An investigation of how independent restaurants in Cathays use social media to attract student consumers

A dissertation submitted in partial fulfilment of the requirements for the degree of Bachelor of Science (Honours) in Business Information Systems

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DECLARATION

I hereby declare that this dissertation entitled “An investigation of how independent restaurants in Cardiff use social media to attract student consumers” is entirely my own work, and it has never been submitted nor is it currently being submitted for any other degree.

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Abstract

Purpose
The main aim of this study is to investigate how independent restaurants in Cathays use social media in order to attract the student market. This study examines five independent restaurants located in the heart of Cathays, and looks into the social media marketing strategies that they currently use to entice students to visit. Furthermore, the study examines existing literature to establish the importance of social media marketing for local restaurants.

Methodology
Two forms of research were undertaken in order to complete the study. Primary data collection involved interviewing the managers of the five restaurants in Cathays. In addition, it also involved interviewing fifteen random students at Cardiff Metropolitan University. The results of the semi-structured interviews were analysed by applying thematic content analysis to identify trends and recurring themes. Secondary data research involved reviewing existing literature, such as journals and reports in order to gain a better understanding of the views of academics. The results from the semi-structured interviews were compared with the existing research which is outlined in the Literature Review.

Findings
The findings of this study determine what social media marketing strategies are used by restaurants in Cathays to attract student consumers. In addition, the findings of this study will also determine if restaurants that utilize social media are more popular amongst students than those who don’t. This will provide businesses with the knowledge needed to improve their marketing strategies.
Acknowledgment

I would like to express my deepest gratitude to my dissertation supervisor Stuart McNeill for all the support and encouragement whilst writing this paper. In addition, I would also like to sincerely thank my amazing family for the endless support and motivation throughout my university journey, and for reminding me to always believe in myself. Finally, I would like to thank all the participants who took part in the research. Without them this project would not have been possible.

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1.0 Introduction

This chapter will provide historically structured information regarding social media and the importance of social media marketing.

Social media is defined as “websites and applications that enable users to create and share content or to participate in social networking” – [Oxford dictionary English – 2017]

This thesis will investigate how restaurants in Cathays use social media platforms in order to attract the student market, in the hope of generating new customers. In recent years, social media has become tremendously popular. It is now difficult to find an individual especially of the younger generation who has not heard of or does not use any of the popular social media sites available today. If we are not busy “tweeting”, we are posting updates on “Facebook” or “Instagram” or sharing live stories with our fellow peers on “Snapchat” or through the Facebook live tool. Many individuals use social media to express their views and opinions with others, not just with friends and family but to connect with others on a global level. Therefore, it is important that micro businesses in Cathays adopt the method of social media marketing in order to generate exposure and build customer loyalty.

Social media has become a powerful marketing tool, not only does it bring people together but it is vital to the growth of organisations and local businesses. It can be used to interact with current and potential customers and build brand and customer loyalty whilst keeping costs at a minimum. In order to boost market share and gain a competitive advantage over others, it is vital that restaurants keep up to date with the patterns and trends of social media or risk falling behind. The key purpose of this investigation is to provide independent restaurants with the knowledge needed in order to understand how important social media marketing is in order to generate new customers and thus increase revenue in such a competitive industry. The three predominant journals used for this study include Journal of computer-mediated Communication, Journal of Small Business and Enterprise Development and the Journal of Economics and Business Research.
1.1 The History of Social Media

1990-1994

During the early 1990’s, access to the internet was very limited with only a handful of people being able to access it, for example: the government, military and academic organizations. Between the years of 1993-1995 access to the internet was opened up to everyone. (Jacka. Scott, 2011) Prodigy and CompServe instantly gained customers, and became leaders within the commercial and in-home markets. During the mid-1990’s, AOL generated many customers through different advertising methods. All providers have allowed individuals to participate in a number of different forums and develop basic web pages. These services are no longer popular, but enabled millions of individuals to experience their first interactive experience and the use of email. (Jacka. Scott, 2011)

1995-1999

Jacka, Scott, (2011) believed that the world of technology and social media really began to grow and develop massively between the years of 1995 and 1999. During this time web technologies such as web browsers and e-commerce became available. In addition to this, an instant messaging system knows as ICQ emerged. ICQ was developed by AOL and became increasingly popular during this time; it is still being used by many individuals today. This instant messaging system was primarily used for staying in contact with loved ones or friends as it was the first mainstream application of using micro formatted content, which is currently being used for twitter’s publishing platform.

During the late 1990’s, blogging started to become increasingly popular amongst the younger generation. A blogging tool emerged during 1998 called “Open Diary”, which was the first of many. Open diary allowed users to comment on each other’s blogs and included thousands of diary entries to read. This was followed by live journal in 1999 and Google in 2003. During this period, having the ability to add a comment was a fantastic function as it now meant that communication was a lot easier. This was a simple but effective method of communicating with one another making it popular amongst many. (Jacka, Scott, 2011)
2000-2004

During late twentieth century and the beginning of the twenty first century the development of social media platforms really began to take off. In 2003, Friendster was launched. Friendster was the first social media platform that overcome most of the issues that other providers were finding difficult to resolve. The famous social media platform attracted three million users within the first six months of launching and is currently a leading platform in Asia with up to 115 million users. (Jacka, Scott, 2011)

During this period, LinkedIn was also launched and changed the way professionals communicate. As we know, LinkedIn is used frequently in today’s society in order to help people network professionally. LinkedIn had the same intentions back in 2003 and has been helping individuals for years. Following the launch of LinkedIn Myspace emerged. This social media site became the most popular amongst its competitors. Myspace allowed users to express their feelings and emotions with others. The improved features of Myspace attracted millions of new users. In the year 2004, Flickr was launched. Flickr is a photo sharing website which allows amateur photographers and professional photographers to share ideas, tips and material about photography. Individuals with similar interests are able to build friendships and create a community. Flickr is still a popular site used today.

Shortly after the launch of flicker, Facebook was launched by a student who studied at Harvard University. By the end of 2006, Facebook had generated over twelve million users. This very popular social media site allows users to upload photos, post updates, like and share different articles as well as play games with friends. (Jacka, Scott, 2011) Facebook now has 2.07 billion monthly active users. (Statista – 2017)

2005-2009

During 2005 the video sharing website YouTube was launched for the world to enjoy. YouTube allows users to both upload their own video content and stream other people's videos online. This website allows users to like, dislike or comment on each video which is a great method of communication. YouTube solved many issues such as the lack of online storage and the availability of broadband internet access. The founders of YouTube allow anyone to become a publisher of video content, which is a great tool.
Shortly after the launch of YouTube the now very popular social media site Twitter was introduced in 2006. Twitter took some time to generate interest and find its place within the market. This could be due to the fact that this site was unique and provided users with only 140 characters to share brief messages with those who 'follow them'. These short messages are known as 'Tweets'. Whilst Twitter took a little longer to generate interest to the public, this social networking service is now one of the most powerful marketing tools of all time for businesses and is used daily by many.

2010-2017
Social media is continuing to develop every day and there are currently 2.46 billion users which is continuing to increase. (Statista, 2017) Currently the most popular social networking site as of September 2017 is Facebook. (See figure 1)

Figure 1 – number of active users in millions September 2017 – statista (2017)
1.7 Social media marketing
Marketing and promotional strategies have changed drastically in recent years and the use of billboard marketing as well as adverts in newspapers are on the decrease. Social media marketing has become one of the most powerful marketing tools for large and small businesses (Tidd, J, 2005). Social media marketing is a cost effective way of gaining exposure and interacting with customers. Social media can be used by independent restaurants to advertise discounts, loyalty programs, opening hours and menus.

Jain (2008) stated “Consumers tend to trust other users more than commercial advertising marketing messages”. For this reason, it is important that independent restaurants use social media in order to see what their consumers think of their restaurant and how they can improve in order to gain new customers. “A study at North-western University showed that Facebook and Twitter drive more than half of all traffic to small business websites” (Metinko, 2012).
2.0 Aims and objectives

The aims and objectives of this paper are as followed:

2.1 Title

“An investigation of how independent restaurants in Cathays use social media to attract student consumers”

2.2 Research Aim

The research aim of this study is to investigate how restaurants in Cathays utilize social media in order to attract the student market.

2.3 Research Question

How do restaurants in Cathays use social media to attract student consumers?

2.3 Aims and objectives

- RO1: To critically examine the existing literature on the use of Social Media, Digital CRM and Social Media Strategies.
- RO2: To conduct interviews to draw data about the use of social media by restaurants in Cathays.
- RO3: To conduct interviews to draw data about the daily use of social media by students.
- RO4: To develop an interpretation of the interviews and literature review through thematic analysis and reflect and review the advantages and disadvantages of restaurants using social media to generate customers.
3.0 Literature review

3.1 Introduction
The literature review will critically examine the existing body of published literature relevant to the field of social media and independent restaurants based in the UK. The data has been sourced from peer-reviewed journals and aims to provide the reader with the underpinning knowledge necessary to interpret data analysis and findings.

Social media has evolved the human condition and has become the primary communication tool for families. Social media has evolved dramatically over the last decade. It is a phenomenon that has had a positive impact on both personal and business users alike. Below (figure 2) demonstrates the expected increase of social media users in the United Kingdom in the coming years.

Figure 2 – forecast of social network user numbers in the United Kingdom from 2015 to 2022 (in million users) – (Statista, 2018)
Social media is changing many aspects of restaurant operations including marketing promotions and customer relations.

Kietzmann (2001) posits that social media marketing has become essential for businesses as consumers use the internet in order to purchase a number of different products and services and use it to discuss and share internet content with others.

The first social media platform was launched in 2003, and was called Friendster. Shortly after this, LinkedIn was launched. LinkedIn is still being used today by many professionals (Ellison, N.B., 2007). The evolution of social media then directed to the creation of Flickr in 2004, and shortly after the launch of Facebook. Facebook is currently the most used social media platform in the world (Van Dijck, J., 2013). In the year 2005, YouTube emerged which changed the world for the better. YouTube allowed the world to stream videos from anywhere using an internet connection. In 2006 Twitter was launched, and has evolved since to become one of the most popular social media platforms to date (Jacka. Scott 2011). Social media is continuing to grow and is becoming increasingly popular.

3.2 Strategies for social media

A social media strategy can be defined as “A definition of the marketing communications used to achieve interaction with social network user to meet business goals. The scope of social media optimisation also includes incorporation of social features such as status updates and sharing widgets into company websites” (Chaffey. D et al, 2012)

W. Edwards Deming is said to be the father of modern quality control, and is the creator of the PDCA framework. This framework is established around the acronym P.D.C.A (plan, Do, Check, Act) can be applied to strategies for social media.

- “P stands for plan, which is, in essence, the social media strategy that you will create.
- D stands for do, which is the implementation of your social media strategy is according to plan.
- C stands for check, which means analyzing the key performance indicators (KPIs) and metrics regarding your social media and seeing how they performed when compared with the assumptions in your social media strategy.
- A stands for act, but it could also mean adjust, meaning that based on the results from step C, you optimize your P and repeat the cycle.”
Core elements and concepts in social media strategy can be broken down into business objectives. These include branding, naming, colour scheme and imagery, voice, content, curation, channels, frequency, engagement, campaign and influencers.

**Branding**
Schaffer Neal (2013) believes that “the branding guidelines for your social media strategy should be aligned with your overall corporate branding guidelines”

**Naming**
Schaffer Neal (2013) believes that in order to utilize social media marketing to its full potential, each social media page produced by an organisation as a form of advertising should be named after the business. This ensures that there is no confusion and would maximise results. However, in certain instances this may not be possible. For example, if the username field is shorter than the company name and you are restricted to a certain number of characters (e.g. twitter). In this situation you may need to shorten the name of your organisation which may cause confusion to consumers and therefore have a detrimental effect on the advertising.

**Colour scheme and imagery**
The ability to upload cover photos on Facebook and twitter provides businesses with the opportunity to offer visual branding information, important contact details and links to relevant information in a simple and cost-effective way. (Schaffer Neal, 2013) Similarly, YouTube provides users with the opportunity to upload a background to their site which again is a cost-effective method of advertising and building brand awareness. It is important that businesses make use of this opportunity as uploading an eye-catching brand logo to social media is likely to drive traffic to the site and consequently increase the number of potential customers viewing the site and looking in to what the organisation has to offer.

**Voice**
“The voice of a company in social media is equivalent to the tone of its conversations in tweets, Facebook posts, and blog posts. Traditional marketing communications often have a tone that might be deemed more appropriate for written communications, but in social media it is expected that a more conversational tone will be used.” (Schaffer Neal, 2013) It is important that the tone is suitable for the target market. This is determined after strategy implementation and analysis.
Content
Schaffer Neal (2013) posits “sharing relevant content helps cultivate brand awareness and thought leadership, and it fosters the communication of strategic initiatives to the public.”
It is important to only share relevant and meaningful information, such as:

- New products
- Upcoming events
- YouTube videos of latest products
- Images of latest products
- Engagement questions (questions between company and consumer)
- Crowdsourcing content from customers

Curation
As explained by Schaffer Neal (2013) content curation is a vital part of implementing your social media strategy in that is delivers appropriate content to share – content that assists a business to gain mindshare with social media users.

Channels
“Social media has many communities, referred to as channels from a marketing perspective.” (Shaffer Neal, 2013) It important that businesses choose wisely when selecting a channel as it can be detrimental for the success of the social media strategic plan. The main social media platforms include Facebook, Twitter, LinkedIn, Google+, YouTube, Pinterest and Instagram.

Frequency
It is important that businesses have a frequency strategy in place. Depending on what social networking channel it is. For example: the Facebook newsfeed is constantly refreshing. In order to remain on the main screen, businesses must upload content at least three times a day. (Schaffer Neal, 2013)
Engagement
Schaffer Neal (2013) posits “Engagement in social media for the purpose of your social media strategy is divided into two parts: 1. Proactive posting of both new content and conversations, as well as the sharing of content and information from others. 2. Reactive conversations with social media users responding to those who reach out to your social media profiles through commenting or messaging”

Listening
It is very important that businesses listen to their customer’s views and opinions. Many businesses use third party social media monitoring tools in order to track conversations on Facebook, Twitter, YouTube etcetera in real time. It is an expensive tool and must only be used once the social media page has a voice and a presence. (Schaffer Neal., 2013)

Campaign
Schaffer Neal (2013) stated “Social media campaigns are essential to continuously engage with fans, attract new ones, and experiment with finding content, types of content, and channels that resonate with social media users.” Examples of social media campaigns include surveys, polls, product giveaways (chance to win a free meal) and crowdsourcing content/images/videos. This is a simple and effective way of engaging with consumers.

Influencers
If a business knows who their influencers are, they must know what social media platforms they are most active on in order to engage with them. If a business in unsure of who their influencers are, they must define the social media users who would be considered as influencers. (Schaffer Neal, 2013) Engaging with influencers can help a business gain exposure and increase revenue.

To conclude, there are several strategies used for social media. The strategies are business objectives which include: branding, naming, colour scheme/imagery, voice, content, curation, channels, frequency, engagement, listening, campaign and influencers. These business objectives are essential for independent businesses, and are used in order to help restaurants engage with their target market to gain exposure and increase revenue.
3.3 Student consumer behaviour

Consumer behaviour can be defined as “the behaviour that consumers display in searching for, purchasing, using, evaluating and disposing of products and services that they expect will satisfy their needs” (G.Leon et al, 2012)

G.Leon et al (2012) discovered that it is vital that businesses understand the needs of specific groups of consumers. There are four P’s that produce a marketing mix that satisfy the needs of customers. The four P’s include product, price, place and promotion. The four P’s are all equally important, but price is the key marketing strategy when targeting students. This is because they are usually on a budget and are often looking for something quick and easy to eat whilst on the go. Students are usually aged between eighteen and twenty two, (sometimes older) therefore would fall into the generation Y market. G.Leon (2012) described generation Y as “pragmatic, clever, socially and environmentally aware and are open to new experiences”. Generation Y are aware of the marketing hype, and astute retailers have discovered that it is profitable to produce websites specifically targeted to the interests of the generation Y consumers (G.Leon, 2012)

To conclude, it is crucial for restaurants to follow the four P’s to ensure that their customers are fully satisfied in order to retain their custom. If a restaurants target market is students, it is essential that the product, price, place and promotion is suitable and adjusted to the target market. Students (Generation Y) have grown to understanding the marketing hype, therefore social media marketing is the most effective form of marketing when targeting students.

