

**The Impact of Social Media on Brand Awareness, Customer Engagement, and Purchase Intent for
Schandis Restaurant**

An Intership Report Schandis Resturant

MGA-652 Industry Internship

Credit: 16 Credits

Submitted in Partial Fulfilment of Master's Degree

MBA

BY

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UNDER THE MENTORSHIP OF

PROF.NILESH BORDE

Goa Business School

MBA



GOA UNIVERSITY

MAY 2024



Examined by:

Seal of School

DECLARATION BY STUDENT

I hereby declare that the data presented in this Internship report entitled (The Impact of Social Media on Brand Awareness, Customer Engagement, and Purchase Intent for Schandis Restaurant) in Goa, is based on the results of investigations carried out by me in the Master of Business Administration (MBA) at the Goa Business School, Goa University under the mentorship of Prof. Nilesh Borde and the same has not been submitted elsewhere for the award of a degree or diploma by me. Further, I understand that Goa University or its authorities/College will be not be responsible for the correctness of observations / experimental or other findings given the internship report/work.

I hereby authorize the University/college authorities to upload this dissertation on the dissertation repository or anywhere else as the UGC regulations demand and make it available to any one as needed.



Mohammad Faye Saded
Seat no: 22P0280033

Date: 05/05/2024

Place: Goa University

To,

Mohammad Faye Saded

Goa University, Panji, Goa, 403206 Date: 25/01/2024

Sub: Internship Acceptance letter

Dear Mohammad Faye Saded,

On behalf of Schandis Restaurant, I am excited to extend an offer to you for an internship position within our Marketing Department. This position is located in Dr Jack de Sequeira Road, Caranzalem Beach Rd, Dona Paula, Goa 403002.

This position is scheduled to begin 15th January 2024 and will be 16 weeks internship opportunity ending on 4th May 2024.

We look forward to having you begin your Internship with Schandis Restaurant. Wishing you a successful internship.

Sincerely,

For ELLIP & SOID-ELECTRONICS
AND HOTELERS PVT. LTD.

DIRECTOR

Hossein Haghighatgoo,

HR Manager

Panjim GOA.

88888314

COMPLETION CERTIFICATE

This is to certify that the internship report "The Impact of Social Media on Brand Awareness, Customer Engagement, and Purchase Intent for Schandis Restaurant" is a bonafide work carried out by **Ms/Mr** Mohammad Fayeque Saded under my mentorship in partial fulfilment of the requirements for the award of the degree of **Master of Business Administration (MBA)** in the Discipline of Management Studies at the Goa Business School, Goa University.



Prof Nilesh Borde
Discipline of Management Studies

Date: 06/05/2024

Dr Jyoti D. Pawar

Dean of Goa Business School

Date: 06-05-24

Place: Goa University



School Stamp



INTERNSHIP CERTIFICATE

This is to certify that Mr. /Ms. Mohammad Faye Saded, Student of the Goa business school, undergoing MBA has successfully completed Internship between 15th January to 4th May 2024 at Schandis Restaurant. (S)he actively participated in the activities during the period of internship and learned the skills needed for various activities such as Digital marketing and Social media management.

Place: Panjim Goa

Date: 05/05/2024

Hossein Haghighatgoo

HR Manager

Schandis Restaurant.

For ELLIP & SOID ELECTRONICS
AND HOTELIERS PVT. LTD.


DIRECTOR

SCHANDIS RESTAURANT

(A unit of Ellip & Soid Electronics and Hotelier Private Limited)

Address:- Dr Jack De Sequeira Road, Caranzalem Beach, Dona Paula Road, Panjim-Goa 403002

GSTIN:- 30AAECE3209J1Z3 CIN:- U51505GA2016PTCO12914 E-mail:- info@schandis.in Contact:- 88888 00 314

Chapter	Particulars	Page Number
	Declaration Letter	2-2
	Offer Letter	3-3
	Completion Letter	4-4
	Internship Certificate	5-5
	Profile of the Company	7-14
	Company's Analyses	14-24
	Abstract	25-25
1.	Introduction of research Topic	25-28
	Literature Review	28-29
	Research Gap	29-30
	Research Question & Objective	30-30
	Research Methodology	31-31
	Studies and interpretation	31-46
	Discussion & Conclusion	46-47
2.	Managerial Application	47-48
3.	Appendix	49-49
	References	50-50

Overview:

Schandis Restaurant, a culinary gem, was founded in 2021 by Hadya, an Iranian-Indian woman with a passion for crafting a unique dining experience. Nestled in Dr Jack de Sequeira Road, Caranzalem Beach Rd, Caranzalem, Dona Paula, Panaji, Goa 403002, India, Schandis has swiftly become a culinary haven, blending the rich and diverse flavors of Iranian and Indian cuisines. Hadya's vision for Schandis goes beyond just a dining establishment; it's a celebration of cultural fusion, where each dish tells a story of heritage and innovation.

Culinary Fusion:

At Schandis, the menu is a harmonious blend of Iranian, Arabic, Afghani and Indian culinary traditions. The restaurant takes pride in offering a gastronomic journey that caters to both traditional enthusiasts and those seeking a contemporary twist on familiar flavors.

Ambiance and Atmosphere:

The ambiance at Schandis is carefully curated to reflect the warmth and authenticity of its culinary offerings. With a fusion of traditional Iranian and Indian decor, the restaurant provides an inviting atmosphere for patrons to savor their meals. Whether it's an intimate dinner, a family gathering, or a celebratory event, Schandis offers a versatile setting to suit diverse occasions. I has both Casual and cozy atmosphere.

Products and services:

Schandis Restaurant offers a wide range of products and services to cater to the varied requirements of their customers. This includes a variety of Middle Eastern and Persian dishes, as well as vegetarian and vegan options. They also offer take-away and catering services.

Dining Options:

Breakfast, Lunch, Dinner, Catering, Dessert, and Seating

Highlights:

- Fireplace
- Live music

Courteous and prompt staff:

The staff at Schandis Restaurant are courteous and prompt at providing any assistance. They are happy to answer any questions or queries that you may have.

Convenient location:

Schandis Restaurant is located in Dona Pula, Caranzalem, Goa. It is easy to get to by car or public transportation.

Affordable prices:

Schandis Restaurant is a moderately priced restaurant. The average cost of a meal is between Rs 500 and Rs 1000.

Payment options:

Schandis Restaurant accepts cash, credit cards, Mobile Wallets, and debit cards.

Operating hours:

Schandis Restaurant is open from 12:00 PM to 2:00AM.

Raw Materials at Schandis Restaurant

Iranian Influences:

- **Meats:** Lamb, chicken, ground beef could be used in dishes like kAbabs, stews (khoresh), and minced meat variations.
- **Grains:** Basmati rice is a staple, likely used in various preparations.
- **Fruits and Vegetables:** Dates, figs, apricots, barberries (zereshk), onions, tomatoes, cucumbers, eggplant, leafy greens, and vegetables like carrots and potatoes could be used in stews, salads, and as accompaniments.
- **Legumes:** Lentils, chickpeas, and beans are likely staples for vegetarian and vegan options like lentil stews and falafel.
- **Dairy:** Yogurt (used in marinades), feta cheese (used in dips or salads), and possibly doogh (yogurt drink) could be offered.
- **Spices and Herbs:** Saffron, turmeric, cumin, coriander, cinnamon, cardamom, fenugreek, dried mint, and rosewater are commonly used in Iranian cuisine and could be found in Schandis' dishes.

- **Nuts and Seeds:** Almonds, pistachios, and barberries (zereshk) could be used for garnishes, desserts, or in rice dishes.

