

Готельно-ресторанна справа

UDC 659.1:640.43

**Akhmedova Olena**

*PhD in Public Administration,*

*Associate Professor of the Department of Tourism*

*S. Kuznets Kharkiv National University of Economics*

**Ахмедова Олена Олегівна**

*кандидат наук з державного управління,*

*доцент кафедри туризму*

*Харківський національний економічний університет ім. С. Кузнеця*

*ORCID: 0000-0003-1573-7710*

## **CONTEMPORARY METHODS OF RESTAURANT ADVERTISING**

### **СУЧАСНІ МЕТОДИ РЕКЛАМУВАННЯ ЗАКЛАДІВ**

### **РЕСТОРАННОГО ГОСПОДАРСТВА**

***Summary.** The coronavirus pandemic and related lockdowns have forever changed the restaurant business in terms of service delivery, issues of safety and security, reengineering of certain business processes, namely, the need for an electronic menu accessible via QR code, personalization and tailoring of services, door-to-door order delivery, mobile applications, online promotional activities to popularize establishments and increase the number of orders for takeout and consumption out of the premises. Social media marketing, that became the restaurants' main instrument of advertising during pandemic, comes to the fore during the war due to the possibility of being used as a free tool as far as its basic content can be created or updated through the efforts of both owners and visitors and in this way increase the flow of visitors. Thus, in the paper the effective contemporary methods of restaurant advertising on social media have been outlined; the specifics of the content plan creation and features of affiliate*

*programs have been analyzed, technicalities of the targeted advertising have been provided. Furthermore, levers that encourage and discourage consumers to visit restaurants along with the social media influence on the visitors' decision-making have been identified, the problems of the target audience formation and the specifics of maintaining communication with this audience have been analyzed, recommendations on restaurant advertising on social networks as the most effective advertising tool at the present stage of development of the country have been proposed.*

**Key words:** *advertising, restaurant, social networks, targeted advertising.*

**Problem statement.** The development of the restaurant industry is an important basis for the Ukraine's economy and is of crucial importance for the country's hospitality system functioning. In the context of the recent catastrophic events in Ukraine, it is gratifying to admit that entrepreneurs are not only trying to maintain the hospitality enterprises in working conditions but are also providing accommodation and catering services on a volunteer basis. Besides, some of them also offer educational courses free of charge for students, employees of the hospitality sector and anyone wishing to advance in this sphere for the future reconstruction and prospering of our country. Nowadays, Ukrainian restaurants are also becoming a valuable cultural element that promotes Ukrainian identity through its cuisine, beverages, food consumption traditions and peculiar level of services and automation systems.

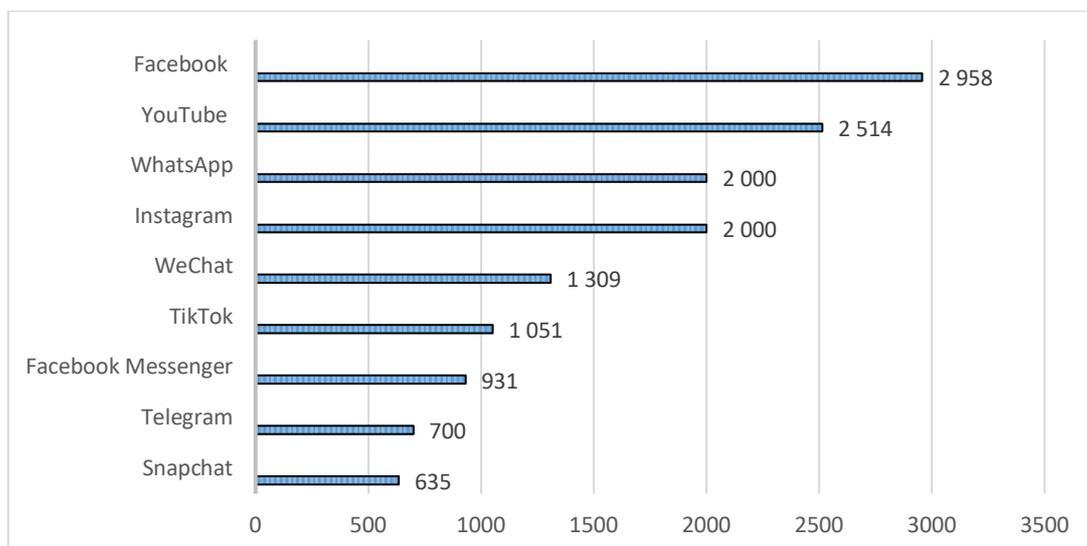
Whereas restaurants operate in a highly competitive business environment, it is extremely important for them to develop a special gastronomic experience for customers who are becoming increasingly demanding in terms of new gustatory and olfactory sensations, as well as social, patriotic, national and cultural aspects. Therefore, in order to stand out and operate effectively in this new unprecedented circumstances and environment, restaurants have to implement a sound advertising strategy applying contemporary tools and methods.