3.4 The use of social media in restaurants

Many independent restaurants are uncertain about using social media in order to advertise their business. In 2007 Oronsky and Cathoth discovered that independent restaurants tend to invest in technology on a limited basis as they seek short-term returns on investment, and do not understand the importance of technology for marketing purposes.

Many managers believe that the use of technology takes them away from the customer and focus is lost, therefore they would prefer to interact with their customers face to face, instead of over social media platforms.

Oronsky et al stated that independent restaurant owners believe that 75% of their revenue comes from existing customers that visit time and time again, and through word of mouth amongst local people.(Oronsky et al, 2007).
The current trends in technological advancement have been reported as moving with expediential increase (Meadowset al, 1972) (Kolb, 2014). Social media platforms are becoming bigger and better and are changing daily, therefore it is important that independent restaurants keep up to date with the current trends in order to remain competitive. It is important that independent restaurants adopt the use of social media for marketing purposes as it is a cost effective way of getting known in the area, and a simple way of building relationships with consumers. Other forms of marketing are often cost prohibitive and require a lot of effort. (Needles, Thompson, 2013; Verdegueur et al, 2014)

Having grown up with internet access, social media is extremely popular amongst the younger generation, therefore if the target audience of a restaurant is students (due to its location being in the centre of a student based area), then the use of social media to attract the student consumers is crucial. For example, if an organisation would like to reach their target market and generate new customers, they need to be where their target market are, and therefore by using social media as a form of marketing, the business increase the odds that the marketing message will reach a significant number of the student market. Bilghian, Peng and Kandampully (2014) discovered that the younger generation (18-30) often use social media in order to look at the menu of a restaurant before visiting, read trip advisor reviews about the place they are visiting and share information with other consumers about a previous dining experience they have had at the restaurant.

Consumers are no longer interested in traditional media such as the TV, radio services, or magazines and are increasingly using social media to search for information (Mangold and Faulds, 2009). “Consumers regard social media as a more trustworthy source of information than the traditional instruments of marketing communications used by companies” (Foux, 2006). According to a study managed by Nielsen (2009), 70 percent of internet users depend on the evaluations of consumers on social media platforms. This is proof that social media is a persuasive marketing tool to use. (Pantedlidis, 2010)

The idea of tailoring the user/customer experience by using feedback from social media was highlighted by Peck (2009), who suggested simple ways independent restaurants could use social media effectively, such as:

- Know the audience and the goal of using social media
- Use social media to know what others think of the restaurant
• Designate a person or people to take responsibility of updating and monitoring social media platforms
• Empower the followers of the social networking sites to become ambassadors for the restaurants
• Interact with consumers on the social media platforms
• Share photos
• Solicit new ideas
• Respond to negative feedback
• Offer unique information

Peck believed that social media platforms should be used as a branding initiative. To conclude, the findings show that the majority of independent restaurant do not use social media for marketing. Oronsky et al believe that 75% of their revenue comes from existing customers, therefore they choose not to use social media to gain customers. The existing literature also states that generation Y tend to use social media on a regular basis to check menus and reviews, which is something that the independent restaurant in Cathays could focus on when marketing. There are several ways that restaurants can use social media effectively, for example: sharing images of popular dishes and offering unique information such as “the dish of the day”.

3.5 Digital Customer Relationship Management
This section of the study will highlight examples of how restaurants have used Social Media networking as a successful marketing tool in order to build relationships with their customers online.

Facebook
“Branding Is considered a powerful means of establishing long-term relationships between business and consumers” (Carlson et al., 2008).
Sola Café is an independent café that utilises Facebook in order to communicate with their customers. Every day without fail Sola Café post a listing of the specials, which allows consumers to easily access the menu for the day. The Café also uses Facebook to advertise upcoming events and showcase many images of the dishes on offer and the happy customers having a great time. Customers are able to place an order through the Facebook page which is also another attractive feature. (Restaurant E, 2017)
Instagram

Gina Lee De Freitas (2017) discovered that Shake Shack a successful burger restaurant has accumulated 402,000 followers on Instagram, and frequently gains around 10,000 likes on images posted by the restaurant. In order to gain a competitive advantage and attract consumers, Shake Shack only use user-generated content. This means that they only use content posted by their customers that have visited. In addition, Shake Shack are communicating with their customers and building a relationship with them. This motivates customers to share images of their experience in Shake Shack in the hope of appearing on the official Shake Shack Instagram page that is viewed by many.

Twitter

Many restaurants use twitter to communicate with consumers. It is used to answer queries and problems, share upcoming events and used to post competitions. For example: Amesouer is an independent restaurant situated in Cathays. Figure 3 located below demonstrates that they use twitter in order to reach out to consumers and enticing them to visit.

Figure 3 – The use of social media for marketing

Source: www.twitter.com
To conclude, there are several different social media marketing methods that are used by businesses to communicate with consumers. They are all effective ways of gaining exposure and potentially increasing revenue.

3.6 Usage of social media by students

The study below does not represent the same numbers as Cardiff Metropolitan University.

A study was conducted at the University of Bahawalpur to discover how many university students use social media. “The finalized research tool was administered through volunteer participation of the respondents. Convenient sampling technique was adopted to administer the research tool (questionnaire) on 600 students. The response rate was 89.70% (as 538 responses complete in all respects were received).” (Hussain, 2012) The results of the study are shown below (figure 4).

![Figure 4 - Frequency of using social Media by University Students](image)

The results presented that 82% of students use Facebook daily, 66% of students use LinkedIn daily, 71% of students use Twitter daily, 64% of students use Web-Blog daily and 74% of students use Google group daily.
The results of the study also displayed that that 92% of the students use social media in order to gather information (figure 5). This is a key point for restaurants to focus on. Many students use social media in order to find out what a restaurant is like, what kind of food they have on offer, and most of all do they offer student discount. Indeed it is important to include these things if students are the target market.

The statistics show that students are very heavy users of social media. This is why it is vital that restaurants use social media in their advantage to engage with students.

To conclude, the results demonstrate that students use social media on a daily basis. Consequently, it is essential that the independent restaurants in Cathays ensure that they are posting on their social media accounts on a daily basis. This will ensure that they are maximising the likelihood that their posts will be seen/read by the students in the area.

3.7 How do restaurants attract students using social media?
Restaurants can use social media to promote student discounts and to advertise upcoming events. (E.g. pizza night, taco night) Instagram is very popular among students, therefore posting images of different dishes from the menu would entice students to visit the restaurant and try what is on offer. In order to attract the student market, restaurants could attend a fresher’s fair to increase engagement amongst the millennial consumers. In recent years, dominos has attended Cardiff Metropolitan University fresher’s faire in order to advertise
student deals and discounts and also given out slices of free pizza. Students had the opportunity to win full sized pizzas by spinning a wheel and landing on the winning option. Dominos utilized social media beforehand by explaining the rules, and the prizes available to win which enticed hundreds of freshers to attend. The campaign was very simple but very effective. (Gower, 2017)

3.8 Advantages of Using Social Media for Marketing in the Hospitality Industry

Cost
Compared to traditional or offline marketing strategies (such as newspaper and TV advertisements), Social media is free of charge. There are no hidden charges or bank details entered during the sign up process; it is completely free. (Saulnier, 2017) This means that restaurants can take advantage of this tool in order to gain additional exposure. Restaurants are able to create groups on Facebook and create a Twitter page to promote current offers and discounts. Social media is a cost-effective method of generating exposure and engaging with consumers.

Global Audience
Saulnier (2017) discovered that tourists will use social media in order to find a restaurant in the area they are staying in. Social media content can be used to attract tourists by posting images of dishes, current deals/offers and prices. It is a great way of getting new custom. Twitter has 313 million monthly users, whilst Instagram has 500 million. Social media can help businesses gain exposure to millions of people through the use of hashtags and trending.

Reliable Technology
“The reliable technology that powers the web, hence your internet-based business is one of the major benefits of hosting your business online.” (Saulnier, 2017) Emails can be delivered instantaneously and are far more effective than flyers and the traditional mailing services to attract new customers.

Improved Search Engine Rankings
Search engine optimization is used in order to achieve higher page rankings and gaining traffic to a business. Although social media does not increase search engine rankings, a social media examiner stated that 58% of marketers who use social media for a year or longer see an improvement within their search engine rankings. It is every organisations goal to rank in the
top positions as it will increase website traffic. Additionally, very few people scroll past the first page of google when looking for information. If a restaurant is not ranked at the top of the google search results, then it is advised that the engine optimization strategy is changed (media, 2018).

To conclude, there are several advantages of using social media for marketing within the hospitality industry. Additionally for SME’s, cost is a key advantage and social media marketing is a free method of getting a business known in the area, and increases the probability of attracting new customers.

3.9 Disadvantages of Using Social Media for Marketing in the Hospitality Industry
Needles and Thompson (2013) indicated “that restaurants frequently do not have clear and well-defined objectives for using social media. They also do not clearly define their target market(s) for social media and try to target everyone.”

Face-to-Face contact is limited
Saulnier (2017) discovered that one of the main drawbacks of social media marketing is the limited face to face contact. This means that restaurants cannot build relationships with their consumers. For example, they will not recognize their customers from the social media page, which makes it difficult to make the dining experience personal.

Negative feedback
“Small restaurants identify a wide spectrum of challenges when using social media. They talk about the difficulty to manage negativity online, challenges they experience with how to formulate posts, when to respond, and deciding what platform to use. Many complained that they do not have time or experience to manage posts in effective ways.” (White, 2017)

Time Intensive
It requires a lot of effort and time to maintain an interactive social media presence. If a restaurant is small and only has a couple of team members or limited resources, it can be difficult to devote the needed resources to social media. (FX, 2017) A member of staff must monitor the restaurants social media pages in order to respond to questions and feedback and post updates frequently. Investing time in social media is likely to increase revenue for the business, which is why it is important to invest time and effort.
In summary, there are a small number of negatives of micro businesses using social media as a primary marketing tool for example there may not be a sufficient number of employees available to keep the social media accounts active throughout the day. With this in mind businesses may fail to respond to all messages, which can be seen as providing poor customer service and could prevent potential customers from visiting the restaurant. However, it is evident that the advantages of utilising social media as one of their primary marketing tools outweigh the negatives.

3.10 Usage of social media by independent restaurants

A survey was conducted by Elzbieta Lepkowska-White (2017) in order to discover what percentage of restaurants use social media. The survey was completed by 55 top managers, and the results displayed that only half the restaurants used social media in order to promote products, such as menu’s and special events. Just over half of the restaurants believed that SNS increase their customer base.

Needles and Thompson (2013) discovered that in their convenience sample of restaurants, 59% of chain restaurants and 75% of independent restaurants use social media. Needles and Thompson (2013) also discovered that current employers in independent restaurants must post and share on the social media platforms, whereas it is left in the hands of head-quarters in chain restaurants. Restaurants that use social media the most are trying to target Generation Y with the hope of earning their custom and loyalty, knowing that individuals between the ages of 20 and 49 use social media most frequently. Ilgihan, Peng, and Kandampully (2014) discovered that the majority of Millennials use social media to exchange information about restaurants with others and are easily influenced by what others think.
Below (Figure 6) demonstrates the share of general businesses using social media in the United Kingdom from the year 2012 to the year 2015, according to their business size. An independent restaurant would fall into the category of 10-49 employees. The graph indicates that small and medium enterprises (SME) have gradually adopted the use of social media, and have become more aware of how important it is to utilise social media in order to compete with the bigger businesses. The graph displays a clear increase, and in 2015 fifty-six percent of SME’s were using social media. (Statista, 2018)

Figure 6 - Share of businesses using social media in the United Kingdom (UK) from 2012 to 2015, by business size

To summarise, SME’s are utilizing social media more and more. They are developing a greater understanding of the importance of social media marketing, and how it has a positive impact on a company’s success. A survey was conducted to establish the percentage of independent restaurants using social media, and Needles and Thompson (2013) discovered that in that particular survey 75% of independent restaurants are.
Chapter 4

Methodology

4.1 Introduction to methodology
“A methodology shows how research questions are articulated with questions asked in the field, its effect is a claim about significance.” (Clough, et al, 2007)
The aim of this chapter is to set out the research methodology adopted for this study. This chapter includes the research methods used, details of the sample population and why/how they were selected.
The aim of this research is to identify how independent restaurants in Cathays use social media to attract student consumers. The results obtained from the research will be stated in chapter 5 (findings). In conclusion to the results obtained from the research, the researcher aims to determine the social media platforms used by the five independent restaurants in Cathays and how effective they are for marketing. The findings will discover how they utilize social media in order to attract the student market.

4.2 Research Design
The image below demonstrates The Research Onion (figure 7). The Research Onion is used to define and clarify the approach undertaken by the researcher. Each layer of The Onion is a different aspect of the study. In addition, it provides the researcher with different methods to conduct the study.
The data collection techniques are situated in the core; furthermore the philosophy and theory of the approach are found in the two outer layers. The layers in-between are used for dealing with the key strategies within this study; and the methodological choice.

Crotty (2012) explained that the first thing that must be done before the study can begin is the all-important choice. It is important that choices have been made in every layer. The first important choice the researcher is faced with is defining a philosophy. This will allow the researcher to interpret the epistemological, ontological and axiological assumptions made during this study. This will provide the researcher will an increased understanding of the research findings. Once that choice has been made, the researcher is required to choose a particular strategy in order to design a coherent research project.
4.3 Research philosophy

"Overarching term relating to the development of knowledge and the nature of that knowledge" (Saunders, Lewis and Thornhill, 2009, p600)

There are several research philosophies to choose from, therefore it is important that the researcher selects the most appropriate one. In addition, the selected philosophy will determine the strategy, design and data collection techniques. The research philosophy used for this research paper is Pragmatism. The key reason Pragmatism is the most suitable research philosophy is that it recognises the importance of physical and social worlds, not just one or the other. When looking at a research problem, it focuses on the ‘how’ and ‘what’ elements. This research paper investigates Social Media and the use of it within independent businesses, therefore it is examining both the physical and social world. Furthermore, this is completed to identify the social media platforms used by these independent businesses. This addresses the research aims and objectives in place. (Wilson, 2013; Belk, 2006)
4.4 Approaches
There were a number of research methods the researcher could have undertaken. The two main approaches are deductive and inductive. A deductive approach can be defined as “the way in which you develop a theory and hypothesis (or hypotheses) and design a research strategy to test the hypothesis” An inductive approach is defined as “the way in which you would collect data and develop theory as a result of your data analysis.” (Saunders et al, 2012) For this investigation, the inductive approach will be taken. This approach has been chosen over the deductive approach as observation of the use of social media in restaurants has previously been established. The researcher will analyse the data collected during the research and compare it with the findings.

4.5 Data collection
Primary and secondary research was conducted for this study. The primary research included interviewing 15 students and 5 restaurant managers. This form of data collection is called qualitative research. Semi-Structured Interviews are a good method to use, as the researcher dictates the questions asked. Questionnaires were not used for the data collection of this study due to the large sample size (70,000 students) and lack of time to complete the investigation.

4.6 Semi-Structured Interviews
“Structured interviews use questionnaires based on a predetermined and standardised or identical set of questions and we refer to them as interviewer-administered questionnaires” (Saunders et al, 2012)

Fifteen random students were asked to take part in a semi-structured interview about social media. In addition, the five restaurant managers were also asked to take part in a semi-structured interview. The fifteen students were asked a series of questions regarding the five independent restaurants in Cathays. They were able to share their thoughts and opinions about their social media marketing strategy, and whether they are suitable places for students to visit. The five restaurant managers were interviewed about their social media marketing strategies used to engage and attract student consumers in the area.
“An interview is a purposeful discussion between two or more people (Kahn and Cannell 1957). The use of interviews can help you to gather valid and reliable data that are relevant to your research question(s) and objectives” (Saunders et al, 2012)

4.7 Semi-structured interview structure
The interviews took place between February the 26th and March the 2nd. Each interview was a one to one interview including the person being interviewed and the researcher. The researcher recorded the interviews using a mobile phone device in order to listen back at a further date once all interviews had been completed. Each interview lasted between five and ten minutes, which allowed enough time for the researcher to gather the information needed without the interviewee getting bored or agitated.