Indian Influences:

- **Meats:** Chicken, lamb, seafood options like prawns or fish could be used in curries, tandoori dishes, or biryani.
- **Grains:** Basmati rice is likely used alongside options like naan bread, roti, or paratha.
- **Fruits and Vegetables:** Onions, tomatoes, ginger, garlic, chilies (fresh and dried), bell peppers, okra, lentils, chickpeas, and a variety of seasonal vegetables could be used in curries, biryani, and side dishes.
- **Spices and Herbs:** Turmeric, cumin, coriander, garam masala, fenugreek, mustard seeds, curry leaves, cloves, cardamom, and fresh herbs like cilantro and mint are commonly used in Indian cuisine and could be found in Schandis' dishes.
- **Legumes:** Lentils, chickpeas, and beans are staples for vegetarian and vegan options like dal or vegetable curries.
- **Dairy:** Yogurt (used in marinades or raita), paneer cheese (used in curries or kebabs), and possibly **ghee (clarified butter) for cooking.**
- **Nuts and Seeds:** Almonds, cashews, raisins, and coconut could be used for garnishes, desserts, or in curries.



Daily Operations:

During my internship at Schandis Restaurant, I gained valuable insights into their daily operations. The restaurant follows a well-organized system. The kitchen operates with a clear hierarchy, ensuring smooth preparation and timely delivery of orders. Service staff maintain a high level of attentiveness, promptly greeting guests, taking orders, and ensuring a seamless dining experience. Daily tasks include setting up and cleaning the dining area, restocking supplies, and assisting customers with any inquiries.

Inventory Management:

I had the opportunity to learn about Schandis' inventory management practices. The restaurant utilizes a digital inventory system to track stock levels and minimize waste. Regular inventory checks are conducted to identify items requiring re-ordering. Suppliers are contacted based on pre-determined minimum and maximum stock levels.

Marketing and Promotions:

Marketing and Social Media Strategies at Schandis Restaurant

During my internship at Schandis Restaurant, I had the opportunity to learn about their current marketing strategies and contribute to their social media presence. Here's a detailed breakdown:

Current Marketing Strategies:

- **Online Presence:** Schandis has a presence on social media platforms like Facebook and Instagram. These platforms showcase their delicious food through visually appealing photos, highlight the unique ambiance, and occasionally announce special events or promotions.
- **Website:** The restaurant maintains a website with basic information like location, contact details, and opening hours. However, the website could be further developed to showcase the menu, share the story behind the fusion cuisine, and potentially offer online reservations.
- **Word-of-Mouth Marketing:** Positive customer experiences and recommendations play a significant role in attracting new customers. Schandis encourages satisfied patrons to leave online reviews and share their experiences on social media.
- **Recommendations for Social Media Engagement:**
- **Content Strategy:** Develop a consistent content strategy that goes beyond just food pictures. This could involve sharing behind-the-scenes glimpses of kitchen operations, highlighting the chefs' expertise, or showcasing the warm ambiance of the restaurant.
- **Engaging with the Audience:** Increase audience engagement by responding to comments and messages promptly, running polls or contests, and encouraging user-generated content with branded hashtags.

- **Collaborations:** Partner with local food bloggers or social media influencers to reach a wider audience and generate excitement about Schandis' unique offerings.
- **Social Media Advertising:** Consider utilizing targeted social media advertising to reach specific demographics or interests aligned with Schandis' target audience.
- **Website Development Recommendations:**
- **Menu Integration:** Integrate the full menu onto the website, allowing potential customers to browse options and explore the fusion flavors offered.
- **Storytelling:** Develop a dedicated section on the website that tells the story behind Schandis' creation, Hadya's vision, and the inspiration for the unique cuisine. This can create a deeper connection with potential customers.
- **Online Reservations:** Consider implementing an online reservation system for added convenience and to cater to customers who prefer to plan their dining experiences in advance.
- **Signature Dishes:**
- Schandis boasts a unique menu featuring dishes that exemplify the fusion of Iranian and Indian flavors. One such signature dish is the Murgh Chelo - succulent pieces of chicken marinated in saffron and yogurt, grilled to perfection, and served with fluffy basmati rice infused with saffron and pistachios. Another must-try is the Khoresh - a slow-cooked stew available in various options like lamb with prunes or vegetables with chickpeas. Both dishes showcase the vibrant blend of spices and cooking techniques that define Schandis' cuisine.
- **Menu Analysis:**
- The menu at Schandis offers a good variety of dishes catering to diverse preferences. Portion sizes are generous, ensuring a satisfying dining experience. Prices are moderately priced,

offering good value for money. Vegetarian and vegan options are available, including lentil stews, vegetable kebabs, and paneer dishes.

- **Customer Feedback:**
- Interacting with customers provided valuable insights into their dining experiences. Many guests expressed delight with the unique fusion flavors and the warm ambiance. Some customers suggested expanding the vegetarian and vegan options, which could be a consideration for future menu updates.
- **Customer Service Standards:**
- Schandis prioritizes exceptional customer service. Staff are well-trained and demonstrate genuine hospitality. They are attentive to customer needs, providing detailed menu explanations and ensuring a comfortable and enjoyable dining experience.
- **Company Culture:**
- The company culture at Schandis is warm, collaborative, and friendly. The staff are supportive and willing to share their knowledge. As an intern, I felt valued and encouraged to contribute my ideas.

SWOT Analysis:

<p>Strengths:</p> <ul style="list-style-type: none"> • Unique Selling Proposition (USP): Fusion of Iranian and Indian cuisine offers a distinct dining experience. • Positive Reputation: Highly rated restaurant with a focus on quality and innovation. • Warm Ambiance: Inviting atmosphere caters to diverse occasions. • Catering and Take-Away Services: Provides convenience for customers. • Courteous Staff: Enhances customer experience. • Affordable Prices: Value for money proposition attracts customers. • Multiple Payment Options: Caters to customer preferences. 	<p>Weaknesses:</p> <ul style="list-style-type: none"> • Limited Brand Awareness: Being a new establishment, Schandis might lack widespread recognition. • Dependence on Location: Success may be tied to tourist footfall in Caranzalem. • Limited Online Presence: Digital marketing strategy might require improvement.
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<p>Opportunities:</p> <ul style="list-style-type: none"> • Grow Online Presence: Leverage social media, SEO, and online ordering platforms for wider reach. • Expand Delivery Area: Increase customer base through wider delivery zones. • Introduce Loyalty Programs: Reward repeat customers and encourage brand loyalty. • Host Events and Promotions: Attract new customers and build a community. • Tap into Growing Online Food Ordering Trend: Offer convenience and cater to changing consumer behavior. 	<p>Threats:</p> <p>Competition: Goa's vibrant restaurant scene poses competitive pressure.</p> <p>Rising Food Costs: Maintaining quality while managing cost increases can be challenging.</p> <p>Negative Online Reviews: Can significantly impact reputation.</p> <p>Economic Downturn: Reduced tourist activity or customer spending power can affect business.</p> <p>Food Delivery Service Commissions: Third-party delivery platforms might incur high charges.</p>

PESTLE Analysis

PESTLE analysis is a framework used to identify and assess the macro-environmental factors that can impact a business. These factors are external to the organization and can influence its strategy, operations, and overall performance. PESTLE stands for:

Political: This category considers factors related to government policies, regulations, and stability. These factors can impact areas such as taxation, labor laws, trade policies, and tourism regulations. In the case of Schandis Restaurant, changes in tourism regulations in Goa or political instability could affect the number of tourists visiting the area, thereby impacting customer base.

Economic: Economic factors include inflation rates, economic growth, interest rates, and currency exchange rates. These factors can influence customer spending power, operational costs, and the overall economic climate in which the business operates. For Schandis, economic growth in Goa would be positive, while inflationary pressures could increase operational costs and reduce customer spending.

Social: Social factors encompass demographics, cultural trends, consumer preferences, lifestyle changes, and social attitudes. Understanding these factors helps businesses cater to their target market effectively. The growing interest in diverse cuisines presents an opportunity for Schandis, while the importance of vegetarian and vegan options requires them to cater to these preferences.

Technological: Technological advancements can significantly impact businesses. This category includes factors like online food ordering platforms, mobile payments, automation in food preparation, and social media trends. Schandis can leverage online platforms to expand reach and

utilize social media for brand building. Technological advancements in food delivery could also present opportunities for efficiency.