**Recent research and publications analysis.** Different stages of the restaurant and hotel industry development, the role of the personnel policy in hospitality, personnel training and promotion, the issues of quality and safety as the main elements of restaurant's attractiveness, various aspects of marketing and management have been studied in the scientific works of domestic scientists Arkhipov V. V. [1], Balatska N. Ju. [2], Malyuk L. P. [3], Nechayuk L. I., Nechayuk N. O. [4], Parfinenko A. Yu. [5], Pyatnitska H. T., Naidiuk V. S. [6; 7], Yatsun L. M. [8] and others, as well as in the papers of foreign researchers. Thus, Ayed Al Muala [9] investigated how the viral marketing may become a tool of the restaurant's brand awareness and reputation promotion if used with the certain degree of caution. Quesenberry Keith A. [16], Mariana Marques de Lima, Emerson Mainardes, André L. Cavalcanti [18] and Muhammed Alnsour [19] researched the correlation between social media presence and restaurant brand equity along with consumers' purchase intentions, visit behaviour, subjective norms. They also outlined public relations as an indispensable part of the present day consumer-restaurant relations towards more qualitative service. Diego Bufquin, Robin B. DiPietro, Charles Partlow and Scott J. Smith [11], Jason Tang, Toni Repetti, Carola Raab [15], N. Gökhan Torlak, Ahmet Demir, Taylan Budur [20], Reimer J. [22] analysed various aspects of the restaurant operations management systems and their direct and indirect influence on the guest behavioural intentions, restaurant profit margins and menu prices. Deirdre P. Dixon, Jill A. Miscuraca, and Dean A. Koutroumanis [12], Filimonau V., Lemmer C., Marshall D., Bejjani G. [13] and Kimberley Petersa, Pr. Hervé Remaudb [17] studied a menu of different types of establishments as a marketing tool, the role of its design, layout and information presented for attracting and moulding nature-responsive and loyal patrons. Bertan S. [10] proposed to use restaurants as an additional advertising instrument of the territory and destination development in the context of inbound gastronomic tourism. Hallak R., Assakerb G., O'Connorc P., Leed C. [14] touched upon such a contemporary topic as the owner's resilience

and self-efficacy in connection with the upscale restaurant performance. Various consequences of Covid-19 pandemic and its impact on the restaurant development were presented by Song HJ, Yeon J, Lee S. [23]. However, nowadays the issues of the peculiarities of the restaurant business advertising still remain open for discussion and extremely topical in the contemporary highly competitive business environment.

**Problem statement.** Thus, the purpose of the article is to define the role and peculiarities of restaurant business advertising in the post pandemic period and under the martial law.

**Paper main body.** The researchers [1; 2; 4; 5] do not cease to emphasise that social networks are becoming one of the main tools for sales as well as the means of consumers' data collection and shepherding them into beliefs about what is most appropriate in terms of eating and visiting. Social media is nowadays the best tool for building the restaurant's reputation, demonstration of its social and political position, getting to know its clientele, their likes, dislikes, preferences. The statistical data on the popularity of the social networks worldwide are presented in figure 1.



**Fig. 1. Most popular social networks worldwide as of January 2023, ranked by number of monthly active users (in millions) [24]**

It is obvious that for a restaurant advertising in social networks is not the only way out, there are also other tools, including traditional ones, but this particular way of promotion is one of the most effective, especially for city restaurants where travellers may be attracted by information they find online. Besides, the ability to survive in the pandemic period for many Ukrainian restaurants became a unique test for resilience and flexibility in the war period, when after initial shock, stress and misunderstanding of the enemy's cruelty, ruthlessness and mercilessness came the awareness of the necessity to stand against it in all possible ways, including an economic one.