4.8 Data Analysis Technique
The data obtained from the interviews will be analysed using thematic analysis. This technique allows the researcher to determine key themes and patterns within the research. This technique allows the researcher to find reoccurring patterns, and apply ‘codes’. Furthermore, from these codes, the researcher will be able to identify the themes as they become relevant to the research aims and objectives. (Saunders, Lewis and Thornhill, 2012)

4.7 Sampling
“Sampling consists of selecting some part of a population to observe so that one may estimate something about the whole population.” (Thompson, 2012)

The main different methods of sampling are as followed:

- Random sampling
- Systematic sampling
- Snowball sampling

Random sampling was used for the student interviews. The participants used for this study included fifteen students that study at Cardiff Metropolitan University, within the age range of 18 and 25. Five independent restaurant managers situated in Cathays were also interviewed about the social media platforms used to attract the local students. In terms of size, qualitative research normally involves a small sample size that will deliver sufficient and in-depth information. (Teddlie and Tashakkori, 2008)
Before the interviews commenced all participants were informed that any data shared with the researcher will remain confidential and their identity will remain anonymous. The data will be stored safely in a password protected computer.

The researcher’s personal target for respondents was 15 students and 5 restaurant managers. This number satisfies the purpose of this research in challenging how restaurants in Cathays attract the student consumers.

4.8 Reliability and Validity
Reliability is a factor that must be carefully considered when it comes to conducting research, as it searches for emerging patterns in the findings. It is easy to identify patterns and trends if there is repetition in the participant’s answers, but if there is not it can become difficult. It is important to have the views and opinions of different people in order to ensure that the results are reliable, and have not been decided by one individual. Validity is important in a research study to ensure that results can be used effectively. Any variables that could affect the validity of a research study must be controlled as much as possible.

The research conducted is both valid and reliable. This is because the participants chosen were appropriate for the data collection, and reliable journals/books were used for the secondary research to meet the aims and objectives of the study.

4.9 Ethics
The ethics was approved for this paper with the number 2016D5673 (See Appendix C). This investigation was subject to the Cardiff Metropolitan University ethics process. The researcher had to ensure that the standards required were met. Qualitative research methods such as semi-structured interviews can often have some ethical considerations. (Holloway, 1997) Before the interview took place, interviewees were given a Participant Information Sheet and Consent Form which provided them with an insight into the investigation taking place. Both verbal and written consent was required from all participants that took part in the study.

Anonymity was another ethical consideration for the research conducted. The researcher explained to all participants that their personal information will be kept confidential, and their names will not be disclosed in this paper. The recordings were deleted once the transcriptions had been completed.
5.0 Chapter 5 - Analysis and discussion

5.1 Introduction
In this chapter, the findings from the semi-structured interviews are reviewed and discussed. The interviews were analysed using thematic analysis, and reoccurring codes discovered within the research allowed for key themes to emerge. For the completion of this study, fifteen random students were interviewed as well as five restaurant managers. The restaurants in question include The Flora, Svago, The Pot Bistro, Amesouer Bistro and Stag Coffee. The semi-structured interviews consisted of ten questions for the students and eight questions for the restaurant managers. In addition, comparisons and differences were discovered between the findings from the semi-structured interviews and the existing literature found in Chapter three. The table below demonstrates the themes that emerged during the analysis of the interviews.

<table>
<thead>
<tr>
<th>Themes</th>
<th>Codes</th>
<th>Evidence</th>
<th>Discussed in</th>
</tr>
</thead>
<tbody>
<tr>
<td>Target market – restaurant</td>
<td>• Target everybody</td>
<td>“I wouldn’t say we promote at students alone, we also try and attract families, couples, well anyone in the area really.” “No, we don’t. Our doors are open for everybody. I am going to try and aim at students more though, because this place is surrounded by student housing”</td>
<td>3.4</td>
</tr>
<tr>
<td></td>
<td>• Don’t target specially at students</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Using social media prior to visiting a restaurant - Students</td>
<td>• Looking at menu’s</td>
<td>“Umm I use social media for reviews of restaurants, and”</td>
<td>3.7</td>
</tr>
</tbody>
</table>
| Social Media as a promotional strategy – restaurants | • Facebook  
• Instagram | “Yes I do use social media as a promotional strategy, I think it’s brilliant! Umm so I use Facebook, Twitter and also Instagram. I would say I use Facebook the most though.”  
“Umm... yes we do.. So we use Facebook. I feel like Facebook is the most popular social media platform, and that’s why we use it” | 3.5 |
Attracting the student market – students

- Price
- Location
- Student vibe

“Umm I think they all attract the student market by simply being within walking distance in Cathays, and being lower priced than those in the town centre”

“They are both always full of students, which gives it that student vibe. I think they are both in prime locations for students. Their menu and prices are suitable and are student friendly which drives business.”

Table 1 - Themes that emerged during analysis

5.2 Social media as a promotional strategy

A study was conducted within the University of Bahawalpur to determine which social media platform is most used by students on a daily basis. The results obtained from the study revealed that 82% of students use Facebook daily, 71% of students use twitter daily, 64% of students use web-blog daily and 74% use google group daily. This study appears to be regarding students from Pakistan, however the general implications for the learners use of social media still reside. This study helps to understand more about the relationship between learner and particular social media usage.

In relation to these results, the five restaurant managers were asked “do you use social media as a promotional strategy, if so which social media platforms do you use and why?” The
researcher gathered the results obtained from the interviews and created a pie chart to evaluate the results (see figure 8 below)

The results display that Facebook is the most frequently used social media platform for promotional strategy by the independent restaurants located in Cathays. All five of the restaurants interviewed use Facebook in order to gain exposure and promote their menus and upcoming events. Therefore, this means that the restaurants are using the correct and most popular social media platform amongst students to increase the chances of gaining potential new customers.

![Pie chart showing the most used social media platforms](image)

Figure 8 – Most used social media platforms for restaurants in Cathays

5.3 Using social media prior to visiting a restaurant

A recent study by Bilgihan, Peng and Kandampully (2014) provided clear evidence that the younger generation (18-30) often use social media in order to look at the menu available at the restaurant before visiting. They also often read trip advisor reviews about the place they are going to visit, and share information with other consumers about the restaurant that they are going to / or about a previous dining experience they have had there.

It was evident throughout the student transcripts documented in this study that in most cases students use social media to research what a restaurant is like prior to visiting. Students were asked during the interview: how often do you use social media to gain an insight of a restaurant prior to visiting. As demonstrated below, this was a recurring theme from the interviews, in which students admit to using social media to view menu’s and reviews before visiting a restaurant:
P2: “I’d say I use it quite often, um it’s quite easily to access menus online of restaurants and look at prices. I use trip advisor as well to see what the ratings are and what people are saying about the food, and I find it very useful”

P5 “If I’m trying somewhere new I always have a quick look online to see other people’s opinions of their experience. I also like looking at the menu to ensure I like a couple of things before visiting the place.”

P4: ”I use social media for reviews of restaurants, and sometimes to look at the menu because I am a fussy eater. I like to know what I will have before visiting, but normally I tend to just go to places that I have been to before, and stick to what I know.”

The information collected demonstrates why it is important that independent restaurants utilise social media for marketing purposes, especially when their target market is students. All of the students interviewed live in Cathays, and the majority have heard or visited of at least one of the restaurants in question. When asked “do you think the prices are student friendly?” all participants either agreed partially or entirely as shown below in participants 3 and 6 responses:

P3 “I think both have student friendly prices, the Stag Coffee has good quality food for the price which is why I was attracted to that restaurant. The flora has cheap prices also.”

P6: “Yes I think they are. I feel like the flora’s target market are students, therefore they must have cheap drinks to ensure students keep visiting time and time again.”

In relation to the research question of this paper, which is “An investigation into how independent restaurants in Cathays use social media to attract student consumers” the restaurants have demonstrated that they are aware of the presence of students on social media and accommodate for the student budget by selling cheap meals and drinks on their social media sites in the aim of reaching a large number of students in the hope of enticing them to visit.

5.4 Target Market

(Needles, Thompson, 2013; Verdeguer et al, 2014) expressed the importance of utilising social media platforms for marketing purposes as it is a cost effective way of getting known in the area and is a simple way of building relationships with consumers. In addition, Needles, Thompson; Verdeguer discovered in their convenience sample of restaurants, 59% of chain restaurants and 75% of independent restaurants use social media. The question “do you use social media as a promotional strategy, if so which social media platforms do you use and why” was asked to all five restaurant managers. The observations from the interviews demonstrated that all 5 restaurant managers questioned in the primary data collection process have used or
are currently using some form of social media as a promotional strategy. The results obtained reflect differently to the existing literature in Chapter three. The results obtained from the survey produced by Needles, Thompson; exclaimed that 75% the independent restaurants utilize social media, in contrast with the primary data collection results which discovered that 100% of the independent restaurants in Cathays involved in this study use social media as a promotional strategy. Therefore on this occasion, the primary and secondary research did not match up. This could be due to the fact that the primary research conducted is more up to date than the secondary data and the use of social media in the hospitality sector is growing every day. In addition, the difference in sample size may have had an effect on findings. Furthermore, Gower (2017) stated “restaurants can use social media to promote student discounts and to advertise upcoming events. (e.g. pizza night, taco night)” Following this, the restaurant managers were also asked “do you use social media to promote student offers in order to attract the local students?” The responses from this question were mixed, and are as followed:
B1: “I don’t think I directly target students, I wouldn’t say that”
B2: “We offer great quality drinks and food for a great price. I wouldn’t say we promote at students alone, we also try and attract families, couples, well anyone in the area really.”
B3: “Oh yes. The students in the area are our target market. We write posts on social media aimed entirely at them. And we actually have a pretty good following. Umm... we offer 10% off the bill with a valid student card, and we have an offer on a Tuesday which includes buy one get one free pizza. It is a great hit with the local students, and we have regulars that come every week. These deals are advertised on all our social media accounts to entice students to visit.”
B4: “We advertise all our food and drink on there. We don’t do any deals specifically for students, our deals and discounts apply to everyone visiting our place”
B5: “To be entirely honest, we don’t do anything special for students and I know we should because they are the majority of the population in this area. We advertise our menu’s and dishes on social media but wouldn’t say the posts are targeted at students specifically, they are targeted at everybody.”

The results obtained from the transcripts demonstrate that only one restaurant (B3) use social media to display student deals and discounts. The other restaurants in question only advertise general deals and discounts that target everybody. The restaurants are located in an area highly populated by students and therefore it would be beneficial to create posts targeted at the student market in order to entice them to visit.
In addition, Needles and Thompson (2013) indicated restaurants do not clearly define their target market(s) for social media and try to target everyone. From the evidence obtained from the transcripts in appendix C, it is evident that the literature and responses match up. B3 is the only restaurant that target students specifically. This means that they gain a competitive advantage over the other restaurants in the area. In addition, B3 would be the market leaders in Cathays as the area is student dominated, and students are more likely to visit there when the promotions are targeted at them. In relation to this, the fifteen students were each asked “how do you think social media is good for attracting students?” To conclude, the participants had very similar responses, agreeing that students use social media as part of their everyday life. Many of the participants also added that it is the most effective method of communication for students. This explains why it is essential that the independent restaurants in Cathays take advantage of this marketing tool in order to engage with new and existing customers in the local area.

Tidd, J (2005) stated that “Social media marketing has become one of the most powerful marketing tools for large and small businesses” In order to investigate this statement the fifteen students were each asked ‘What advice would you give to the restaurants to improve their social media marketing strategy?’ A random selection of responses have been listed below and additional responses can be found in appendix C:

S13: “Umm.. My advice to them would be to post more competitions and polls. Umm... also I have noticed that they do not use Twitter. Twitter is a very popular social media platform amongst students so I would suggest creating a twitter account to help promote deals and discounts.”

S10 “The advice I would give would be to target posts at students by maybe starting the post with CALLING ALL STUDENTS. Umm.. Maybe create some polls and surveys to engage with customers and maybe a couple of competitions now and again to get existing customers to share your post, to help gain new ones”

S2: “Umm.. Maybe to post more pictures, so utilize Instagram more as I know that is extremely popular these days. I would also suggest making it more clear what deals they have, especially on occasions such as valentine’s day or like Christmas menu’s and that.”

From the responses above, it is evident that students would like to see more business to consumer engagement. From these findings, the restaurants in Cathays are advised to post as often as possible and keep their social media platforms up to date. In relation to these findings, Schaffer Neal (2013) stated “It is important that businesses have a frequency strategy in place.
Depending on what social networking channel it is. For example: the Facebook newsfeed is constantly refreshing. In order to remain on the main screen, businesses must upload content at least three times a day.” To conclude, there are several methods that independent restaurants can use in order to engage with customers. The above statements demonstrate the importance of social media activity in order to drive trade and increase revenue.

5.5 Attracting the student market

G.Leon et al (2012) discovered that it is vital that businesses understand the needs of specific groups of consumers. There are 4 P’s that produce a marketing mix that satisfy the needs of customers. The 4 P’s include product, price, place and promotion. The 4 P’s are all equally important, but price is the key marketing strategy when targeting students. This is because they are usually on a budget and are often looking for something quick and easy to eat whilst on the go.

In addition to this, the fifteen students were each asked the following question regarding the five restaurants in question “Do you think they attract the student market well? Why?” A random selection of responses are as followed:

P5 “I think they attract the student market simply due to their location - these restaurants are in the heart of Cathays. I think that students want somewhere close by that they can quickly visit for something to eat. A few of the restaurants have a great atmosphere and student vibe such as The Flora, Stag Coffee which also attracts the students and makes them student friendly”

P9: “I think their location automatically makes them approachable by students, they are all situated in the centre of the student village. I think that they do attract the student market well in different ways. I think that Svago, Stag Coffee and The Flora are ok priced and that The Pot and Amesouer Bistro have a fantastic student atmosphere”

P14: “Umm from what I’ve seen at Svago, 100% yes. The atmosphere is great and the prices are student friendly. They often post on social media about student discount which is great for attracting the student market.”

It is evident that the restaurants deliver at least two of the four P’s stated above. There is a clear pattern within the responses, which focuses on the location of the businesses and the prices of food and drinks in these businesses. In relation to the research question, the independent restaurants are attracting the local students through their prime location and their reasonable prices. It is important that the restaurants try and achieve the 4 P’s as opposed to just 2. The restaurants could promote student discounts to satisfy the promotion P. In addition, they could
offer quick and easy meals for the 4th P which is product. This would benefit them greatly and would entice more students in the area.

5.6 How restaurants attract students specifically
Schaffer Neal (2013) stated “Social media campaigns are essential to continuously engage with fans, attract new ones, and experiment with finding content, types of content, and channels that resonate with social media users.” Examples of a social media campaign include surveys, polls or product giveaways. The five restaurant managers in question were asked “Do you create polls/surveys/product giveaways on social media to be used as a campaign to encourage more customer engagement?” The responses from the transcripts are as followed:
B1: “I’ve had competitions, for example share for a free something. My most recent post included: win brunch for yourself and 3 friends, like and share this post and comment who you would like to bring. I think it had 40 something shares. I feel like I’m gradually gaining more exposure and recognition in the area.”
B2: “Yes, we have. We have recently started doing Instagram polls to find out what our customers want! So for example we did a poll saying more live music or more comedy nights. We want to deliver what our customers want.”
B3: “Umm yes we do! On pancake day we were giving away a free bottle of red or white wine to the winner of the competition that was posted on our Facebook page.”
B4: “We created a poll on Facebook to find out if customers liked our new drinks menu. We had great feedback from the poll and discovered that the majority of our customers really liked it.”
B5: “Ummm, yes we have! We had a mother’s day product giveaway, which we gave away a free 3 course meal for two people. We had a great response rate and gained some new followers by customers liking and sharing the post, so yeah it went down very well”

The results indicate that all of the businesses have either created a poll, a survey or given away a prize using a form of social media. Engaging with customers on social media to discover their needs and wants is key to a successful business.

The five restaurant managers are doing the correct thing by creating social media campaigns to attract new customers and therefore the secondary and primary research match up accordingly. In relation to the research question, which is “An investigation into how independent restaurants in Cathays use social media to attract student consumers” the use of
social media campaigns has been listed as one of the methods used by the restaurants to attract the local students.