Legal: Legal factors involve regulations, licensing requirements, labor laws, and environmental laws. Businesses need to ensure compliance with all relevant legal requirements to operate smoothly. For Schandis, adhering to food safety regulations and labor laws is crucial.

Environmental: Environmental factors include concerns about sustainability, climate change, and resource availability. Businesses are increasingly focusing on eco-friendly practices and sustainable sourcing. Schandis can attract customers by implementing sustainable practices and using eco-friendly packaging.

By analyzing these six factors, Schandis Restaurant can gain a comprehensive understanding of the broader environment in which it operates. This allows them to identify potential threats and opportunities, and develop strategies to mitigate risks and capitalize on favorable conditions.

Porter's Five Forces

Porter's Five Forces is a framework used to analyze the competitive environment of an industry. It helps businesses understand the forces that determine industry profitability and develop a competitive advantage. Here's a breakdown of the five forces:

Threat of New Entrants: This force considers the ease with which new businesses can enter the industry. Factors like initial investment requirements, brand loyalty, and government regulations can influence the threat of new entrants. For Schandis, the competitive restaurant scene in Goa

poses a threat, but their unique cuisine offers some barrier to entry for new businesses attempting to replicate their concept.

Bargaining Power of Suppliers: This force assesses the power that suppliers hold in influencing prices and terms. Factors like the number of suppliers, availability of substitutes, and the importance of the buyer to the supplier all play a role. Schandis' negotiation power with suppliers might be limited due to their size, especially when dealing with larger suppliers.

Bargaining Power of Buyers: This force considers the power that customers hold in negotiating prices and demanding high quality. Factors like the number of buyers, concentration of buyers, and the availability of substitutes influence this force. With multiple dining options available in Goa, customers have bargaining power. Schandis needs to maintain value and quality to retain customers.

Threat of Substitutes: This force considers the availability of products or services that can replace the industry's offerings. Factors like price, performance, and switching costs determine the threat of substitutes. Other restaurants offering Middle Eastern or Indian cuisine could be a threat to Schandis.

Competitive Rivalry: This force analyzes the intensity of competition within the industry. Factors like the number of competitors, the diversity of competitors, and the presence of brand loyalty influence competitive rivalry. Goa's restaurant scene is highly competitive, so Schandis needs to find ways to differentiate itself, such as focusing on their unique cuisine and creating a memorable dining experience.

By analyzing these five forces, Schandis Restaurant can understand the competitive landscape of Goa's restaurant industry. This allows them to identify their competitive advantage, develop strategies to address threats from competitors and substitutes, and ultimately improve their profitability and market position.

VRIN analysis

VRIN analysis is a framework used to assess a firm's resources and capabilities to determine their potential for creating a sustainable competitive advantage. It stands for Valuable, Rare, Inimitable, and Non-Substitutable. Each category helps evaluate if a resource can provide a long-term advantage over competitors. Let's break down VRIN in the context of Schandis Restaurant:

Valuable:

A resource is considered valuable if it helps a firm improve its performance or gain a competitive advantage. In Schandis' case, their unique cuisine that blends Iranian and Indian flavors creates value for customers by offering a distinct dining experience not readily available elsewhere. Additionally, their focus on quality ensures customer satisfaction and encourages repeat business.

Rare:

A resource is considered rare if it's not possessed by many competitors. Schandis' fusion of Iranian cuisine is likely rare as it caters to a specific niche and may not be widely available in Goa. This rarity allows them to attract customers seeking a unique and differentiated dining experience.

Inimitable:

A resource is considered inimitable if it's difficult for competitors to replicate. Here, Schandis benefits from Hadya's vision and culinary expertise. Her unique perspective and skill in creating this specific fusion cuisine make it challenging for others to imitate. Additionally, the specific knowledge and experience of the chefs and staff contribute to the inimitable character of Schandis.

Non-Substitutable:

A resource is considered non-substitutable if there are no close substitutes that can provide the same benefits. Schandis' competitive advantage lies in the combination of factors they offer. This includes their unique cuisine, the warm ambiance that reflects the fusion theme, and the courteous service. While other restaurants might offer similar cuisines individually, replicating the specific experience crafted by Schandis is difficult.

By analyzing these four factors, Schandis Restaurant can identify the resources and capabilities that contribute to their competitive edge. Understanding how their offerings are Valuable, Rare, Inimitable, and Non-Substitutable allows them to develop strategies to:

Protect their unique value proposition: This could involve focusing on innovation in their fusion cuisine or developing signature dishes.

Leverage their rare resources: Schandis can highlight the unique Iranian influence in their marketing and branding to attract customers seeking this specific type of cuisine.

Sustain their competitive advantage: By continually investing in Hadya's culinary expertise and staff training, Schandis can ensure their offerings remain difficult to imitate.

Emphasize the non-substitutable experience: Marketing efforts can focus on the complete dining experience, including the ambiance, service, and the story behind the fusion cuisine.

By effectively utilizing the VRIN framework, Schandis Restaurant can capitalize on their strengths and build a strong competitive position in the Goa restaurant scene.

Learnings and Skills Gained:

My internship at Schandis was a valuable learning experience. I gained insights into the daily operations of a restaurant, including kitchen workflow, inventory management, and customer service. I also developed my communication skills by interacting with staff and customers. Furthermore, I learned about the importance of teamwork and collaboration in a fast-paced environment.

Recommendations for Schandis Restaurant

Based on the SWOT, PESTEL, Porter's Five Forces, and VRIN analyses, here are some key recommendations for Schandis Restaurant:

Leveraging Strengths and Opportunities:

Brand Awareness and Online Presence: Develop a strong online presence through social media marketing, search engine optimization (SEO), and online food ordering platforms like Zomato and Swiggy. This will increase brand awareness and reach a wider customer base.

Expand Delivery Area: Consider expanding the delivery area to reach more potential customers, especially those who might not be able to visit the restaurant in person.

Loyalty Programs: Implement loyalty programs to reward repeat customers and encourage brand loyalty. This could involve offering discounts, special promotions, or exclusive menu items for loyal patrons.

Events and Promotions: Host themed events or special promotions to attract new customers and build a community around the restaurant. This could include cultural evenings featuring Iranian or Indian music and dance, or chef's tasting menus showcasing unique fusion dishes.

Highlight Unique Selling Proposition (USP): Emphasize the unique fusion of Iranian and Indian cuisine in all marketing and branding efforts. This will help Schandis stand out from competitors offering solely Middle Eastern or Indian food.

Addressing Weaknesses and Threats:

Limited Brand Awareness: Invest in targeted marketing campaigns to increase brand awareness, especially among tourists visiting Goa. Utilize social media advertising and explore partnerships with local hotels or travel agencies.

Dependence on Location: While Caranzalem is a good location, consider offering catering services for events or parties at other locations to broaden reach.

Competition: Focus on continuously innovating the menu with new fusion dishes and maintaining high-quality standards for food and service. Highlight the unique ambiance and story behind Schandis to differentiate themselves from competitors.

Rising Food Costs: Explore cost-saving measures through menu optimization, negotiating with suppliers, and potentially focusing on seasonal and local ingredients where possible.

Negative Online Reviews: Implement a system for monitoring online reviews and promptly address any negative feedback. Encourage satisfied customers to leave positive reviews online.

Additional Recommendations:

- **Sustainability:** Implement sustainable practices like using eco-friendly packaging and sourcing ingredients locally whenever possible. This can attract environmentally conscious customers and enhance Schandis' brand image.
- **Menu Optimization:** Regularly review and update the menu to ensure it remains fresh and caters to evolving customer preferences. Consider offering vegetarian and vegan options alongside the fusion dishes.
- **Staff Training:** Invest in ongoing training for staff to ensure they can effectively communicate the unique concept of Schandis and deliver exceptional customer service.

