis which is used to detect negative feedback about brands and services, most of the respondents when asked about their experience on acknowledgment from restaurants in context to their feedback, majority seem to be agreed on timely acknowledgment, that shows quick alerts to the business owners using sentiment analysis.

**Acceptance of social media monitoring & millennials dining out behavior**
While understanding the overall impact of social media as marketing tool and acceptance of social media and its social monitoring tool, the participants seemed to have a good sense about the phenomenon. Further when asked about their perception on utilization of their own personal data and browsing information for creating recommendations & suggestions, majority of participants found to be unaffected with the process, on the other hand a good number of participants were not really impressed of the fact that their personal information and data can be utilized for such marketing activity.

*FIGURE 1 - Graphic representation on impact of AI driven social media marketing on millennials dining behavior*
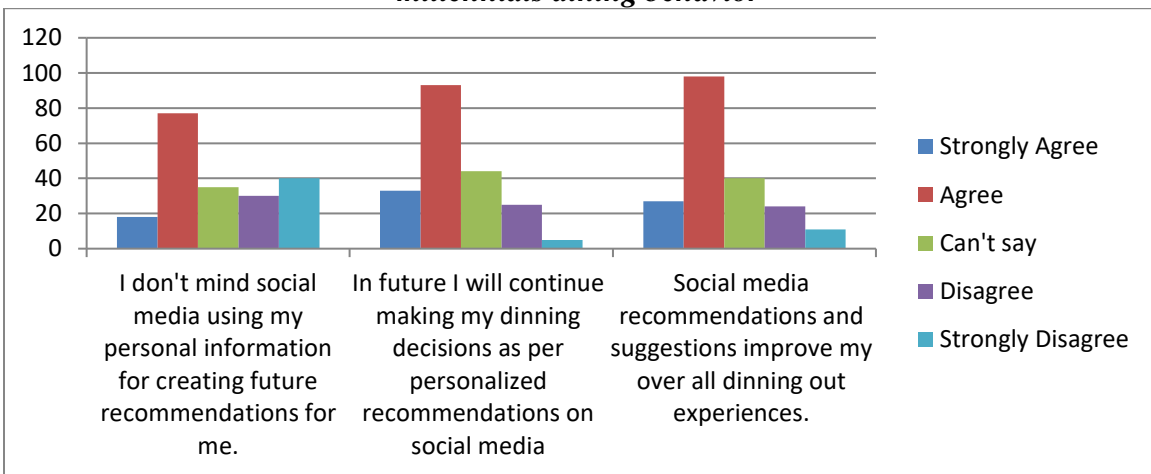


**CONCLUSION & SUGGESTIONS**
It is clearly visible that AI in social media is playing a crucial role in identifying, analyzing and interpreting consumer needs and preferences, functions like Recommendation engines, Chat Bots, Sentiment analysis & other AI driven tools are creating consumer centric marketing environment. Millennials known as the generation of technology and seen as expert in digital communication has an urge of being connected through digital online platforms, the AI powered social media marketing seems to have adequate impact on them. Millennials seems to have a better understanding on how social media functions and the pros and cons associated with it, marketers and businesses need to evolve a holistic approach towards marketing their product via social media platforms. Social monitoring seems to have an adverse effect on millennials perception towards these digital platforms; millennials seem to have few restrictions about extraction and use of their personal

information and browsing pattern.

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