5.7 Building relationships with consumers

It is important to build long term relationships with consumers to ensure that they return to use the services time and time again. This can be done through the use of social media, not only through face to face interactions. Carlson et al (2008) stated “Branding Is considered a powerful means of establishing long-term relationships between business and consumers” The five restaurant managers were each asked during the interview “how do you create long-term relationships with your customers?” The responses obtained from the transcriptions were very similar, and displayed that none of the restaurants build long term relationships with consumers via social media. The responses are as followed:

B1: “I haven’t used a database or anything, but the idea is to data capture and use it for promotion. It’s still all new to me. We also have regulars that I have gotten to know on a personal level. I remember their names and what drinks they have. I try to offer the best service, and make customers feel welcome and when they come back I know that they must have enjoyed their last visit.”

B2: “Umm so we have our regulars, and we remember what they like to eat and drink and make the experience a personal one. We get to know names and put names to faces which allows us to build a relationship with our customers”

B3: “Umm.. So like I said earlier, we have our regulars that come in on a Tuesday for the pizza night. I know what pizza they have, and know what’s going on in their lives.. Especially the students as they are so friendly”

B4: “Umm.. We have customers that visit time and time again, which we have built relationships with. We also ensure we provide consistently great customer service so they want to back.”

B5: “We always delivery excellent customer service and making the experience as personal as we possibly can. We have a couple of familiar faces that visit time and time again, and we have built relationships with them by remembering what they like and dislike.”

Building relationships with consumers through social media is a simple and effective task. By responding to comments and private messages on Facebook and Instagram, the restaurant manager is building a rapport with the customer prior to meeting them. In relation to the research question, the restaurant managers do not use this method to attract the local students.
It is advised that they utilise this method to increase customer engagement as 100% of the students interviewed use social media every single day, therefore it would be simple to communicate with them online.

Summary of Findings
In summary, it was evident from the findings that both the primary and secondary research demonstrate that social media is a fast growing marketing strategy, which has become very effective.

From the analysis of the data collected, the findings demonstrate that the independent restaurants in question do not use social media to its full potential. In addition, many of the local students are completely unaware that some of these restaurants even exist in the area. Furthermore, the research conducted found that students would be interested in receiving updates of student discounts and offers for example 2 for 1 cocktails or a lunch time student menu. Another key finding was that all restaurant owners (other than Svago) currently target all customers on social media as opposed to specifically targeting the student market. It would make sense to tailor social media posts to the student market. The majority of residents in Cathays are students as there is two universities nearby. Another key finding that emerged from the primary data collection was that none of the restaurants build relationships with customers via social media. It would be very beneficial if the restaurants used social media to answer questions and respond to any feedback provided. It would help the restaurant managers gather an understanding of what the local customers want prior to visiting, therefore the customer experience becomes a personal one. Recommendations have been made in chapter six in order to provide the restaurants with ways to improve their social media marketing strategy

Whilst there has recently been negative publicity towards social media marketing, for example the announcement that Weatherspoon’s have decided to remove their social media platforms in order to encourage face to face interaction. I believe that social media is still the most effective way of targeting the student market especially for local businesses who are trying to gain exposure in a competitive student location.
6.0 Conclusion and Recommendations

6.1 Introduction
In conclusion, it is evident that local businesses in Cathays are currently not utilising social media platforms to their full potential and thus are not reaping the benefits available. This section includes a summary of the findings of the research and how each objective has been met. The aim of this study was to discover how independent restaurants in Cathays currently use social media in order to attract student consumers. The research conducted will provide local businesses with the knowledge required to improve their social media marketing strategies and generate more customers in the area. In order to meet the aims and objectives set out, primary and secondary research was conducted.

This research revealed the most popular social media platforms utilized by students and the key benefits of using them as a one of their main marketing tools. The main benefits include no costs, can reach a global audience and it is a reliable technology. In addition, students shared what they would like to see from the restaurants social media platforms and why it would be beneficial to them. It has become apparent that social media is the most effective method of B2C communication.

This chapter will also include the complications that the researcher had to overcome when writing this research paper. In addition this chapter will also include recommendations for the five restaurant managers based on the researcher’s findings from the primary and secondary data.

Research objectives and how they were met:

6.2 Objective 1
“To critically examine the existing literature on the use of Social Media, Digital CRM and Social Media Strategies”

This research paper has been successful in addressing the first objective. Objective 1 was met through the use of secondary data alone. The use of social media was discussed in section 3.4 by Peck (2009) which discussed ways that restaurants can utilize social media effectively. Some of his suggestions included: using social media to know what others think of the
restaurant, share photos, offer unique information and interact with consumers on the social media platforms.

The use of digital CRM was discussed in section 3.5. Examples of restaurants adopting the CRM strategy to manage the organisations relationships and interactions with consumers were provided. One example described how shake shack utilise Instagram to communicate with customers. In order to gain a competitive advantage and attract consumers, shake shack only use user-generated content. This means that they are in contact with consumers on a daily basis.

The use of social media strategies were discussed in section 3.2 and included the core elements and concepts in social media strategies. These include branding, naming, colour scheme and imagery, voice, content, curation, channels, frequency, engagement, campaign and influencers.

To conclude, this was constructed into the critical literature review of secondary data drawn from over 15 journals with the predominate journals being: Journal of computer-mediated Communication, Journal of Small Business and Enterprise Development and the Journal of Economics and Business Research.

6.3 Objective 2

“To conduct interviews to draw data about the use of social media by restaurants in Cathays.”

Objective 2 was obtained successfully. In order to draw data regarding the use of social media by restaurants in Cathays, 5 restaurant managers were interviewed. In addition, 15 students were interviewed regarding the restaurants in question. From the information collected, it was evident that all five of the restaurants use at least one form of social media. Figure 8 demonstrates the results from the data collected regarding the most used social media platform by the restaurants in Cathays. The results display that Facebook is the most used platform by the restaurants. The restaurant managers agreed that it is a great method of gaining exposure. In addition, the managers explained that they use social media to promote new menu’s, post pictures of different dishes and include deals and discounts. With referring to the overall aim of the research study ‘An investigation into how do independent restaurants in Cathays use social media to attract student consumers’ It can be said that from the responses, that restaurant utilise social media to promote important information about their business, e.g. type of cuisine and price. In addition, they could use a variety of social media platforms to engage with customers e.g. twitter and snap chat as these have recently become popular amongst young people.
6.4 Objective 3
“*To conduct interviews to draw data about the daily use of social media by students.*”

This research paper was also successful in achieving the third objective. In order to gain this data, students were asked “*how often would you say that you use social media?*” and the results obtained demonstrated that 15 out of 15 students use social media on a daily basis. A study was conducted at the University of Bahawalpur, which stated that 82% of students use Facebook daily, in contrast with the results from the interview which stated that 100% of the students use social media daily. This fact emphasises the importance of social media marketing for restaurants.

6.5 Objective 4
“*To develop interpretation of the interviews and literature review through thematic analysis.* -  
*Reflection and review of the advantages and disadvantages of restaurants using social media to generate customers.*”

Thematic analysis was used in order to emphasize and pinpoint reoccurring patterns and themes within the data collected. The results obtained from this method can be found in table 1. The chosen data analysis technique was most suitable for this research paper, furthermore the themes discovered relate and support the literature stated within chapter 3. The themes also align themselves with the objectives in place. The literature review states the advantages and disadvantages of using social media to generate new customers, and the interviews reflect that the 5 restaurants are using social media correctly, but not utilising it to its full potential. The restaurants could be using this marketing method a lot better. In addition, the researcher has included recommendations for the restaurant managers at the end of this chapter.

6.6 Complications
The researcher experienced some complications when conducting this research. The researcher found it challenging to gather secondary data regarding the use of social media specifically within restaurants. In addition, journals included rich information about social media in general and how it can be used for marketing which was relevant to the research question.

The primary research conducted was acceptable for the time allocated to complete the research paper, although the researcher would have liked a larger sample size for the
interviews. A larger sample size would have given the researcher more data to analyse and compare. The complications stated above did not affect the results of the project, in addition this is an opportunity for future research with a larger sample size to be carried with the hope that greater results would be achieved.

6.7 Recommendations

Based on the completion of this research paper and the findings from the primary and secondary data, the researcher has made some recommendations for the five restaurant managers included in this study:

- Only 18% of the restaurant managers utilize Twitter as a marketing tool. Twitter has become very popular amongst young people therefore a key recommendation would be to utilize Twitter to promote the business.
- Another recommendation would be to post on social media platforms frequently. In addition, 100% of the students interviewed shared that they would like to see more posts from the 5 restaurants involved in this study.
- The restaurants should adapt to new and upcoming ways to communicate with consumers, for example: blogging has become a popular way of advertising. The restaurants could write a blog about their menu including images of the meals in order to entice new customers to visit.
- The restaurants should have a specific target market, in this example it should be students as the location is a student dominated area.
- In order to stay competitive, the restaurant managers could introduce a vegan menu as in this generation there is an increase in veganism as well as a variety of healthy options.

6.8 Final reflection

To conclude, the research process carried out for the project has been a challenge, although very enjoyable. The project achieved all aims and objectives in place and revealed clear patterns from the research collected.
7.0 References


8.0 Appendices

8.1 Appendix A: Interview questions for employers

<table>
<thead>
<tr>
<th>Literature</th>
<th>Question</th>
<th>REF</th>
</tr>
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<tbody>
<tr>
<td>Marketing and promotional strategy have changed drastically from</td>
<td>Do you use social media as a promotional strategy, if so which social media platforms do</td>
<td>Tidd, J., Bessant, J. and Pavitt, K., 2005. Managing innovation integrating technological, market and organizational change. John Wiley and Sons Ltd.</td>
</tr>
<tr>
<td>billboards and newspaper advertisements.</td>
<td>you use and why?</td>
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<tr>
<td>Social media marketing has become one of the most powerful marketing tools</td>
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<td>for large and small businesses.</td>
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<td>to invest in technology on a limited basis as they seek short-</td>
<td>some examples?</td>
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<td>term benefits.</td>
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</table>
term returns on investment, and do not understand the importance of technology for marketing purposes.

<table>
<thead>
<tr>
<th>Gower (2017) stated that restaurants can use social media to promote student discounts and to advertise upcoming events. (e.g. pizza night, taco night). Instagram is very popular among students, therefore posting images of different dishes from the menu would entice students to visit the restaurant and try what’s on offer.</th>
<th>Do you use social media to promote student offers in order to attract the local students? If so could you tell me about which Social media applications or methods you use?</th>
<th>Lois Gower (2017) “Attracting Millennials to your restaurant” (blog) Accessed from: <a href="https://www.bamuk.com/2017/06/26/attracting-millennials-to-your-restaurant/">https://www.bamuk.com/2017/06/26/attracting-millennials-to-your-restaurant/</a> [Accessed 02/01/2018]</th>
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<tbody>
<tr>
<td><strong>clearly define their target market(s) for social media and try to target everyone.”</strong></td>
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<tr>
<td>Schaffer Neal (2013) stated “Social media campaigns are essential to continuously engage with fans, attract new ones, and experiment with finding content, types of content, and channels that resonate with social media users.” Examples of social media campaigns include surveys, polls, product giveaways (chance to win a free meal)</td>
<td>Do you create polls/surveys/product giveaways on social media to be used as a campaign to encourage more customer engagement? An example could be: a question to your customers via social media if they would prefer the chef special to be fish or steak. If so, explain a time where the results were used for an important decision.</td>
<td>Schaffer, Neal. 2013 Maximize Your Social: A One-Stop Guide to Building a Social Media Strategy for Marketing and Business Success, John Wiley &amp; Sons, Incorporated, 2013.</td>
</tr>
</tbody>
</table>
powerful means of establishing long-term relationships between business and consumers”
Sola Café is an independent café that utilises Facebook in order to communicate with their customers. Sola Café post on social media everyday including specials for the day, which is easily accessed by consumers.
Appendix B: Interview Questions for students

1. Are you a student that lives in Cathays?
2. How often would you say that you use social media?
3. How often do you use social media to gain an insight of a restaurant prior to visiting?
4. How do you think social media is good for attracting students?
5. Have you ever heard of the restaurants (The Flora, amesouer bistro, Svago, Stag Coffee and The Pot? If so, please state which ones.
6. Which of these restaurants have you visited? (The flora, amesouer bistro, Svago, Stag Coffee and the Pot? If so, which ones?
7. Do you think the prices are student friendly? If so, how?
8. Have you seen social media posts about these restaurants?
9. Would you like to see more posts?
10. Do you think they attract the student market well? Why?
11. What advice would you give to the restaurants to improve their social media marketing strategy?
When undertaking a research or enterprise project, Cardiff Met staff and students are obliged to complete this form in order that the ethics implications of that project may be considered.

If the project requires ethics approval from an external agency (e.g., NHS), you will not need to seek additional ethics approval from Cardiff Met. You should however complete Part One of this form and attach a copy of your ethics letter(s) of approval in order that your School has a record of the project.

The document *Ethics application guidance notes* will help you complete this form. It is available from the Cardiff Met website. The School or Unit in which you are based may also have produced some guidance documents, please consult your supervisor or School Ethics Coordinator.

Once you have completed the form, sign the declaration and forward to the appropriate person(s) in your School or Unit.

**PLEASE NOTE:**
Participant recruitment or data collection MUST NOT commence until ethics approval has been obtained.

### PART ONE

<table>
<thead>
<tr>
<th>Name of applicant:</th>
<th>Holly Nicola Jones</th>
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<tbody>
<tr>
<td>Supervisor (if student project):</td>
<td>Stuart McNeil</td>
</tr>
<tr>
<td>School / Unit:</td>
<td>Cardiff School of Management</td>
</tr>
<tr>
<td>Student number (if applicable):</td>
<td>St20079001</td>
</tr>
<tr>
<td>Programme enrolled on (if applicable):</td>
<td>BSc (Hons) Business Information Systems</td>
</tr>
<tr>
<td>Project Title:</td>
<td>An investigation into how independent restaurants in Cathays use social media to attract student consumers</td>
</tr>
<tr>
<td>Expected start date of data collection:</td>
<td>15/01/2018</td>
</tr>
<tr>
<td>Approximate duration of data collection:</td>
<td>Six to eight weeks</td>
</tr>
<tr>
<td>Funding Body (if applicable):</td>
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</tr>
<tr>
<td>Other researcher(s) working on the project:</td>
<td>N/A</td>
</tr>
<tr>
<td>Will the study involve NHS patients or staff?</td>
<td>NO</td>
</tr>
<tr>
<td>Question</td>
<td>Answer</td>
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<td>------------------------------------------------------------------------</td>
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<tr>
<td>Will the study involve human samples and/or human cell lines?</td>
<td>NO</td>
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<tr>
<td>Does your project fall entirely within one of the following categories:</td>
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<tr>
<td>Paper based, involving only documents in the public domain</td>
<td>NO</td>
</tr>
<tr>
<td>Laboratory based, not involving human participants or human samples</td>
<td>NO</td>
</tr>
<tr>
<td>Practice based not involving human participants (eg curatorial, practice audit)</td>
<td>NO</td>
</tr>
<tr>
<td>Compulsory projects in professional practice (eg Initial Teacher Education)</td>
<td>NO</td>
</tr>
<tr>
<td>A project for which external approval has been obtained (e.g., NHS)</td>
<td>NO</td>
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If you have answered YES to any of these questions, expand on your answer in the non-technical summary. No further information regarding your project is required.

If you have answered NO to all of these questions, you must complete Part 2 of this form.
In no more than 150 words, give a non-technical summary of the project

The aim of the research is to investigate how independent restaurants in Cathays use social media in order to attract with the student consumers. To conduct this research, primary and secondary research will be carried out, including qualitative and quantitative methods. The primary research will include semi-structured interviews with students at Cardiff metropolitan and Cardiff University in order to discover what they think of the use of social media by restaurants. Interviews will also take place with five independent restaurants in the Cathays area in order to gather the information needed for the project. Further participants may also be found completing an online survey posted on the researcher’s social media accounts (Facebook and twitter). The researcher aims to have 40 responses. The secondary research will include published research reports and journals.

---

### DECLARATION:

I confirm that this project conforms with the Cardiff Met Research Governance Framework

I confirm that I will abide by the Cardiff Met requirements regarding confidentiality and anonymity when conducting this project.