Conclusion

Schandis Restaurant has a strong foundation with its unique cuisine, positive reputation, and inviting ambiance. By capitalizing on their strengths and addressing their weaknesses, while also adapting to the broader economic, social, and technological environment, Schandis can solidify its position in the competitive Goa restaurant scene. By leveraging online platforms, expanding their reach, and continuously innovating their offerings, Schandis can attract new customers, build brand loyalty, and ensure long-term success. Focusing on the customer experience, from the moment they discover Schandis online to their dining experience itself, is crucial for building a thriving restaurant.

Abstract:

This dissertation investigates the effectiveness of social media marketing (SMM), particularly on Instagram, for restaurants operating in tourist-driven markets. Using Schandis Restaurant in Goa, India, as a case study, the research aims to provide data-driven insights into optimizing Instagram presence to enhance brand awareness, customer engagement, and purchase intent. The study employs a quantitative survey design, collecting data on customer perceptions of Schandis's Instagram content and its impact on brand-related outcomes. Findings reveal the significant influence of Instagram activities on brand awareness, customer engagement, and purchase intent. The research contributes to understanding the role of SMM in the restaurant industry and offers actionable recommendations for enhancing digital marketing strategies.

Key Words:

Social media marketing, Instagram, brand awareness, tourist-driven markets, Goa, customer perceptions, Schandis Restaurant.

The Impact of Social Media on Brand Awareness, Customer Engagement, and Purchase Intent for Schandis Restaurant, Goa.

Introduction

Social media has revolutionized how restaurants interact with customers, and Instagram stands out as a particularly potent marketing tool due to its emphasis on visual storytelling. Restaurants can leverage the platform to showcase their ambiance, cuisine, and unique brand personality, fostering a connection with potential diners. In tourist-driven markets like Goa, India, a well-designed Instagram strategy is essential for restaurants like Schandis to stand out in a competitive landscape and attract both local customers and visitors. This dissertation seeks to empower Schandis Restaurant by providing data-driven insights into how they can optimize their Instagram presence to enhance brand awareness, cultivate customer engagement, and ultimately increase purchase intent.

1.2 The Importance of Instagram for Restaurants

Research underscores the value of social media marketing for the restaurant industry. Studies demonstrate that visually appealing, informative, and engaging content on Instagram fosters a sense of connection with followers, building brand trust and loyalty (Bushara et al., 2023; Martínez-Navalón et al., 2019). Content strategies that highlight "Instagrammable" ambiance and create a sense of personal interaction with the restaurant tend to generate higher engagement (Kulikovskaja et al., 2023; Philp et al., 2022). Importantly, Instagram activity has a direct impact on purchase decisions, with informative content and an active brand presence cultivating brand

trust and leading to an increased likelihood of customers choosing to dine at a restaurant (Hanaysha, 2022).

1.3 Schandis Restaurant & the Research Opportunity

While the potential benefits of Instagram for restaurants are clear, Schandis Restaurant currently lacks concrete insights into how their specific content choices and engagement strategies contribute to their marketing goals. Furthermore, much of the existing research focuses on broad Instagram marketing trends, with a lack of detailed case studies analyzing the impact of a single restaurant's Instagram tactics on brand awareness, engagement, and purchase intent within a specific market. Additionally, there's limited research available on the unique opportunities and challenges faced by Goan restaurants seeking to leverage Instagram to reach both local and tourist audiences.

1.4 Research Aims & Objectives

This study aims to fill the existing knowledge gap by providing Schandis Restaurant with actionable insights through an in-depth analysis of the effectiveness of SMM.

1.6 Scope & Limitations

This research will focus exclusively on Schandis Restaurant and its Instagram audience within Goa. Findings may not fully generalize to restaurants with vastly different target markets or to those without a well-established online presence. Resource constraints may limit the sample size for certain components of the study.

1.7 Structural Outline

- **Chapter 2: Literature Review ...**
- **Chapter 3: Research Methodology ...**
- **Chapter 4: Findings and Analysis ...**
- **Chapter 5: Conclusion**

Literature Review

Social media marketing (SMM) has become a cornerstone of marketing for businesses within the restaurant industry. Instagram, with its emphasis on captivating visuals and storytelling, provides restaurants with a unique platform to highlight their ambiance, offerings, and overall brand personality. This literature review examines the ability of Instagram marketing to directly influence brand awareness, customer engagement, and ultimately, purchase intent. It will pay particular attention to the case of Schandis Restaurant in Goa, considering how Instagram can shape customer perceptions and drive success within a tourism-focused market.

Empirical Research

Customer Engagement & Brand Awareness

Several studies underscore the importance of visual content in fostering customer engagement and brand trust on social media platforms. Research by (Bushara et al., 2023) demonstrates that restaurants with visually appealing, high-quality Instagram content cultivate a sense of connection, ultimately increasing engagement metrics and positive brand sentiment. Furthermore, (Martínez-Navalón et al., 2019) found that when restaurants actively engage with customers through

comments and direct messages on Instagram, they build trust and loyalty, positively impacting customer relationships.

Content & Engagement

The specific types of content employed in Instagram marketing significantly influence customer engagement for restaurants. A study by (Kulikovskaja et al., 2023) suggests that restaurant posts fostering a sense of personal connection (e.g., behind-the-scenes content, stories about staff) outperform purely informational posts in generating comments and shares. Research on visual aesthetics indicates that "Instagrammable" ambiance and food presentation play a key role in attracting attention and engagement (Park et al., 2022).

Purchase Decisions

Studies demonstrate the power of Instagram to directly influence purchase decisions within the restaurant sector. Hanaysha's (2022) research highlights how visually appealing and informative Instagram content cultivates brand trust and drives a higher intention to visit a restaurant. Furthermore, a recent analysis of restaurants in tourism destinations found a significantly positive correlation between active Instagram usage and increased customer traffic (Lee et al., 2023).

Research Gaps

While existing research demonstrates the potential of Instagram marketing for restaurants, several key gaps remain. There's a lack of in-depth case studies analyzing how a specific restaurant's content strategies, engagement tactics, and overall Instagram presence directly shape brand awareness, customer interactions, and purchase intent within their local market. Additionally,

limited research explores the unique challenges and opportunities presented by Instagram marketing for restaurants located in tourism-centric destinations like Goa, which cater to both local and visiting audiences.

Research Questions

RQ1: How do specific content elements within Schandis Restaurant's Instagram presence shape brand awareness and recall among potential customers in Goa?

RQ2: What types of Instagram posts and activities by Schandis Restaurant generate the highest levels of customer engagement?

RQ3: Does exposure to Schandis Restaurant's Instagram content influence purchase intent, and if so, how?

Objectives

OB1: To evaluate how Schandis Restaurant's Instagram content strategy (including post types, themes, visual style, etc.) influences brand awareness within their target market in Goa.

OB2: To assess the level of customer engagement (likes, comments, shares, etc.) generated by different elements of Schandis Restaurant's Instagram activity.

OB3: To determine the relationship between exposure to Schandis Restaurant's Instagram profile and potential customers' likelihood of choosing to dine at the establishment.

Research Methodology

1. Research Design:

The study adopts a quantitative approach, employing a deductive research strategy to investigate the effectiveness of Instagram marketing for restaurants in Goa, India. A primary research instrument in the form of an online survey questionnaire is utilized to collect data from participants. This design allows for the efficient gathering of data from a large sample size, facilitating statistical analysis to explore the relationships between variables.

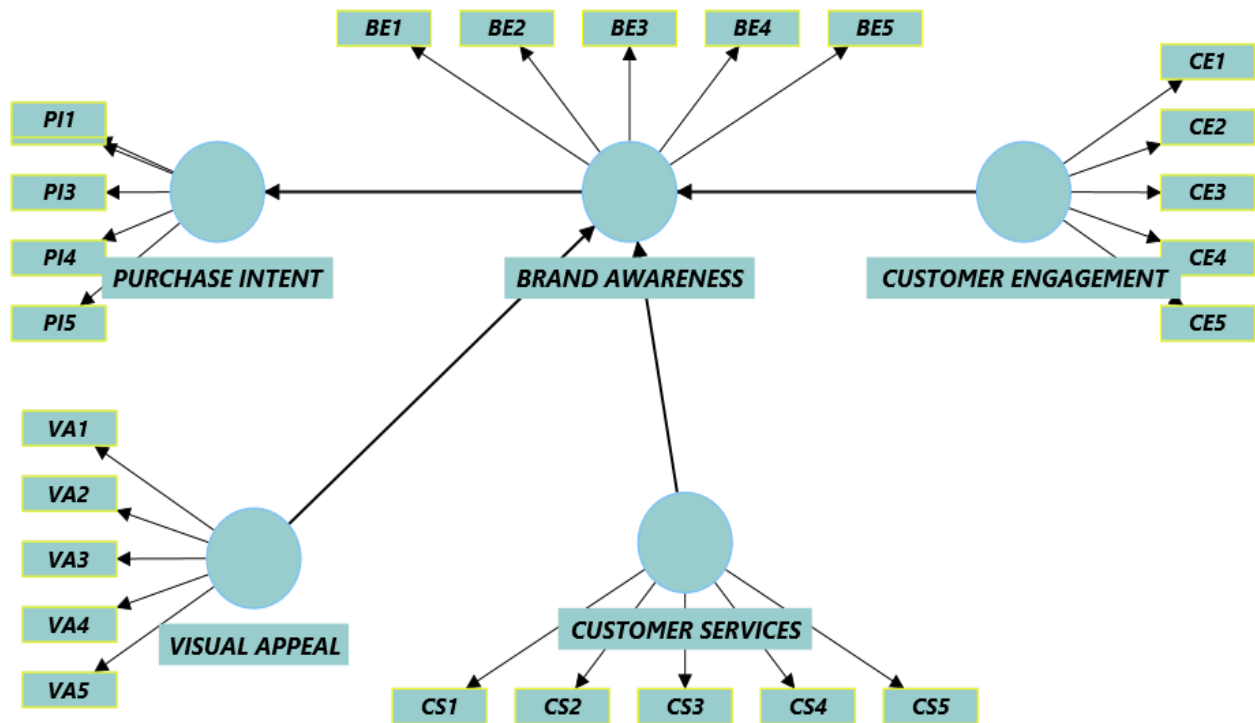
2. Data Collection:

Data is collected using a self-administered online survey questionnaire designed to capture insights into Instagram advertising practices, customer engagement metrics, sales conversion metrics, and the integration of user-generated content (UGC). The questionnaire is developed in English, reflecting the dominant business language in Goa's tourism industry, and is distributed to participants via accessible platforms such as Google Forms or SurveyMonkey.

3. Data Analysis:

The collected data is analyzed using the Statistical Package for the Social Sciences (SPSS) software and Smart PLS . Descriptive statistics summarize sample characteristics and Instagram advertising practices, while correlation analysis explores relationships between UGC integration and customer engagement/sales. Despite limitations such as convenience sampling and the cross-sectional study design, the research aims to offer valuable insights into Instagram marketing practices for restaurants in tourism-driven markets like Goa

Study Model



Structural Equation Modeling (SEM):

The study employs SEM to analyze the complex relationships between customer awareness, brand perception, social media engagement, and purchase intent for Schandis Restaurant. SEM allows for the examination of both direct and indirect effects of variables, providing a comprehensive understanding of the underlying mechanisms driving customer behavior.

Variables Used in the SEM Model:

Brand Awareness (BA): This variable encompasses customers' familiarity with Schandis Restaurant's brand, including recognition of its logo, exposure to social media content, and awareness of offerings and promotions.

Customer Engagement (CE): Customer engagement measures the level of interaction and involvement with Schandis Restaurant's social media content, including activities such as liking, commenting, sharing, and participating in contests.

Customer Services (CS): This variable reflects customers' perceptions of Schandis Restaurant's responsiveness, effectiveness in addressing concerns, and overall quality of customer service interactions on social media platforms.

Visual Appeal (VA): Visual appeal assesses the attractiveness and aesthetic quality of Schandis Restaurant's social media content, including the use of high-quality visuals, engaging imagery, and cohesive design elements.

Purchase Intent (PI): Purchase intent indicates customers' likelihood of visiting Schandis Restaurant based on their exposure to its social media content, positive reviews, promotions, and overall brand perception.