STUDENTS: I confirm that I will not disclose any information about this project without the prior approval of my supervisor.

<table>
<thead>
<tr>
<th>Signature of the applicant:</th>
<th>Date: 10/12/2017</th>
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<tbody>
<tr>
<td>Holly Jones</td>
<td>Date of submission</td>
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### FOR STUDENT PROJECTS ONLY

<table>
<thead>
<tr>
<th>Name of supervisor:</th>
<th>Date:</th>
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<td>Date of submission</td>
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<table>
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<th>Signature of supervisor:</th>
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### Research Ethics Committee use only

Decision reached:
- Project approved 
- Project approved in principle 
- Decision deferred 
- Project not approved 
- Project rejected

Project reference number: **2016D5673**

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<th>Name: Click here to enter text.</th>
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<td>Signature:</td>
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Details of any conditions upon which approval is dependant:
PART TWO

A RESEARCH DESIGN

A1 Will you be using an approved protocol in your project? NO

A2 If yes, please state the name and code of the approved protocol to be used
N/A

A3 Describe the research design to be used in your project

This research study involves an interpretive philosophy using an inductive strategy aimed at identifying the importance of social media marketing for restaurants. To do this, data will be collected from primary and secondary research. The primary research will be collected through semi-structured interviews and a survey.

- Five different independent restaurants in Cathays will be interviewed to ensure the validity of the study and to gain enough information for the project. Open ended questions will be asked in order to collect qualitative information and to gain better responses. Each interview will be recorded and will be ten minutes long and is forecasted to take place in January.
- There will be fifteen random students taking part in the interviews as they are the target market. The students will be aged 18-23 as this is the average student age range. All participants will remain anonymous. This will be “opportunity sampling” as the researcher will ask fifteen random students leaving the library at the time that are willing to take part.
- A survey will be posted on the researcher’s social media accounts (Facebook and twitter) in order to gain a general understanding of what the general public think of the use of social media by restaurants. This would be “random sampling”.
- Consent from participants is needed.

The qualitative data gathered from the survey will be stored in an excel database in order to create graphs and tables to analyse the data effectively. All qualitative data will be used in order to spot trends in the data. The data will be stored in a password protected computer for confidentiality.

A4 Will the project involve deceptive or covert research? NO

A5 If yes, give a rationale for the use of deceptive or covert research
N/A

A6 Will the project have security sensitive implications? NO

A7 If yes, please explain what they are and the measures that are proposed to address them
N/A

B PREVIOUS EXPERIENCE

B1 What previous experience of research involving human participants relevant to this project do you have?

---

1 An Approved Protocol is one which has been approved by Cardiff Met to be used under supervision of designated members of staff; a list of approved protocols can be found on the Cardiff Met website here.
The researcher has experience involving human participants from completing the module E-business. The module gave the researcher experience in conducting interviews. A section of the module was to interview a business in order to discover their business strategy and marketing techniques. The researcher interviewed the restaurant “amesouer” situated in Cathays.

<table>
<thead>
<tr>
<th>B2 Student project only</th>
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<tr>
<td>What previous experience of research involving human participants relevant to this project does your supervisor have?</td>
</tr>
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</table>

C POTENTIAL RISKS

<table>
<thead>
<tr>
<th>C1 What potential risks do you foresee?</th>
</tr>
</thead>
<tbody>
<tr>
<td>1) Not meeting the deadline put in place.</td>
</tr>
<tr>
<td>2) The participants may have an issue with the level of security.</td>
</tr>
<tr>
<td>3) The interviewee’s taking part may not want to answer certain questions being asked, which could effect the overall outcome of the project.</td>
</tr>
<tr>
<td>4) Not having enough responses on the social media survey.</td>
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<tr>
<th>C2 How will you deal with the potential risks?</th>
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<tbody>
<tr>
<td>1) Create a Gantt chart in order to manage time effectively to meet the deadline.</td>
</tr>
<tr>
<td>2) All participants will be reassured that all information will be kept confidential and secure.</td>
</tr>
<tr>
<td>3) The interviewees are able to withdraw their data at any time if they are unhappy with what they have said. This will be done without penalty.</td>
</tr>
<tr>
<td>4) Encourage people to participate by stating in the post that it is for a dissertation project and for research purposes.</td>
</tr>
</tbody>
</table>

Any data from the participants used in the written report, will be anonymous. All participants will be coded in order to safeguard them from being recognised in the report.
Participant Information Sheet – Interview for students

I am a third year student currently studying Business Information Systems at Cardiff Metropolitan University and currently investigating how independent restaurants in Cathays use social media to attract student consumers.

Project Overview

The purpose of this study is to investigate how the independent restaurants in Cathays utilize social media platforms in order to attract the student market. Social media is defined alongside the use of social media by students and restaurants. This investigation will look at how restaurants in Cathays target these students who are frequent social media users.

Why you’ve been asked to take part

You have been asked to participate in the interview as part of my research as you possess the relevant information needed, in order to meet the aims and objectives and answer the research question.

Project risks

The research includes the completion of an interview. There are no risks associated with this study. If you do not feel confident disclosing certain information, you can withdraw from the study at any time.

How we protect your privacy

All personal information will be kept confidential and secure in a password protected computer. All information will be safely destroyed once the study is complete.

YOU HAVE THE RIGHT TO KEEP A COPY OF THIS SHEET.

Researcher: Holly Jones
Cardiff Metropolitan University
Email: st20079001@outlook.cardiffmet.ac.uk

Supervisor: Stuart McNeil
Lecturer in Computing and Information Systems
Cardiff Metropolitan University
Email: smcneil@cardiffmet.ac.uk
8.5 Appendix E: Student Participant Consent Form

Participant Consent Form

Cardiff Metropolitan University

Participant Name:
Project Title: An investigation of how independent restaurants in Cathays use social media to attract student consumers.

Researcher Details:
Holly Jones
Final Year Student of Business Information Systems
st20079001@outlook.cardiffmet.ac.uk

Supervisor Details:
Stuart McNeil
Lecturer in Computing and Information Systems
smcneil@cardiffmet.ac.uk

Participant must complete this section – Please tick each box:
1. I can confirm that I have read and understood the information sheet for the study I am about to partake in. I have read the information, had the opportunity to ask questions and have answered them appropriately.

☐

2. I understand that my participation is voluntary and that I have the right to withdraw from the study at any time if needed.

☐

3. As a volunteer, I can confirm that any answers I provide are available for the researcher to use during their research.

☐

4. I wish to participate and agree to participate to this study.

☐

Participant Signature: __________________________   Date: _________________
Name of Participant: __________________________   Date: _________________
Researcher Signature: __________________________   Date: _________________
Participant Information Sheet – Interview for restaurants

I am a third year student currently studying Business Information Systems at Cardiff Metropolitan University and currently investigating how independent restaurants in Cathays use social media to attract student consumers.

Project Overview

The purpose of this study is to investigate how the local restaurants in Cathays utilize social media platforms in order to attract the student market. Social media is defined alongside the use of social media by students and restaurants. This investigation will look at how restaurants in Cathays target these students who are frequent social media users.

Why you’ve been asked to take part

You have been asked to participate in this interview as part of my research, as I will be investigating the strategies used by restaurants in Cathays to target student consumers. Many students live in Cathays where independent restaurants attempt to target them to increase their revenue. As students are frequent social media users, I am interested in how you take advantage of this through your social media marketing techniques.

Project Risks

There are no risks through participating in this study to you or the business you are working for. If you would like to withdraw yourself from the study or do not wish to share certain information, you are more than welcome to do so.

Protecting Participant Privacy

Your personal information will be kept confidential, the only piece of information that will be disclosed is the name of the business rather than the interviewee name. All responses will be used for the purpose of this research, and this research only. Your signature on the consent form will remain confidential. Once the research is complete, any documentation created in order to gather information will be destroyed.

YOU HAVE THE RIGHT TO KEEP A COPY OF THIS SHEET.

Researcher: Holly Jones
Cardiff Metropolitan University
Email: st20079001@outlook.cardiffmet.ac.uk

Supervisor: Stuart McNeil
Lecturer in Computing and Information Systems
Cardiff Metropolitan University
Email: smcneil@cardiffmet.ac.uk
Participant Consent Form

Cardiff Metropolitan University

Participant Name:
Project Title: An investigation of how independent restaurants in Cathays use social media to attract student consumers.

Researcher Details:
Holly Jones
Final Year Student of Business Information Systems
st20079001@outlook.cardiffmet.ac.uk

Supervisor Details:
Stuart McNeil
Lecturer in Computing and Information Systems
smcneil@cardiffmet.ac.uk

Participant must complete this section – Please tick each box:

1. I can confirm that I have read and understood the information sheet for the study I am about to partake in. I have read the information, had the opportunity to ask questions and have answered them appropriately.

2. I understand that my participation is voluntary and that I have the right to withdraw from the study at any time if needed.

3. As a volunteer, I can confirm that any answers I provide are available for the researcher to use during their research.

4. I wish to participate and agree to participate to this study.

Participant Signature: __________________________  Date: _______________

Name of Participant: __________________________  Date: _______________

Researcher Signature: __________________________  Date: _______________
8.8 Appendix H: Transcript answers for restaurants

**Business 1- Amesouer Bistro - Took place on the 26th of February 2018 @ 12:10pm**

Researcher: “Thank you very much for agreeing to take part today, I really appreciate it. My first question for you today is, do you use social media as a promotional strategy, if so which social media platforms do you use and why?”

Business 1: “That’s no problem at all, I was a student once so I feel your pain (laughs) I use umm, what do I use. I use Facebook, Instagram and I have used twitter in the past”

Researcher: “Yeah I did notice that as I follow you on twitter. I noticed that the account is inactive. Why is that?”

Business 1: “I used it when I had a social media guy. He would keep my social media accounts updated in order to help drive business and gain new customers.”

Researcher: “Oh, you had someone to do that?”

Business 1: “Yeah, up until a few months ago I had someone to do that for me when I was opening and stuff, which helped a lot. And you asked why..umm.. I think it’s a good form of reaching a wider audience rather than just counting on people walking past to come in, plus it is free, which is a nice bonus”

Researcher: “Have you invested in technology to increase your market appeal? If so, could you tell me about some examples?”

Business 1: “No, other than the social media guy that I employed for a short period of time I have not invested in technology.”

Researcher: “Ok then, Do you use social media to promote student offers in order to attract the local students? If so could you tell me about which Social media applications or methods you use?”

Business 1: “I don’t think I directly target students, I wouldn’t say that”

Researcher: “Do you intend to?”

Business 1: “It’s on my list. This is a new establishment and I’m still finding my feet. It is something I should focus on as I am aware that the surrounding area is dominated by students. I am hoping to host a student night on a Tuesday, maybe three tapas dishes and a glass of wine for £10. I am hoping to advertise this in the student union, and hopefully I will attract many students.”

Researcher: “That’s understandable, as you haven’t really had a chance to try different strategies. I would definitely recommend creating a student night that would be brilliant! My next question for you leads on from the last, do have a clearly defined target market?”
Business 1: “Not really no, we try to see what’s going. As it happens we seem to be drawing in a lot of women, working class women. For example: from Whitchurch road end, lots of doctors and nurses. We just naturally we seem to be attracting them.”

Researcher: “That’s interesting, I would think that you would have a lot of students come by for brunch or a coffee as there is a very relaxed atmosphere in here. So on your social media accounts do you ever create polls/surveys/product giveaways to encourage more customer engagement? An example could be: a question to your customers via social media if they would prefer the chef special to be fish or steak.”

Business 1: “I’ve had competitions, for example share for a free something. My most recent post included: win brunch for yourself and 3 friends, like and share this post and comment who you would like to bring. I think it had 40 something shares. I feel like I’m gradually gaining more exposure and recognition in the area. I have not tried a poll or survey, but now you have mentioned it I will give it a go. It would be interesting to know what dishes people like and dislike at my restaurant.

Researcher: “That’s brilliant, I think you should defiantly consider it. The last question today is how would you say that you create long-term relationships with your customers?”

Business 1: “I haven’t used a database or anything, but the idea is to data capture and use it for promotion. It’s still all new to me. We also have regulars that I have gotten to know on a personal level. I remember their names and what drinks they have. I try to offer the best service, and make customers feel welcome and when they come back I know that they must have enjoyed their last visit.”

Researcher: “Thank you so much for your time.”

Interview 2 – The flora – Took place on 26th of February @3:00pm

Researcher: “Thank you so much for agreeing to take part in my study. As I have previously explained, I am conducting research about the restaurants in the local area to investigate how they use social media to attract the student consumers. As you know students dominate this area that your restaurant is situated in”

Business 2: “yes, so many students visit and it is brilliant!”

Researcher: “That must be great for you, my first question then is.. Do you use social media as a promotional strategy, if so which social media platforms do you use and why?”

Business 2: “Yes we do use social media as a promotional strategy. We use Instagram, which we post frequently on because we have recently added some new dishes to our menu and want everyone to know and see. We also use Facebook which we send invites to people who like our page about the events we host, so on a Thursday we have our open mic night and try and get the place as full as possible using Facebook. We do not use twitter, and I don’t actually know why. I think we should as it would increase our chances of attracting getting new customers.”

Researcher: “That’s really good. Have you invested in technology to increase your market appeal?”


Business 2: “umm, no we have not invested in technology. We have our regulars and new students that move to the area every year so we don’t feel the need to spend money on our market appeal.”

Researcher: “Ok, great. My next question is do you use social media to promote student offers in order to attract the local students? And if so could you tell me about which Social media applications or methods you use?”

Business 2: “We offer very reasonably priced drinks and food, so I think that attracts the students. The drink offers are displayed all over our social media platforms. We offer great quality drinks and food for a great price. I wouldn’t say we promote at students alone, we also try and attract families, couples, well anyone in the area really.”

Researcher: “So the next question, we have briefly touched on it. Do you have a clearly defined target market?”

Business 2: “Umm, No we do not have a clearly defined target market. We try and target a variety of ages. We attract students and family’s that want to listen and enjoy the live music, and enjoy the goof food and variety of drinks we have on offer.”

Researcher: “Do you create polls/surveys/product giveaways on social media to be used as a campaign to encourage more customer engagement? So by that I mean posting a question via social media if customer would prefer the chef special to be fish or steak.”

Business 2: “Yes, we have. We have recently started doing Instagram polls to find out what our customers want! So for example we did a poll saying more live music or more comedy nights. We want to deliver what our customers want.”

Researcher: “The new Instagram polls are great! How do you create long-term relationships with your customers?”

Business 2: “Umm so we have our regulars, and we remember what they like to eat and drink and make the experience a personal one. We get to know names and put names to faces which allows us to build a relationship with our customers.”

Researcher: “That’s great! Thank you so much for your time.”
Interview 3 – Svago – Took place on 26th of February @4:43pm

Researcher: “Thank you so much for opening early to meet with me today. I really appreciate your time and efforts. My first question for you is, do you use social media as a promotional strategy, and if you do which social media platforms do you use and why?”

Business 3: “It’s no problem at all, I only live a couple of streets away. Yes I do use social media as a promotional strategy, I think it’s brilliant! Umm so I use Facebook, Twitter and also Instagram. I would say I use Facebook the most though.”

Researcher: “Ok, that’s good. So, I have done some research and discovered that In 2007 Oronskey and Cathoth stated that independent restaurants tend to invest in technology on a limited basis Have you invested in technology to increase your market appeal?

Business 3: “Ummm no, I haven’t invested in technology. Umm maybe I should though (laughs) I obviously I use social media but that is free, I did not have to invest in it.”

Researcher: “Yes, maybe it could be something you could consider to help gain new customers. Do you use social media to promote student offers in order to attract the local students?”

Business 3: “Oh yes. The students in the area are our target market. We write posts on social media aimed entirely at them. And we actually have a pretty good following. Umm..we offer 10% off the bill with a valid student card, and we have an offer on a Tuesday which includes buy one get one free pizza. It is a great hit with the local students, and we have regulars that come every week. These deals are advertised on all our social media accounts to entice students to visit.”

Researcher: “Yeah that’s brilliant. Students are normally trying to budget their money so it’s important to have student friendly prices isn’t it? Umm , so my next question is do you have a clearly defined target market which you have already answered?”