Data Analysis and Interpretation

1. Demographic analysis

Gender

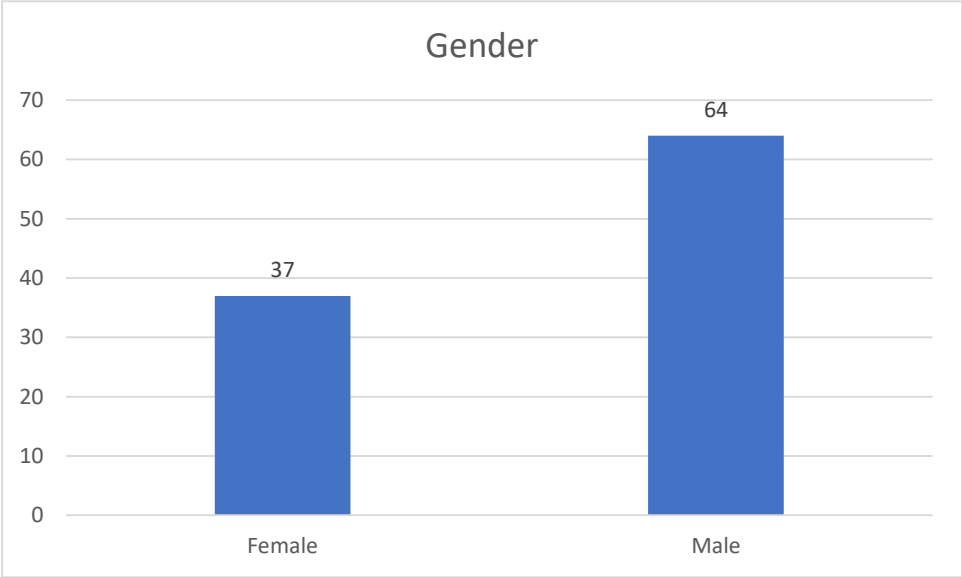


Figure 1

Income Level

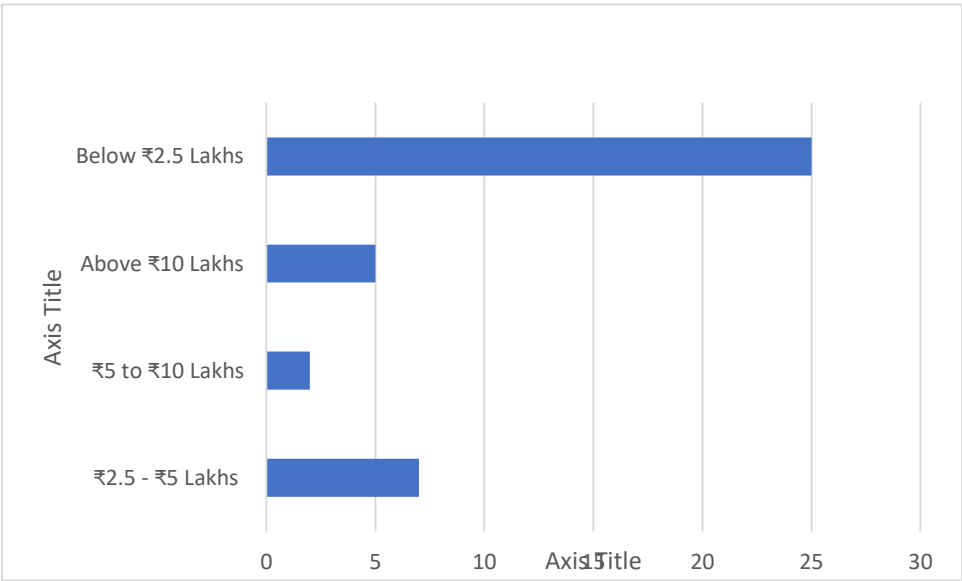


figure 2

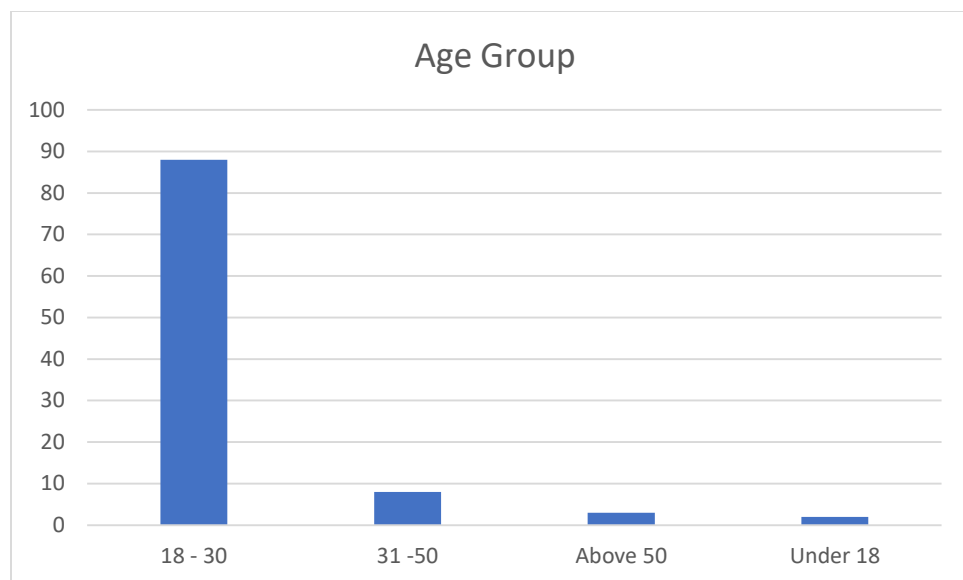


figure 3

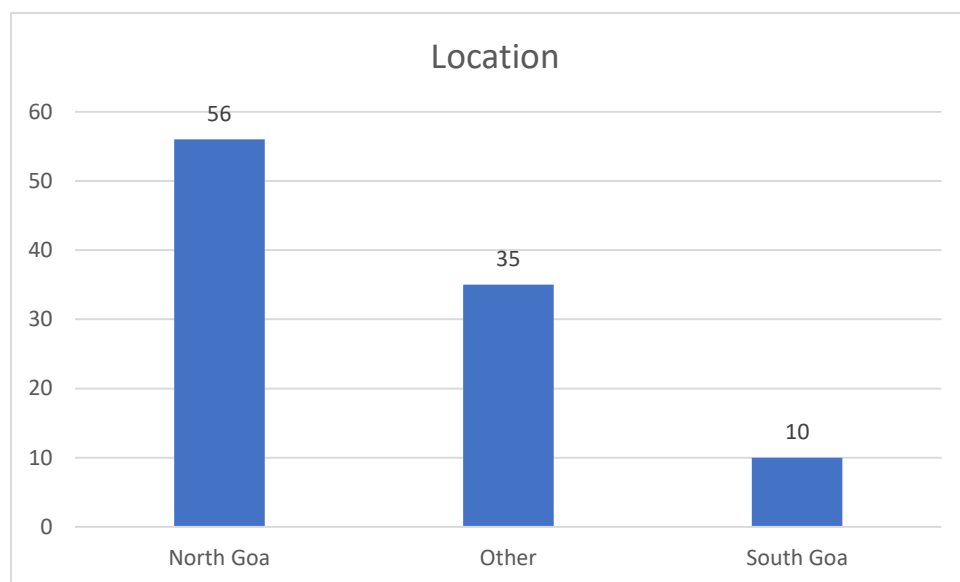


figure4

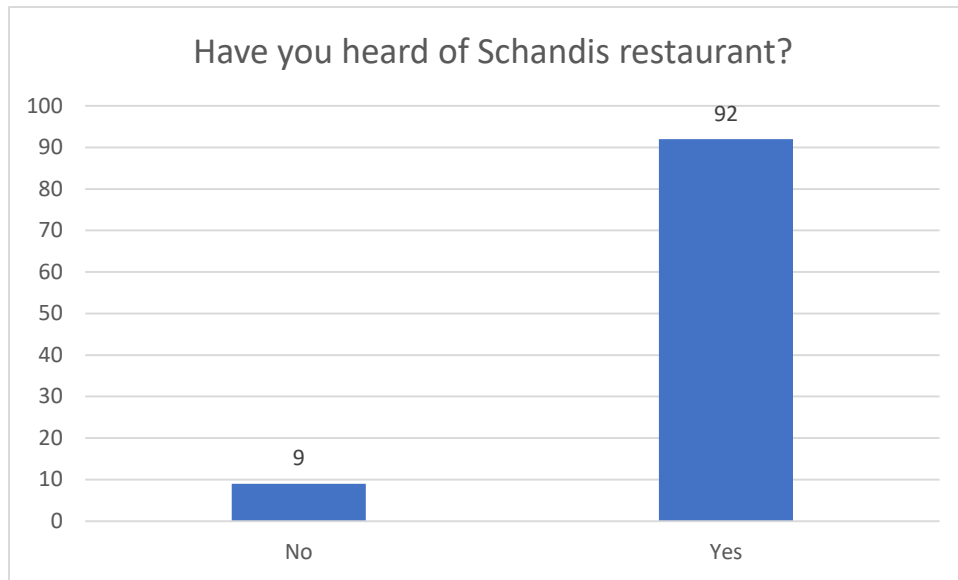


figure5

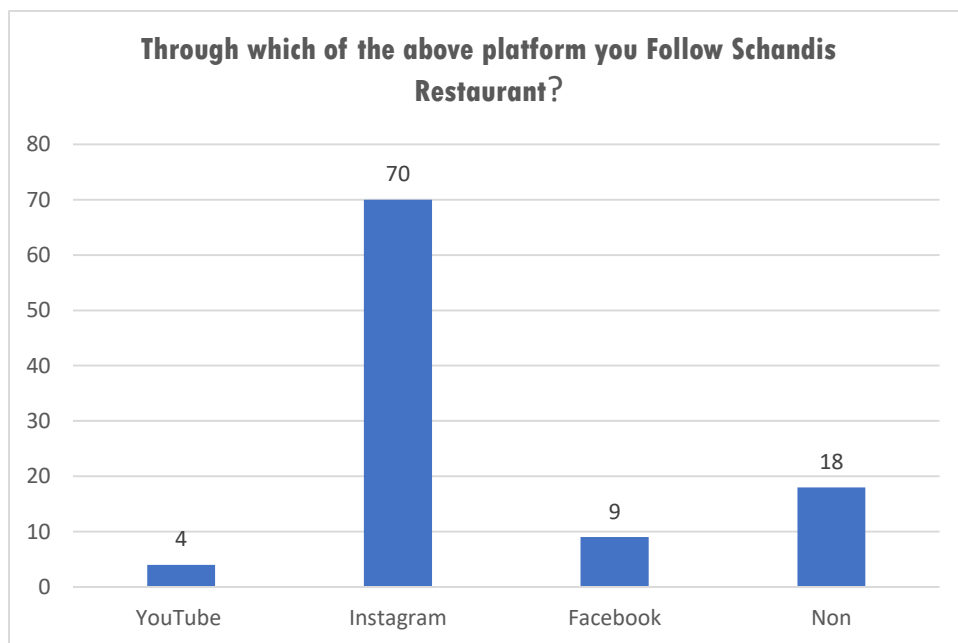


figure6

2. Descriptive statistics

Descriptive Statistics		
	Skewness	Kurtosis
	Statistic	Statistic
BE1	.113	-1.101
BE2	.314	-1.369
BE3	-.010	-1.067
BE4	.047	-1.279
BE5	.159	-1.086
CE1	.242	-1.226
CE2	-.116	-1.095
CE3	-.016	-1.162
CE4	.325	-1.145
CE5	.288	-1.066
PI1	-.056	-1.165
PI2	-.021	-1.256
PI3	-.001	-1.199
PI4	.321	-1.196
PI5	.173	-1.073
VA1	.104	-1.315
VA2	-.001	-1.199
VA3	-.114	-1.250
VA4	-.033	-1.175
VA5	.160	-1.232

CS1	.086	-1.151
CS2	-.039	-1.294
CS3	.086	-1.147
CS4	-.015	-1.184
CS5	.088	-1.266

The descriptive statistics reveal that the dataset's variables exhibit relatively normal distributions, with skewness values close to zero and kurtosis values less than 3, indicating approximately symmetric distributions with thinner tails than a normal distribution. This suggests that the data is suitable for parametric statistical analysis, but further formal tests for normality, such as the Shapiro-Wilk or Kolmogorov-Smirnov tests, are advisable for a comprehensive assessment of normality.