Business 3: “Yes, we try and keep our prices reasonable to suit the students in the area. Umm, yeah so like I previously said, students are our target market. We do welcome families, couples, well anyone really but our marketing is all aimed towards students. I believe that 75% of Cathays are students, so it’s important that we cater for them.”

Researcher: “Yeah, that’s great! So do you create any polls, surveys or product giveaways on social media to be used as a campaign to encourage customer engagement?”

Business 3: “Umm yes we do! On Pancake Day we were giving away a free bottle of red or white wine to the winner of the competition that was posted on our Facebook page.

Researcher: “What was the competition if you don’t mind me asking?”

Business 3: “Umm the competition included posting a picture of your pancake that you had made at home and then posting it on our Facebook wall. The one with the most likes won the bottle of wine. Lots of people took part so it was great.”
Researcher: “That’s good fun then. So how would you say you create long-term relationships with your customers?”

Business 3: “Umm.. so like I said earlier, we have our regulars that come in on a Tuesday for the pizza night. I know what pizza they have, and know what’s going on in their lives.. especially the students as they are so friendly.”

Researcher: “OK, That’s brilliant! Thank you so much for your time.”

**Interview 4 – Stag Coffee – Took place on 29th of February @ 11:45am**

Researcher: “Thank you so much for your time today!”

Business 4: “That’s no problem, thank you for choosing us!”

Researcher: “I love the food here so it was a no-brainer (laughs) So, my first question for you is do you use social media as a promotional strategy, and if you do.. which social media platforms do you use and why?”

Business 4: “Yes, we do. We use Facebook, Twitter & Instagram. If we are having a quiet day or feel like we’ve perhaps fallen off people’s radar we fire off a few posts to gain attention. Instagram is huge for us and because people eat with their eyes we put delicious looking food in there face at least 4/5 times a week.”

Researcher: “I have seen some of the food posts, the food looks amazing! Have you invested in technology to increase your market appeal?”

Business 4: “No we haven’t, as we are such a small business we have not invested anything in technology, only recently we have started offering contactless payments” (laughs)

Researcher: “That’s fair enough! If you don’t feel the need to, then there’s no point. Do you use social media to promote student offers in order to attract the local students at all?”

Business 4: “We advertise all our food and drink on there. We don’t do any deals specifically for students, our deals and discounts apply to everyone visiting our place. Umm for example at the beginning of winter, we launched a caramel hot chocolate to our menu, as it was a new addition to the menu, we made it half price for the whole of November. Many students visited us to try it and it was a success.”

Researcher: “Ok, that’s great, do have a clearly defined target market?”

Business 4: “I would say our target market are students, but it depends on the occasion really but umm our posts are normally food and drink related with a call to action. We follow lots of foodie people, bloggers, photographers etc. and in turn their followers follow us.”

Researcher: “Yeah, yeah.. That’s good. Do you create polls/surveys/product giveaways on social media to be used as a campaign to encourage more customer engagement?”
Business 4: “We created a poll on Facebook to find out if customers liked our new drinks menu. We had great feedback from the poll and discovered that the majority of our customers really liked it.”

Researcher: “That’s brilliant! It’s a great way of engaging with new and existing potential customers. How do you create long-term relationships with your customers?”

Business 4: “Umm.. We have customers that visit time and time again, which we have built relationships with. We also ensure we provide consistently great customer service so they want to back.”

Interview 5- The pot Took place 29th of February 2018 @ 2:00pm

Researcher: “Thank you for your time today, it is a great help for my final project!”

Business 5: “That’s no problem, glad I’m able to help.”

Researcher: “Thank you, my first question for you is do you use social media as a promotional strategy, and if you do.. which social media platforms do you use and why?”

Business 5: “Umm.. yes we do.. so we use Facebook. I feel like Facebook is the most popular social media platform, and that’s why we use it.”

Researcher: “Ok, why not twitter?”

Business 5: “Umm.. I don’t really know why, umm I think it’s because I don’t have a personal twitter account so I don’t really know how to use it.” (laughs)

Researcher: “That is fair enough. Have you invested in technology to increase your market appeal?”

Business 5: “No, we haven’t invested anything in technology actually. We prefer traditional marketing, we have advertised in the local paper a couple of times.”

Researcher: “Ok, great, Do you use social media to promote student offers in order to attract the local students? And if so could you tell me about which Social media applications or methods you use?”

Business 5: “To be entirely honest, we don’t do anything special for students and I know we should because they are the majority of the population in this area. We advertise our menu’s and dishes on social media but wouldn’t say the posts are targeted at students specifically. They are targeted at everybody. I do think we should put more focus on students though.”

Researcher: “Yes, maybe that would help increase your customer base. So we’ve touched on this next question a little bit but do you think you have a clearly defined target market?”

Business 5: “No, we don’t. Our doors are open for everybody. I am going to try and aim at students more though, because this place is surrounded by student housing.”
Researcher: “That is a fair point. Do you ever create polls/surveys/product giveaways on social media to be used as a campaign to encourage more customer engagement?”

Business 5: “Ummm, yes we have! We had a mother’s day product giveaway, which we gave away a free 3 course meal for two people. We had a great response rate and gained some new followers by customers liking and sharing the post, so yeah it went down very well.”

Researcher: “That’s great! How do you create long-term relationships with your customers?”

Business 5: “Ummm, by always delivery excellent customer service and making the experience as personal as we possibly can. We have a couple of familiar faces that visit time and time again, and we have built relationships with them by remembering what they like and dislike.”
Appendix I: Transcript answers for Students

Interview 1 - Student 1 Took place: 27th of February 2018 @ 9:46am

Researcher: “Hi ***** thank you for taking part today, It is a great help! My first question for you is are you a student that lives in Cathays?”

Student 1: “It’s my pleasure! Yes I am and I love it! It’s such a great place to live”

Researcher: “Ok, You should be able to answer the following questions with no difficulties then.. how often would you say that you use social media?”

Student: “Oh, its definitely every single day without fail.”

Researcher: “Brilliant!. How often do you use social media to gain an insight of a restaurant prior to visiting?”

Student 1: “I would say 60% of the time. For example if I’m meeting someone local Cathays for brunch or just a cup of tea, I will use social media to find out what the prices are like or their opening hours.”

Researcher: “Ok, Great! So then ***** How do you think social media is good for attracting students? For example compared to newspapers etc.”

Student 1: “Well students don’t really use newspapers very much anymore, and typically if they do they are political newspapers like the guardian. But most students access social media daily, so it would be more effective to advertise on social media rather than a newspaper or a flyer through the door.

Researcher: “Great answer, moving on then. Have you ever heard of the following restaurants: The Flora, Amesouer Bistro , Svago, Stag Coffee and The Pot? If so, please state which ones.

Student 1: “I’ve heard of all of them yes”

Researcher: “OK, and which ones have you visited?”

Student 1: “I’ve been to amesouer bistro and stag coffee. I have been to both of them multiple times as I love the atmosphere in both. I would like to visit the Flora one day, as it’s meant to have a great student vibe there.”

Researcher: “I love them all, The Flora is great. You should definitely try it! What do you think of the prices? Are they student friendly?”

Student: “I think so but amesouer is more for a special occasion as opposed to just going there on a random basis, because if you compare it to other cafes such as stag coffee, umm it’s a lot more expensive and a lot more middle-class.”
Researcher: “Yeah, Amesouer bistro do unlimited prosecco on a Friday night, do you think is something that’s targeted towards students?”

Student 1: “umm, not really. I think its targeted more towards the working class people, who come home from work on a Friday night and have a catch up with their friends.”

Researcher: “ok, have you ever seen any social media posts about any of these restaurants?”

Student 1: “Yes, only amesouer as I follow them on Instagram.”

Researcher: “What kind of stuff do they post?”

Student 1: “They advertise pictures of their food, for example on Pancake Day they advertised how they were celebrating it. I think it was £5 for a coffee and pancake, which is pretty reasonable!”

Researcher: “Their social media marketing strategy must be working then! Do you think it will be beneficial to see more posts?”

Student 1: “Yeah I think so, I think she should post more of the food and maybe in the interior as it’s amazing. I think she should utilize Facebook more as I don’t see many posts on there. I would also suggest doing some stalls around the university during fresher’s week, and printing some flyers out and also put them around the university too to make people more aware of where they are located.”

Researcher: “There’s so many restaurants in the area so it is important to gain a competitive advantage, do you think they attract the student market well? And why?”

Student 1: “I think Stag coffee does and the flora does. Umm Svago I don’t really think so, and the pot is a bit further up so I assume that’s more for the students studying in the heath campus. So not sure about there and I haven’t been there myself. I think the amesouer bistro in some ways it could be done a bit better but in other ways I do think it advertises for students, but needs to be a larger basis.”

Researcher: “By that do you mean like using the newest social media platforms, like snapchat?”

Student 1: “yeah, snapchat is huge now and would be very beneficial within the hospitality industry.”

Researcher: “Great, What advice would you give to the restaurants to improve their social media marketing strategy?”

Student 1: “umm, the advice I would give is to visit more student fairs and things to get known in the area. I would also advise building a respectable relationship with students and teams at the university. So for example, sponsor one of the university teams in Cardiff as appose to just like an academic team. So if you are part of that team then you will be able to benefit from a 10% discount at the restaurant.”
Interview 2- Student 2. Took place: 27th of February 2018 @ 10:05am

Researcher: “Hi ***** thank you for taking part in my research. As you know my paper is looking at how independent restaurants in Cathays, so where we live.. use social media in order to attract student consumers. My first question for you today is are you a student that lives in Cathays?”

Student: “Yes, yes I am”

Researcher: “How often would you say that you use social media?”

Student: “That’s simple, every day!”

Researcher: “OK great, so as you are aware there are many restaurants in Cathays, and my next question links in with this. How often do you use social media to gain an insight of a restaurant prior to visiting?”

Student: “umm I’d say I use it quite often, um its quite easily to access menu’s online of restaurants and look at prices. I use trip advisor as well to see what the ratings are and what people are saying about the food, and I find it very useful.”

Researcher: “I agree it is a great tool and if utilized correctly can be very beneficial. How do you think social media is good for attracting students.. So rather than newspapers and stuff like that?”

Student: “Students use social media daily so I think that’s why social media marketing would be the most beneficial way of targeting students. umm it’s because students don’t have the time to visit restaurants and look at the menu’s so it’s quicker to basically go online, and look at their website and look at the prices as well and the deals they currently have.”

Researcher: “Yeah I do that all the time also (laughs) have you ever heard of any of these restaurants. So we got The Flora, amesouer bistro, Svago, Stag Coffee and the Pot Bistro. If so can you state which ones?”

Student: “umm so the only one I haven’t heard of is the pot bistro, the last one you stated. I have heard of all the rest and even work part time in Svago as a waitress.”

Researcher: “I love the food in Svago, I don’t know how you cope around all those amazing smells without getting so hungry! (laughs) Have you ever visited any of the ones that you have heard of?”

Student: “ummm.. Can you repeat them again please?”

Researcher: “yeah of course, so the flora?

Student: “yeah I’ve been to the flora!”

Researcher: “Ok! Amesouer bistro?”

Student: “Yeah, of course I’ve been to that one. The food is amazing”
Researcher: “The next one is Svago, so of course you have been there as you work there (laughs) so what about Stag coffee?”

Student: “Yeah I’ve also been there. I didn’t realise I’ve been to all these places, I eat out way too much” (laughs)

Researcher: “But you haven’t been to pot, correct?”

Student: “No I have not visited the pot but probably should as I’ve tried everywhere else!”

Researcher: “Ok, do you think the prices are student friendly in these places that you have visited and if so how?

Student: “umm, I think Svago is very reasonable. They do 10% student discount and deals like buy one get one free pizza’ on a Tuesday, which attracts the students. Amesouer bistro I would say that’s quite reasonable as well, but is probably only used by students for a special occasion as its quite upper-class. Umm stag coffee then I would say is a bit more expensive. And then what’s the other one?”

Researcher: “The last one is the flora”

Student: “The flora.. Yes I’d say that’s very reasonable and has a very good student vibe. it’s a great place to relax after submitting a nasty essay!”

Researcher: “Ok great! I love the flora. So have you seen social media posts about any of these restaurants?”

Student: “umm yes. I’ve seen the flora being advertised on Facebook, I went there for a roast dinner and that was advertised which actually enticed me to visit. I’ve also seen advertisements on Svago’s social media platforms, so the student deals and discounts that they offer.”

Researcher: Yeah it’s a brilliant help isn’t it? Do you think it will be beneficial to see more posts, so it’s a way they can attract more people?”

Student: “yeah of course, yeah. You know social media is such a big thing now and it is good for attracting students, so I think restaurants should definitely use it in their advantage to gain exposure.”

Researcher: “Ok, that’s great stuff. Last question then, what advice would you give to the restaurants to improve their social media marketing strategy?”

Student: “umm maybe to post more pictures, so utilize Instagram more as I know that is extremely popular these days. I would also suggest making it more clear what deals they have, especially on occasions such as valentine’s day or like Christmas menu’s and that. I think that’s how they could improve their social media marketing strategy.
Interview 3- Participant 3. Took place: 27th February @ 12:43pm

Researcher: “Thank you for taking part ***. I really appreciate your time and effort. Firstly I would like to ask you, are you a student that lives in Cathays?”

Student: “Yes I am. I live on **** Road actually, which means I can’t get any more central”

Researcher: “That’s great. So *** How often would you say that you use social media?”

Student: “Umm.. I would say every day.”

Researcher: “Ok, and how often do you use social media to gain an insight of a restaurant prior to visiting?”

Student: “I often use this prior to visiting a restaurant due to my food allergy, especially if it is a restaurant that I haven’t been to before. I like to look at the menu to see what I can and can’t have as it would be very disappointing turning up (especially on my birthday!) and not being able to have something that I like.”

Researcher: “That must be very frustrating for you. What is your opinion on the use of social for attracting students?”

Student: “Social media is all students use so I think it’s great for attracting students. They no longer read newspapers or will read a bulletin board whilst passing. Students are always looking for cheaper alternatives also so if this is communicated through social media it will attract customers.”

Researcher: “That is a very good point. Have you ever heard of the restaurants (The Flora, Amesouer bistro, Svago, Stag Coffee and The Pot? If so, please state which ones?”

Student: “yes, I have heard of all of them. They are all very close to my student home, so I pass them every day when going to and from university.”

Researcher: “very convenient then if you are hungry (laughs) Have you visited any of the following restaurants: The Flora, Amesouer Bistro, Svago, Stag Coffee and the Pot? If so, which ones?”

Student: “yes too convenient (laughs) I have visited the Flora and the Stag Coffee. I would like to visit Svago because I’ve heard the prices are good, and Italian food is the best.”

Researcher: “I agree, Italian food is the best! I love it! Do you think the prices are student friendly? If so, how?”

Student: “I think both have student friendly prices, the Stag Coffee has good quality food for the price which is why I was attracted to that restaurant. The flora has cheap prices also and is in the middle of Cathays so it’s convenient for all, especially in the winter when Cardiff is freezing and you want to get out of the house.”

Researcher: “That’s great, have you seen social media posts about these restaurants?”
Student: “I haven’t actually seen any for these restaurants apart from Svago online, but saying that I don’t think I follow them on social media. It is something I will do now that we’ve spoken about it because it is good to know what’s on offer in the area.”

Researcher: “Would you like to see more posts?”

Student: “Yes, it would be useful to know if they have any deals going on, opening times etc. I think it would be beneficial to many people, not just students.”

Researcher: “To save you going out in those cold Cardiff conditions (laughs) my next question leads on from that, do you think they attract the student market well? And why do you think that?”

Student: “Umm I think they all attract the student market by simply being within walking distance in Cathays, and being lower priced than those in the town centre.”

Researcher: “That is a very good point that no one else has made! My last question for you is what advice would you give to the restaurants to improve their social media marketing strategy?”

Student: “I would suggest making online social media pages such as Instagram so students are able to follow their page and keep up to date with prices and deals, and events because I know the flora has music events on a Thursday. I also think using flyers within University’s would bring success because students will get an insight into what the restaurant has to offer.”

**Interview 4- Participant 4 Took place 27th of February 2018 @ 2:00pm**

Researcher: Thank you ***** for taking part today, it is a great help. My first question for you is “are you a student that lives in Cathays?”