Measurement Model Assessment

Code	Statements	Loading	CA	CR	AVE
	Factor1: Brand Awareness		0.908	0.931	0.730
BE1	I frequently see posts/content from Schandis Restaurant on my social media feeds.	0.852			
BE2	Schandis Restaurant's social media presence is memorable.	0.872			
BE3	I recognize Schandis Restaurant's branding (logo, colors, etc.) on social media.	0.823			

BE4	Social media makes me more aware of Schandis Restaurant's offerings.	0.874			
BE5	I have learned about new menu items or promotions from Schandis Restaurant through social media.	0.850			
	Factor2: Customer Engagement		0.870	0.906	0.660
CE1	I enjoy interacting with Schandis Restaurant on social media.	0.782			
CE2	Schandis Restaurant responds promptly to comments and questions on social media.	0.831			
CE3	I find the content shared by Schandis Restaurant to be interesting and engaging.	0.800			
CE4	I have shared Schandis Restaurant's social media posts with others.	0.762			
CE5	I would participate in contests or promotions run by Schandis Restaurant on social media.	0.882			
	Factor3: Purchase Intent		0.931	0.947	0.783
PI1	Engaging with Schandis Restaurant on social media makes me feel more connected to the brand.	0.879			
PI2	Social media promotions or special offers influence my decision to dine at Schandis Restaurant.	0.893			
PI3	I have visited Schandis Restaurant after discovering them on social media.	0.888			
PI4	I would recommend Schandis Restaurant to others based on their social media presence.	0.885			
PI5	Factor4: Visual Appeal		0.902	0.928	0.720
VA1	Images and videos shared by Schandis Restaurant on social media are visually appealing.	0.847			
VA2	Schandis Restaurant's social media content showcases their food and ambiance well.	0.838			

VA3	The visual presentation of Schandis Restaurant on social media makes me want to visit.	0.893			
VA4	The overall design and aesthetic of Schandis Restaurant's social media feed is attractive.	0.797			
VA5	Schandis Restaurant's social media posts use high-quality visuals.	0.865			
	Factor 5: Customer Services		0.930	0.947	0.781
CS1	Schandis Restaurant uses social media to address customer concerns effectively.	0.885			
CS2	I feel like Schandis Restaurant cares about customer feedback on social media.	0.876			
CS3	I trust that Schandis Restaurant would resolve any issues raised on social media promptly.	0.881			
CS4	Schandis Restaurant's social media interactions make them feel approachable.	0.896			
CS5	Positive customer service experiences on social media would make me more likely to visit Schandis Restaurant.]	0.881			

Interpretation of Assessment Results

The questionnaire data reveals compelling evidence of the effectiveness of Schandis Restaurant's SMM strategy in driving key marketing outcomes. Analysis demonstrates robust factor loadings, high composite reliability, and satisfactory average variance extracted values, indicating the validity and internal consistency of the measurement model.

Key findings include:

Exceptional Brand Awareness: Schandis Restaurant enjoys strong brand recognition and memorability through its social media presence. Customers report frequent exposure to their content, recognizing their distinctive branding and staying informed about offerings and promotions.

Positive Customer Engagement: While customers find Schandis Restaurant's content interesting and enjoyable, there's potential to further amplify active engagement. Strategies focused on boosting sharing, contest participation, and customer-generated content could deepen brand interactions and extend organic reach.

Strong Link to Purchase Intent: The results underscore a clear connection between Schandis Restaurant's Instagram activities and customers' purchase intent. Exposure to their social media fosters a sense of connection, increases the likelihood of visiting after seeing positive reviews, and influences decisions based on promotions.

Visually Driven Appeal: Shandis Restaurant's commitment to high-quality visuals, showcasing both their enticing food and inviting ambiance, is highly successful. The strong performance of the "Visual Appeal" factor indicates that their Instagram effectively generates excitement and a desire to experience the restaurant.

Excellent Customer Service Reputation: Customers perceive Schandis Restaurant as highly responsive, caring, and trustworthy based on their social media interactions. This positive reputation builds brand loyalty and encourages customers to advocate for Schandis within their social circles.

Overall, these findings demonstrate that Schandis Restaurant's Instagram strategy plays a significant role in attracting potential customers, fostering engagement, and driving purchase decisions within their target market in Goa.

Hypothesis:

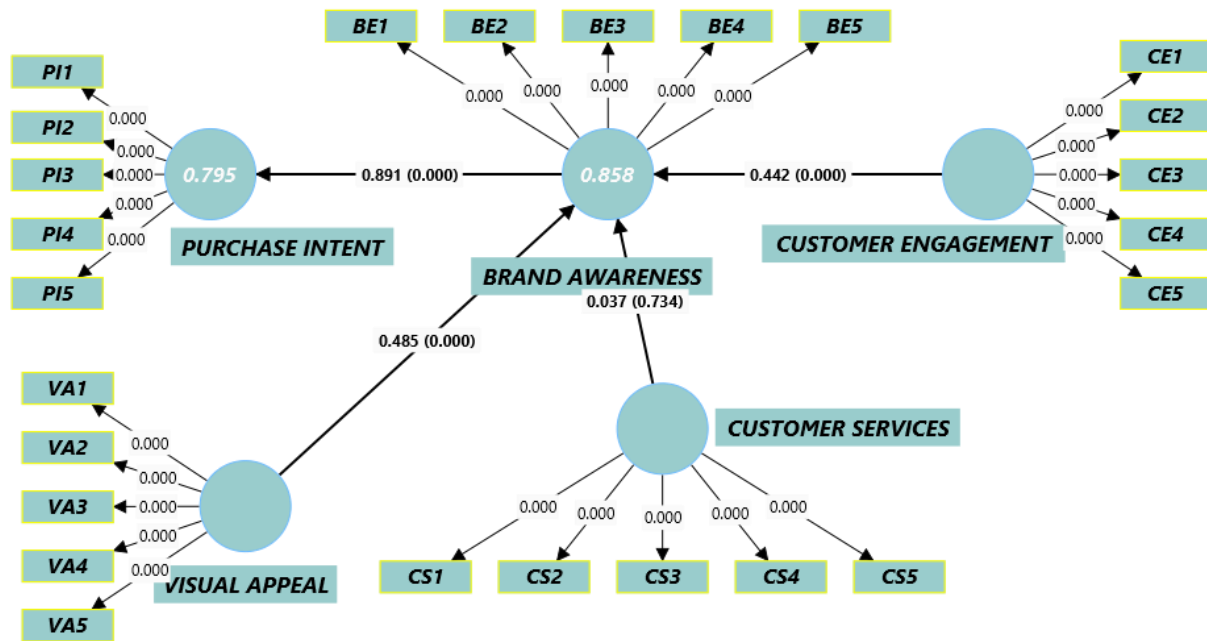
H0a: There is no significant relationship between Brand Awareness and Purchase Intent.