Student: “Yes I am”

Researcher: “Ok great, how often would you say that you use social media?”

Student: “Definitely every day.”

Researcher: “Ok, that’s great. You should be able to answer these questions quite easily then. How often do you use social media to gain an insight of a restaurant prior to visiting?”

Student: “Umm I use social media for reviews of restaurants, and sometimes to look at the menu because I am a fussy eater. I like to know what I will have before visiting, but normally I tend to just go to places that I have been to before, and stick to what I know.”

Researcher: (laughs) “You should try new dishes and you may be surprised at what you will like! How do you think social media is good for attracting students?”

Student: “Umm, I think it is good for displaying cheap student discounts. The use of twitter and Facebook is essential to draw students in and offer competitions/deals within restaurants. They are aware that 99% of students have social media so they are a good target market.”
Researcher: “That’s great, have you ever heard of the following restaurants The Flora, Amesouer Bistro, Svago, Stag Coffee and The Pot? If so, please state which ones?”

Student: “Yes, I’ve heard of them all. I pass them all every single day on my way to university.”

Researcher: “Have you visited any of them, or do you just walk straight past?” (laughs)

Student: “I have visited the flora, Svago and Stag Coffee. Svago is my favourite place, I like going on a Tuesday as they offer buy one get one free pizza so it is reasonably priced.” (laughs)

Researcher: “That’s brilliant, do you think the prices are student friendly?”

Student: “The Flora is student friendly and aimed towards students in the area, Svago is a little more expensive but is more of a middle-class restaurant compared to a pub, and Stag Coffee is reasonable for the quality of food that they provide.”

Researcher: “Have you ever seen any social media posts about these restaurants?”

Student: “Yes, I have seen some posts about the flora. They use social media and have seen this on Facebook when they have invited students to quiz nights and an open mic night. I didn’t attend the event but lots of my friends had clicked attending on the invite.”

Researcher: “Ok, do you think it would be beneficial to see more posts?”

Student: “Yes, I think it would be very beneficial to students, but also to the restaurant itself. Students will be able to keep track of what events are going on, what’s new and if there are any offers on. The restaurants will benefit by gaining new customers and hopefully existing ones will return.”

Researcher: “Do you think the selection of restaurants attract the student market well? And if you could say why that would be great”

Student: “Yes, the location is critical in Cathays. Students always want to eat out as they hate cooking, well I do (laughs) so offering student deals through the help of social media attracts students and entices the students to go in and try what’s on offer.”

Researcher: “What advice would you give to the restaurants to improve their social media marketing strategy?”

Student: “Sponsored posts, therefore it reaches a wider/larger audience and possibly join student groups online on social media to gain a larger audience and display more deals and nights specialising in student needs/wants - quiz nights/cheap drink nights like gassy jacks which is a very cheap pub to go with friends in Cathays.”
Interview 5- Participant 5. Took place on the 28th of February 2018 @ 10:00am

Researcher: “Thank you for your time today, I really appreciate it ***** First things first, are you a student that lives in Cathays?”

Student: “Yes I am, I love living in Cathays. There is always so much to do and all my friends live there so I’m not looking forward to leaving in July.”

Researcher: “I bet! How often would you say that you use social media?”

Student: “(laughs) All the time, I use it daily.”

Researcher: “Yeah its great isn’t it? As I’ve explained previously my research paper is looking at how independent restaurants in Cathays use social media to attract student consumers. In relation to that how often do you use social media to gain an insight of a restaurant prior to visiting?”

Student: “If I’m trying somewhere new I always have a quick look online to see other people’s opinions of their experience. I also like looking at the menu to ensure I like a couple of things before visiting the place.”

Researcher: “That’s great, and how do you think social media is good for attracting students?”

Student: “Umm, I think it spreads the word very quickly and can be a beneficial way of promoting offers and discounts. It is probably the most effective way of attracting student as they are heavy users of social media.”

Researcher: “Yes, that’s true. Have you ever heard of any of the following restaurants The Flora, Amesouer Bistro, Svago, Stag Coffee and The Pot? Which ones?”

Student: “I’ve heard of all of them, other than The Pot”

Researcher: “Which of these restaurants have you visited?”

Student: “I have visited Svago and stag coffee.”

Researcher: “And do you think the prices are student friendly? As in good value for money for a student area?”

“Svago prices are very reasonable for students, especially for a good quality Italian restaurant. Stag coffee prices are slightly more expensive than other places, especially for breakfast. Their full English breakfast is quite small and more expensive compared to other cafe’s offering a full English so you get more for your money elsewhere - however stag coffee offers better quality food and a really nice surrounding.”

Researcher: “Ok, that’s brilliant. Have you seen social media posts about any of these restaurants?”

Student: “I have occasionally, but not that often.”
Researcher: “What posts did you see?”

Student: “I saw a post on Svago’s Facebook page stating what they were offering on Valentine’s Day. They were advertising a three course meal with wine for £20. The post had lots of likes and shares so I think that the message had definitely been seen by many.”

Researcher: “Do you think it would be beneficial to see more posts?”

Student: “If I knew more about the kinds of food these places were offering and any promotional offers they had, I would be more tempted to go so yes I think it would be beneficial for the organisation to post more on social media.”

Researcher: “Ok great, and do you think they attract the student market well? And Why?”

Student: “I think they attract the student market simply due to their location - these restaurants are in the heart of Cathays. I think that students want somewhere close by that they can quickly visit for something to eat. A few of the restaurants have a great atmosphere and student vibe such as The Flora, Stag Coffee which also attracts the students and makes them student friendly.”

Researcher: “Location is a very good point. If you could advise these restaurants on how to improve their social media marketing strategy, what would you say?”

Student: “Umm I would advise them to use social media to promote any offers and discounts that they have, so students can keep up to date with what is on offer, as well as advertising brand new or classic favourite dishes on their menu. Once I see a photo on Instagram of a nice looking meal or good venue I am instantly drawn into going!”

**Interview 6- Participant 6. Took place on the 28th of February 2018 @ 11:07am**

Researcher: “Hi ******, Thank you for taking part today. I really appreciate it. Firstly, are you a student that lives in Cathays?”

Student: “Yes I am.”

Researcher: “Ok that’s good then, most of this should make sense to you then (laughs) How often would you say that you use social media?”

Student: “I use it every day. I message my friends using Facebook messenger so I use it as my main source of communication.”

Researcher: “How often do you use social media to gain an insight of a restaurant prior to visiting?”

Student: “Quite often, if I've never been to the restaurant before then usually look online first or on Facebook pages to check out what kind of cuisine they do and what the prices are like.”

Researcher: “I think everybody does that (laughs) so ****** How do you think social media is good for attracting students?”
Student: “It's good because it's the easiest way of promoting something due to everyone using social media. Events where people can get invited allow students to see what other students are attending. And things like 'like and share this for a free something or discount' entice students.”

Researcher: “That’s great, have you ever heard of the following restaurants The Flora, Amesouer bistro, Svago, Stag Coffee and The Pot?”

Student: “I’ve heard of the Flora only because it was included in a pub crawl that I've done before as it was in my area. Haven't heard of any others.”

Researcher: “And that answers my next question of have you visited any of them so no need to re-visit that question. Do you think the prices are student friendly in the flora?”

Student: “Yes I think they are. I feel like the flora’s target market are students, therefore they must have cheap drinks to ensure students keep visiting time and time again.

Researcher: “Ok, have you seen social media posts about these restaurants?”

Student: Nope, none. Other than the Flora which I saw a post advertising a Sunday roast and a gin-night. I haven’t seen anything about the other restaurants in question.”

Researcher: “Would you like to see more posts?”

Student: “Yes I would. If these restaurants posted more frequently, then maybe I would know about them. I have many student friends on Facebook so if they were sharing their posts I would have definitely seen something.”

Researcher: “Do you think they attract the student market well?”

Student: “Ummm Probably not no, as I'd never heard of the majority of them. It is clear that more ways of attracting students is needed.”

Researcher: “OK, and what advice would you give to the restaurants to improve their social media marketing strategy?”

Student: “Umm I’m not quite sure, I think posting things like leaflets through doors in the area would be more beneficial. And ummm obviously utilizing social media better would be a key point, so posting daily rather than every now and again to keep people engaged and up to date with what is going on.”

**Interview 7- Participant 7. Took place on the 28th of February 2018 @ 12:00pm**

Researcher: Thank you ***** for taking part today. Are you a student that lives in Cathays?

Student: “Yes, I live in Cathays in a student house.”

Researcher: “Ok and how often would you say that you use social media?”

Student: “Umm I use social media daily.”
Researcher: “Ok brilliant, how often do you use social media to gain an insight of a restaurant prior to visiting?”

Student: “umm, quite often because I like to know what kind of food they do, and preferably take pictures of the menu as well to show whoever I’m going with what they do.”

Researcher: “Ok, and how do you think social media is good for attracting students?”

Student: “I think it’s really good when they can advertise deals and discounts and stuff, and specifically target students in their posts. Students use social media to communicate with others and it is probably the easiest way of getting their attention.”

Researcher: “Ok so leading on from that, have you ever heard of the following restaurants. We have The Flora, Amesouer Bistro, Svago, Stag Coffee and The Pot.”

Student: “I’ve heard about the Flora, and been to the flora before for drinks and also for food. Umm I’ve never been to the Amesouer Bistro, but I’ve heard a lot of good reviews about that one. A lot of students I know go there to do work because it’s meant to have a relaxing atmosphere and nice surroundings. Umm I’ve been to Svago as well which is really nice, and Stag Coffee which is really nice as well. Umm I’ve never heard of the pot, so never been there. Is that what it’s called? I can’t remember?”

Researcher: “Ok, so you’ve tried and heard of a couple of them which is great. And yes, that’s correct. It’s called The Pot.”

Student: “Yeah, I’ve really never heard of it. I should look into it and give it a try.”

Researcher: “So do you think the prices in these places are student friendly?”

Student: “umm, I think stag coffee is most definitely student friendly because they aim more at students. For example on Instagram they really promote for students to go there. Umm Svago’s quite good as well because the food’s quite cheap actually to think you get a good portion. Umm the flora, I think they do nice Sunday lunches and the price is student friendly as well so yeah.”

Researcher: “Ok that’s great, have you seen any social media posts about any of these places that we have spoken about?”

Student: “yeah, ummm Stag Coffee and The Flora post regularly on Instagram, so they are really good at promoting. That’s what enticed me to try Stag Coffee, my friend tagged me in one of their food posts and it looked amazing.”

Researcher: “Do you think it would be beneficial to see more posts?”

Student: “yes, it would. I would love to know about events happening or any good deals. I would definitely attend if they were advertised. I would like to see more from Svago, as it’s so nice and you don’t have to go all the way to town. I think because it is based in the centre of Cathays, they need to sell themselves a little more.”
Researcher: “that’s a good answer. Ummm, do you think they attract the student market well then?”

Student: I think students bring them the money. I think since they have such nice food and drinks there, especially the cocktails and stuff. And in the Stag, the atmosphere is really nice. I meet up with a friend there regulatory as they provide blankets and hot water bottles and have an amazing garden to sit out. So when it’s cold out, you can sit with a coffee and a blanket and I think it’s a perfect touch.

Researcher: “perfect, so last question... What advice would you give to the restaurants to improve their social media marketing strategy?”

Student: “Definitely post as often as possible, and umm, just aim the posts a little bit more towards students, so like make a student night. For example, on a Wednesday night half price drinks with a valid student ID or have live music or a quiz night to attract them. I would also suggest posting more pictures as a picture says a 1000 words, they are very influential and will bring the crowd in.”

Interview 8 – Participant 8 – Took place on the 28th of February @ 2:04pm

Researcher: “Hi ****, Thank you for your time today. As you are aware from the participant information sheet, my dissertation is looking at the restaurant in Cathays, and how they use social media to attract student consumers. Before we begin, are you a student that lives in Cathays?”

Student: “Yes the participant information sheet explained everything, yes I live in Cathays.”

Researcher: “Ok and how often would you say that you use social media?”

Student: “So often, I use social media at least 5 times a day.”

Researcher: “Ok, that’s great. So I’m just going to ask a couple of questions about the restaurants in Cathays... So umm how often do you use social media to gain an insight of a restaurant prior to visiting?”

Student: “umm... I would actually say every time. I like to look at reviews and pictures to see what it’s like. I use trip advisor all the time and also use Facebook to find a menu for the place.”

Researcher: “Ok, that’s great. How do you think social media is good for attracting students? So students in specific.”

Student: “Ummm... because students spend the majority of their free time on social media. They use it communicate every single day, it’s probably the most effective marketing method there is.”

Researcher: “That’s a good answer. Umm ok so have you ever heard of any of these restaurants: The Flora, Amesouer bistro, Svago, Stag Coffee and The Pot?”
Student: “Umm.. ok so I’ve heard of Svago, Stag Coffee and The Pot.”

Researcher: “Ok, and which of these restaurants have you visited?”

Student: “I’ve actually been to all three!”

Researcher: “Ok, brilliant. Do you think the prices are student friendly? And if so, how?”

Student: “Umm... so I think the prices in Svago are very student friendly, they have some real good deals. Umm... Stag Coffee, yes I think their prices are student friendly... Especially for the quality of food you receive. And umm The Pot, The Pot does not have student friendly prices. It is a bit more upmarket.”

Researcher: “Brilliant, Have you seen social media posts about these restaurants?”

Student: “Yes I have! Svago post a lot on social media, I have seen Instagram posts and Facebook posts. I have seen a couple of Instagram posts from Stag Coffee promoting their new winter menu. I found that really helpful as I looked at it recently prior to visiting with a friend. And umm The Pot, I’ve noticed some activity on Facebook but not much.”

Researcher: “Ok, and do you think it would be beneficial to see more posts?”

Student: “definitely! I would look at their social media platforms. I also think it would benefit them as they could potentially gain some customers.”

Researcher: “That’s very true actually. Do you think they attract the student market well? And why?”

Student: “Yes they do attract the student market well. Umm.. Svago has excellent student deals, Stag Coffee provide a great vibrant place to sit with friends, the surroundings are amazing. Umm.. The Pot is great for a nice occasion with friends. They are each unique but all attract the student market excellently.”

Researcher: “Ok! My last question is what advice would you give to the restaurants to improve their social media marketing strategy?

Student: “Umm... I would say... keep posting and engaging with customers on a daily basis. Umm... possibly create giveaways to gain additional followers, which means more people viewing your posts.”

**Interview 9- Participant 9 – Took place on the 29th of February @ 3:15pm**

Researcher: “Hello ***** Thank you for being a part of my study, I really appreciate it.”

Student: “It’s no problem.”

Researcher: “So you’ve read the participant information sheet and have an understanding of my study. Firstly, are you a student that lives in Cathays?”

Student: “Yes I live in Cathays and yes I am a student.”
Researcher: “Ok that’s brilliant! How often would you say that you use social media?”

Student: “Umm... I use social all the time, it's definitely a daily thing.”

Researcher: “How often do you use social media to gain an insight of a restaurant prior to visiting?”

Student: “Umm... If I have never been there before, I will have a look on social media for example dishes and the menu. I like to know my options before visiting.” (laughs)

Researcher: “Ok, I’m the same (laughs) and how do you think social media is good for attracting students?”

Student: “Umm... well students use social media daily so it would be the easiest way of communicating with them.”

Researcher: “Perfect, have you ever heard of the following restaurants: The Flora, Amesouer Bistro, Svago, Stag Coffee and The Pot?

Student: “I’ve heard of them all actually yes”

Researcher: “Ok that’s interesting and which of these restaurants have you visited?”

Student: “Believe it or not, I’ve also been to them all too! I thoroughly enjoy eating out” (laughs)

Researcher: “Wow, that’s great! Do you think the prices are student friendly in these places? If so, how?”

Student: “Umm... yes I do think the prices are student friendly in the majority of the places listed. I think Svago, The Flora and Stag Coffee are very reasonable and the prices are most definitely student friendly. I think The Pot and Amesouer Bistro are more for a special occasion, so students may only go there for a birthday celebration or something.”

Researcher: “OK, brilliant! Have you seen social media posts about these restaurants?”

Student: “Yes, I have seen posts about all of them in fact. I’m such a foodie and I love reading food blogs so I follow every one of these restaurants on all forms of social media. I’ve noticed that Svago post a lot, which is great to see as a follower.”