H0b: There is no significant relationship between Customer Engagement and Brand Awareness.

H0c: There is no significant relationship between Customer Services and Brand Awareness.

H0a: There is no significant relationship between Visual Appeal and Brand Awareness.

SEM Model



Interpretation of the SEM Model

The Structural Equation Model (SEM) provides valuable insights into the complex relationships between customer awareness, brand awareness, social media engagement and its components (visual appeal, customer service), and ultimately, purchase intention for Schandis Restaurant. Let's break down the key findings:

Brand Awareness -> Purchase Intent:

The high T-statistic of 38.852 indicates a substantial and statistically significant relationship between Brand Awareness and Purchase Intent. This suggests that customers who are more aware of the brand are more likely to intend to make a purchase. The p-value being extremely low ($p < 0.0001$) further confirms the significance of this relationship.

Customer Engagement -> Brand Awareness:

A T-statistic of 4.942 suggests a significant positive relationship between Customer Engagement and Brand Awareness. This indicates that higher levels of customer engagement lead to increased brand awareness. The p-value ($p = 0.000000800$) reinforces the statistical significance of this relationship.

Customer Services -> Brand Awareness:

The relatively low T-statistic of 0.340 implies that there is not a significant relationship between Customer Services and Brand Awareness. This suggests that customer service initiatives may not significantly impact brand awareness levels. The relatively high p-value ($p = 0.734$) further supports this interpretation, indicating a lack of statistical significance.

Visual Appeal -> Brand Awareness:

With a T-statistic of 4.681, there appears to be a significant positive relationship between Visual Appeal and Brand Awareness. This indicates that visual appeal, such as attractive imagery or design, contributes positively to brand awareness. The low p-value ($p < 0.0001$) reinforces the statistical significance of this finding.

Findings and Discussion:

1. Brand Awareness:

The analysis reveals that Schandis Restaurant maintains a strong brand presence on Instagram, with customers frequently encountering its content on their social media feeds (BE1). The restaurant's branding, including its logo and color scheme, is also highly recognizable to followers (BE3). These findings suggest that Schandis effectively leverages Instagram to enhance brand

awareness among its target audience, which is crucial for establishing a competitive edge in the restaurant industry.

2. Customer Engagement:

While Schandis excels in brand visibility, there are opportunities to enhance customer engagement through its Instagram activities. While customers generally enjoy interacting with the restaurant on social media (CE1), there is room for improvement in fostering active engagement, such as sharing posts and participating in contests (CE4, CE5). Strategies aimed at encouraging user-generated content and incentivizing interaction could further deepen customer engagement and amplify Schandis's reach on Instagram.

3. Purchase Intent:

The study demonstrates a strong correlation between exposure to Schandis's Instagram content and customers' purchase intent. Customers who engage with the restaurant on social media report feeling more connected to the brand (PI1), are influenced by promotions and special offers (PI2), and are more likely to visit the restaurant after discovering it on Instagram (PI3). This underscores the significant role that Instagram plays in driving purchase decisions and highlights the importance of maintaining an active and engaging presence on the platform.

4. Visual Appeal:

Schandis's commitment to high-quality visuals on Instagram contributes significantly to brand awareness and customer engagement. Customers find the restaurant's imagery visually appealing

(VA1) and are enticed by its presentation of food and ambiance (VA2). The strong association between visual appeal and brand awareness suggests that Schandis effectively uses Instagram to showcase its unique offerings and create a memorable impression on potential customers.

5. Customer Services:

While Schandis is perceived positively in terms of customer service on social media, the analysis indicates that customer service initiatives may not significantly impact brand awareness levels. While customers appreciate the restaurant's responsiveness and approachability (CS1, CS2, CS4), these factors may have a limited influence on overall brand awareness compared to other aspects of Instagram marketing, such as visual appeal and engagement.

Discussion:

The findings underscore the multifaceted impact of Instagram marketing on Schandis Restaurant's brand perception and customer behavior. While the restaurant excels in brand visibility and leverages high-quality visuals to attract attention, there are opportunities to deepen customer engagement and strengthen the link between Instagram activity and purchase intent.

Strategies aimed at fostering active engagement, such as contests, user-generated content campaigns, and interactive features, could enhance Schandis's reach and cultivate a more loyal customer base. Additionally, while customer service initiatives on social media are essential for maintaining brand reputation, their direct impact on brand awareness may be relatively limited compared to other aspects of Instagram marketing.

Overall, the findings highlight the importance of a comprehensive Instagram strategy for restaurants seeking to thrive in competitive markets like Goa. By balancing visually appealing content with opportunities for active engagement and strategic promotions, Schandis can further solidify its position as a top dining destination and drive continued success in the digital age

Conclusion:

In conclusion, this study underscores the pivotal role of Social Media Marketing for restaurants, exemplified by Schandis Restaurant in Goa. The study illuminates the direct impact of Instagram activities on key marketing outcomes, including brand awareness, customer engagement, and purchase intent. The findings demonstrate the effectiveness of Schandis's Instagram strategy in fostering brand recognition, generating customer engagement, and influencing purchase decisions. By leveraging high-quality visuals, fostering active engagement, and maintaining responsive customer service, Schandis can further enhance its Instagram presence and capitalize on its potential to attract both local customers and tourists. The insights gleaned from this research have practical implications for restaurants seeking to optimize their social media marketing strategies to thrive in competitive markets.

Managerial Application:

The findings of this research have several managerial implications for Schandis Restaurant and other restaurants operating in similar contexts:

Optimizing Content Strategy: Schandis can use the insights from the study to refine its Instagram content strategy, focusing on visually appealing posts that showcase its ambiance and cuisine while fostering customer engagement through interactive elements.

Enhancing Customer Engagement: By actively responding to comments, encouraging user-generated content, and organizing contests or promotions, Schandis can deepen its engagement with followers and build a loyal customer base.

Improving Customer Service: The study highlights the importance of responsive customer service on social media platforms. Schandis can further enhance its reputation by promptly addressing customer concerns and feedback shared on Instagram.

Driving Purchase Intent: Leveraging Instagram to highlight promotions, special offers, and positive reviews can effectively influence potential customers' purchase decisions, ultimately driving foot traffic and increasing sales.

Appendix



Figure 3: the Office



Figure 3: Engaging with customer

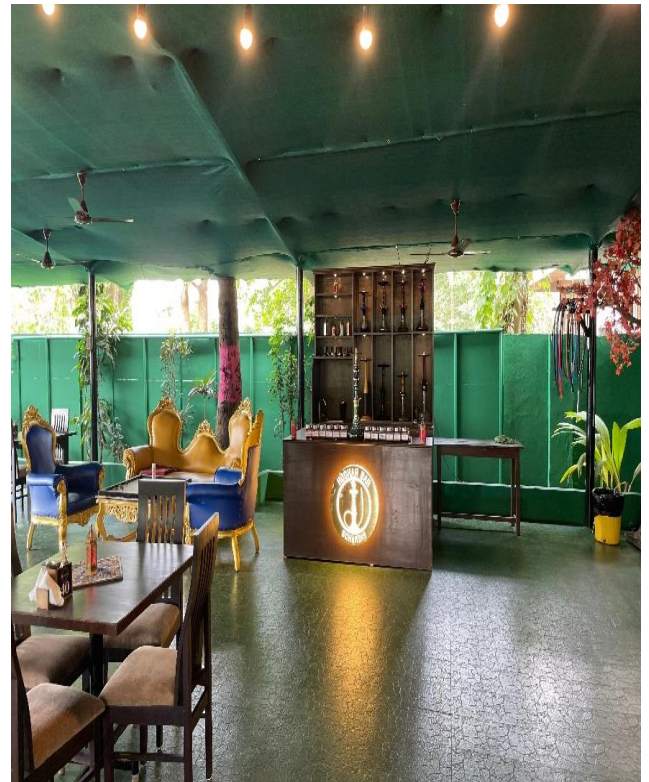


Figure 3: took for social media posting

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