Researcher: “Personally would you like to see more posts?”

Student: “100% yes! Like I previously mentioned, I follow all of these restaurants on social media because I am interested in what they post. I would love to see more images and competitions on their social media accounts.”

Researcher: “Ok, and do you think they attract the student market well? If so why?”

Student: “I think their location automatically makes them approachable by students, they are all situated in the centre of the student village. I think that they do attract the student market
well in different ways. I think that Svago, Stag Coffee and The Flora are reasonably priced and that The Pot and Amesouer Bistro have a fantastic student atmosphere.

Researcher: “What advice would you give to the restaurants to improve their social media marketing strategy?

Student: “I would say writing posts daily is key. The more posts you write, the better chance of gaining new customers. I would also suggest making events and inviting students to the event using Facebook.”

Researcher: “that’s perfect *****, Thank you for your time today.”

Interview 10 – Participant 10 – Took place on the 1t of March @ 12:05pm

Researcher: “Hello ***** Thank you for your time today, it is a very big help and I really appreciate it.”

Student: “It’s ok!”

Researcher: “Ok. So firstly, are you a student that lives in Cathays?”

Student: “I am indeed.”

Researcher: “Great! How often would you say that you use social media?”

Student: “I cannot go one day without it! So I use it everyday”

Researcher: “Perfect! How often do you use social media to gain an insight of a restaurant prior to visiting?”

Student: “Umm... Always! I would never go to a restaurant before checking what it’s like on Facebook, Instagram and Twitter.”

Researcher: “Ok, How do you think social media is good for attracting students? So umm compared to newspapers etc.”

Student: “Umm... Students have been brought up with social media and they use it daily. I can’t remember the last time that I read a newspaper. So if something was advertised in a newspaper, I would never see it but if something was advertised on social media, I would be likely to see it.”

Researcher: “OK, that’s great thank you. Have you ever heard of the following restaurants: The Flora, Amesouer bistro, Svago, Stag Coffee and The Pot? If so, which ones”

Student: “Umm so I’ve heard of The Flora and I’ve also heard of Stag Coffee.”

Researcher: “Ok and Which of these restaurants have you visited?”

Student: “I’ve been to The Flora only. It’s near my house so very convenient!”
Researcher: “Do you think the prices are student friendly? If so, how?”

Student: “I think the prices in the flora are really good. Drinks and food are both very reasonable and they sometimes have entertainment too, which is free to watch - there is no entry fee at the door. So yeah I think the prices are suitable for students.

Researcher: “Have you seen social media posts about these restaurants?”

Student: “So I’ve seen a couple about Stag Coffee, and that’s how I know about that restaurant. I’ve seen The Flora advertise different events and their menu on Facebook, which has been beneficial to me.”

Researcher: “Ok great! Would you like to see more posts?”

Student: “Yes, It would be good to see more posts. I would like to see what is going on in my local area, and any deals and discounts the restaurants have.”

Researcher: “Do you think they attract the student market well?”

Student: “From what I know, The Flora attract the student market exceptionally well. The place is always full of students due to the fact they offer great quality food and drinks for a great price. The atmosphere is always amazing and they do a very good job at providing student prices.”

Researcher: “What advice would you give to the restaurants to improve their social media marketing strategy? “

Student: “I would suggest targeting more at students, rather than just anybody. Umm.. I would also suggest including deals and discount on all social media platforms, and them known and obvious.”

Researcher: “Thank you so much for your time today *****”

Student: “I enjoyed that, no problem at all.”

Interview 11- Participant 11- Took place on the 1st of March @ 1:15pm

Researcher: “Hi ***, Thank you for your time and efforts today. It is greatly appreciated.”

Student: “That’s fine, I don’t mind at all.”

Researcher: “Ok, great. So firstly, are you a student that lives in Cathays?”

Student: “Yes I am.”

Researcher: “Ok great... and how often would you say that you use social media?”

Student: “umm... daily. I have group chats on Facebook and they constantly send me notifications so I have to keep checking them (laughs).”
Researcher: “I know what you mean (laughs) so these questions are now going to relate to my research question and the information you read in the participant information sheet. So...how often do you use social media to gain an insight of a restaurant prior to visiting?”

Student: “Always, especially if I have never visited before. I like to check customer reviews and also look at what selection they have.”

Researcher: “Ok, how do you think social media is good for attracting students?”

Student: “Umm... well that’s all student use. They rarely read newspapers anymore, or pick up leaflets when passing somewhere. Social media is the centre of their attention so it would be silly not to use it to attract them.”

Researcher: “Have you ever heard of any of the following restaurants: The Flora, Amesouer Bistro, Svago, Stag Coffee and The Pot?”

Student: “Umm... let me a think... I’ve heard of Stag Coffee, and umm.. I’ve also heard of The Flora. I don’t live far from Stag Coffee so I love visiting there for some lunch just to get out of the house.”

Researcher: “Ok, perfect! Have you visited any of the restaurants? I know you stated that you had been to Stag Coffee?”

Student: “Yes, so I’ve been to both the Flora and Stag Coffee. They are both very unique and great places to visit!”

Researcher: “Do you think the prices are student friendly? If so, how are they?”

Student: “Oh yes!!! They are very reasonable for students. Both places are ideal for students in regards to price and location, they are perfect.”

Researcher: “Have you seen social media posts about these restaurants?”

Student: “I have seen posts about The Flora but not Stag Coffee, but I don’t think I follow Stag Coffee on social media. The Flora post amazing pictures of their food and their cheap drink offers. I know a lot of my friends follow their page and eat there regularly due to the good offers they have.”

Researcher: “Would you personally like to see more posts?”

Student: “Yes I would, I think it would be very beneficial. I would like to know what events are going on, or what the dish of the day is.”

Researcher: “Do you think they attract the student market well? And if so why?”

Student: “They are both always full of students, which gives it that student vibe. I think they are both in prime locations for students. Their menu and prices are suitable and are student friendly which drives business.”
Researcher: “What advice would you give to the restaurants to improve their social media marketing strategy?”

Student: “Umm... The advice I would give would be to target posts at students by maybe starting the post with CALLING ALL STUDENTS. Umm... maybe create some polls and surveys to engage with customers and maybe a couple of competitions now and again to get existing customers to share your post, to help gain new ones.

**Interview 12 – Participant 12 – Took place on the 1st of March @ 3:25pm**

Researcher: “Thank you ***** for agreeing to take part today. I know you are very busy with your own deadlines in the library today so I’m very grateful for your time and effort.”

Student: “Awh that’s ok, happy I can help.”

Researcher: “First things first, are you a student that lives in Cathays?”

Student: “Yes I am, I live on **** Street.”

Researcher: “How often would you say that you use social media?”

Student: “it’s probably an embarrassing amount (laughs) I definitely check it daily.”

Researcher: “Ok, great. How often do you use social media to gain an insight of a restaurant prior to visiting?”

Student: “I would say umm.. 80% of the time. If I know that I am going there, I will make an effort to have a look at the menu and stuff, but if I’m just passing somewhere that looks nice, I will just go in without looking what it’s like online first.”

Researcher: “How do you think social media is good for attracting students?”

Student: “Umm, I think it is the most effective way of communicating with one another, especially with students because that’s all they know. They have been brought up with this communication tool.”

Researcher: “Have you ever heard of any of these restaurants: The Flora, Amesouer Bistro, Svago, Stag Coffee and The Pot? If so, which ones?”

Student: “Umm... I’ve heard of the Amesouer bistro, Svago and also Stag Coffee.”

Researcher: “Ok, that great, and have you visited any of them at all?”

Student: “So, I’ve been to Stag Coffee. I’ve been meaning to try Svago for a very long time but just never got the chance but it looks really nice. I’ve passed Amesouer Bistro and it looks expensive so never thought of trying it, but maybe I should.”

Researcher: “Ok, Do you think the prices are student friendly in Stag Coffee? If so, how?”
Student: “Yes I do, I think you get great quality food for a good price. The surroundings are amazing too so I think the prices are suitable for the surroundings.”

Researcher: “Have you seen social media posts about these restaurants?”

Student: “Umm... I have seen posts about Svago and Stag Coffee. They both post amazing looking food on Instagram and Facebook. Svago advertise their menu, current offers and special occasions. Umm... Stag coffee advertise new meals, opening/closing hours and pictures of their amazing food.”

Researcher: “Would you like to see more posts?”

Student: “I personally think that both of these restaurants do a very good job at promoting on social media, but the more posts the better.”

Researcher: “Do you think they attract the student market well? And if so why?”

Student: “Oh yes! I think they attract the student market excellently! The prices are good and the atmosphere at Stag Coffee is brilliant which I think attracts the students more.”

Researcher: “Ok, perfect! What advice would you give to the restaurants to improve their social media marketing strategy?”

Student: “Umm ... well the more posts you make on social media, there will be an increased chance that you are going to get noticed by new customers. I think it is important that they post on a daily basis, rather than a weekly or monthly basis to engage with customers as much as possible and as frequently as possible.”

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**Interview 13 – Participant 13: Took place on the 1st of March @ 5:05pm**

Researcher: “Hello ****, thank you for your time today. My first question is are you a student that lives in Cathays?”

Student: “The pleasure is all mine. Yes I live in Cathays and I am studying Business Management at Cardiff Met.”

Researcher: “Ok great, and how often would you say that you use social media?”

Student: “I use it every day.”

Researcher “Ok, that’s perfect! How often do you use social media to gain an insight of a restaurant prior to visiting?”

Student: “Umm literally all the time. I would never go to a restaurant without knowing what the ratings are like and what type of food they offer.”

Researcher: “How do you think social media is good for attracting students?”
Student: “Umm yes I do, because it is a free marketing tool. I don’t know why any business would not utilise it. Social media is so popular amongst students so that’s why it is good for attracting students.”

Researcher: “Have you ever heard of any of the following restaurants: The Flora, Amesouer Bistro, Svago, Stag Coffee and The Pot?”

Student: “Umm so I’ve heard of The Flora and Svago. I’ve never heard of the rest.”

Researcher: “OK, and which of these restaurants have you visited?”

Student: “I’ve been to Svago for my housemate’s birthday but never bene to The Flora. I’ve heard really good stuff about it though and would like to go there one day.”

Researcher: “Do you think the prices are student friendly? And if so, why do you think this?”

Student: “Umm... I’ve only been to Svago on a Tuesday where they offer buy one get one free pizza for students. I thought it was amazing value but not sure what the full price menu is like so I can’t pass judgment on that.”

Researcher: “Have you seen social media posts about these restaurants?”

Student: “Yes, so I’ve seen posts about Svago and also The Flora. They both post quite a lot on their about events and new drinks and dishes.”

Researcher: “Would you like to see more posts?”

Student: “Of course, yes! I would love to see any upcoming deals and discounts and information about student nights.”

Researcher: “Do you think they attract the student market well? If so why do you think that?”

Student: “Umm from what I’ve seen at Svago, 100% yes. The atmosphere is great and the prices are student friendly. They often post on social media about student discount which is great for attracting the student market.”

Researcher: “Ok, great. My last question for you then is... what advice would you give to the restaurants to improve their social media marketing strategy?”

Student: “Umm... My advice to them would be to post more competitions and polls. Umm... Also I have noticed that they do not use Twitter. Twitter is a very popular social media platform amongst students so I would suggest creating a twitter account to help promote deals and discounts.”
Interview 14- participant 14 – Took place on March the 2nd @ 11:00am

Researcher: “Hello **** Thank you for your time today. I am going to ask a series of questions regarding the restaurants in Cathays, which was described in the participant information sheet that you were given.”

Student: “Ok, no problem!”

Researcher: “Ok... so are you a student that lives in Cathays?”

Student: “Yes I am”

Researcher: “Ok great and how often would you say that you use social media?”

Student: “Daily. I normally check it in the morning when I get up and before I go to bed.”

Researcher: “Ok great! How often do you use social media to gain an insight of a restaurant prior to visiting?”

Student: “Umm... rarely. I will if I have time or if I’m unsure if I will find something that I like on the menu. Most of the time I will visit somewhere without looking at their social media pages.”

Researcher: “Ok, interesting... How do you think social media is good for attracting students?”

Student: “I think it’s good because students use social media every day, it is a part of their daily routine. They would never think of picking up the local newspaper, social media is their newspaper.”

Researcher: “Great! Have you ever heard of any of these restaurants: The Flora, Amesouer Bistro, Svago, Stag Coffee and The Pot?”

Student: “Oh let me have a think... I’ve heard of Svago and The Pot.”

Researcher: “Ok, great! And which of these restaurants have you visited?”

Student: “I’ve been to both of them. I went to Svago for my housemate’s birthday, and The Pot with my boyfriend for a treat.”

Researcher: “Did you think the prices were student friendly? And if so how?”

Student: “I thought Svago was good value for money, so yes the prices were student friendly. I thought The Pot was rather expensive but because it was a special occasion, we didn’t mind. I think it’s only suitable for students when there is a celebration.”

Researcher: “Ok, that’s good. Have you seen social media posts about these restaurants?”
Student “Come to think of it, my friend shared a post about Svago the other day. They were advertising the mother’s day menu and the chance to win a meal for two on that Sunday. I haven’t seen anything about The Pot on social media though.”

Researcher: “Would you like to see more posts?”

Student: “I think it would be good to see more posts. I would like to keep up to date with deals and what is going on in the local area.”

Researcher: “Do you think they attract the student market well?”

Student: “I think Svago does with its décor and great prices. Umm.. I don’t think The Pot does. I think it’s a little up market and they are not targeting students.”

Researcher: “What advice would you give to the restaurants to improve their social media marketing strategy?”

Student: “Umm... well like I previously said, I would love to see more posts so I would suggest continuing to post as much as possible. I would also suggest creating posts that are aimed specifically at students.”

Interview 15- Participant 15 – Took place on March the 2nd @ 12:36pm

Researcher: “Thank you for agreeing to do this, you looked really busy on the computer and I’m sorry I disturbed you” (laughs)

Student: “Awh, it’s no problem at all.”

Researcher: “Ok, so are you a student that lives in Cathays?”

Student: “Indeed I am.”

Researcher: “And how often would you say that you use social media?”

Student: “I would every day unless I’m really busy.”

Researcher: “Ok that’s great! These questions are going to link in with the participant information sheet that you read... so... How often do you use social media to gain an insight of a restaurant prior to visiting?”

Student: “oh, literally all the time. If they have a social media account I definitely have a stalk prior to visiting. I think it’s important to know what it’s like otherwise it’s a complete waste of money if it isn’t what you expect.”

Researcher: “Ok and how do you think social media is good for attracting students? “

Student: “Well it’s the most effective method of communicating isn’t it? It’s so quick and easy to post and interact with a diverse audience, I think it’s fantastic!”
Researcher: “Yes, I would say it is. Umm... so have you ever heard any of the following restaurants: The Flora, Amesouer bistro, Svago, Stag Coffee and The Pot?”

Student: “Umm... I’ve heard of Stag Coffee and I’ve also heard of The Flora.”

Researcher: “Perfect! And have you been to either of them?”

Student: “Yes actually, I’ve been to both of them.”

Researcher: “Ok and what do you think the pricing is like? Do you think the prices are student friendly?”

Student: “Oh yes! In Stag Coffee I think the quality of the products are amazing, so the price is really good for what you get. And also the flora is so cheap for good quality drinks and food. You can get premium drinks for around a quarter of the price in a restaurant in town.”

Researcher: “Ok, great. Have you seen social media posts about these restaurants?”

Student: “Yes I have. Stag Coffee post frequently on Instagram, the food always looks amazing! I’ve seen the Flora advertise events and stuff. I haven’t seen anything about food and drink.”

Researcher: “I agree, the food does look amazing. Would you like to see more posts?”

Student: “If I’m entirely honest, it doesn’t bother me. Maybe I would be more intrigued if they had some giveaways or something.”

Researcher: “Do you think they attract the student market well? And if so why?”

Student: “Umm... yes I do. They both have such a chill and student friendly atmosphere. I also think their prices attract the student market too.”

Researcher: “Ok and what advice would you give to the restaurants to improve their social media marketing strategy?”

Student: “I think it’s all about gaining followers on the pages. Once you have those, it becomes easier. So like I previously said... maybe a product giveaway to get people to like and share the page, that way they are gaining new followers which means more people viewing their posts.”