To start this kind of promotion it is necessary, first of all, to understand the target audience and to define what to advertise in order to attract additional visitors not only to the restaurant social media page but to the restaurant as such. The content plan has to be thoroughly thought out; information that is supposed to be presented online should include not only the topics concerning restaurant concept, brand, identity, food, drinks, promotions and events but also materials about design (interior, exterior, menu, furniture, colours, decoration, uniform) customer policy, staff and owners if appropriate.

It is worth mentioning that there are special requirements to the restaurant social media page: it should have detailed information about the location, phone numbers, logo, photo of the interior and facade, menu and photos of dishes and drinks. The cover should be appetizing: it is either a beautiful photo of food and drinks, or a photo of the interior, or a well thought-out advertising layout with a slogan or colour associations.

Unfortunately, there is no direct correlation between the number of subscribers on a page and the real growth of restaurant visitors. The dissonance between virtual popularity and real popularity has to be taken into account as there may be lots of followers who in reality do not visit the restaurant at all or go there rarely. The fact is that the restaurant's visitors are often people who are not subscribed to its page. Some scientists estimate that less than half of those who

are subscribed to a restaurant's social media page actually visit it [18]. At the same time, the remaining half is quite a lot. For instance, if 1000-2000 visitors come to the restaurant within a week after the post publication then the advertising campaign can be considered successful. The other 50% of subscribers react to interesting posts, nice and attractive photos of the interior, dishes, add reactions and comments and in this way increase the page's visibility and popularity but this does not mean that they will ever come to the establishment. When it comes to attracting a definite group of people to a particular promotion, social media information often becomes a major driver of sales growth. But unfortunately, it is also impossible to directly link the growth in sales to social media activity.

Social networks nowadays are the cheapest way of the restaurant promotion. It can be rather affordable to create a website but it is rather expensive to bring it to the first page of search engines. Such a tool as contextual advertising is also expensive, leave alone print, TV, radio or YouTube advertising. The restaurant owner can create a social networking page on his/her own and with some knowledge in this sphere can start promoting the restaurant some time before its opening (like teaser campaigns) to form the customer base and generate interest long before the actual opening. In addition, there is no advertising tool as easy to use and operate as social media. It is true that its algorithms are constantly changing and there is no stable approach or once chosen successful strategy therefore. Testing, comparing and ongoing adaptation is a new reality.

When the initial stage of the restaurant development is over and the owners wish to promote it further, it is high time to apply paid (targeted) advertising that is an important and effective instrument if properly customized. That is the biggest challenge and problem for owners and they will need either upgrade their knowledge in this sphere or hire a specialist. Targeting is based on the specifics of the restaurant's target audience, namely, gender, age, education, nationality, social status, income level, cultural preferences, living place, etc. The narrower the audience is defined, the more successful the targeted advertising is. The main

characteristics of the variables and basics of consumer segmentation are presented in Table 1.

*Table 1*

**Variables and basics of consumer segmentation**

Geographic	Demographic	Psychographic	Behavioral
Basics: territory, climate, population density, growth rate	Basics: age, gender, education, profession, income level, social and family status	Basics: values, attitudes, lifestyle	Variables: frequency of the restaurant visiting, attitude to price policy, brand loyalty, motives of the restaurant visiting

*Source:* compiled by the author

There are different strategies for different restaurants depending on the target audience's age. If the main clientele is the people over 45, then there is little or no sense at all to advertise its services in social networks despite the fact that more and more people of silver age are getting closer acquainted with social networks. A conceptual stylish modern establishment targeted at people under 40 cannot do without a page in social networks. Naturally, the location greatly influences the customer traffic, signs, signage, billboards and other types of outdoor advertising as well as word of mouth (especially in towns and smaller settlements) bring customers to the catering establishments. On average, it has been estimated, that social media can attract 10 to 50% of visitors, depending on the location and age of the target audience [16].

The time when just bright, high quality and entertaining photos with no text at all or simple description generated audiences and created steady flows of customers are well behind. The restaurant advertising is both about the form and wording, which has to be short, specific, informative or funny, rather conversational (too business-like texts are inappropriate) and consumer-oriented (rhetorical or direct questions inviting subscribers to get involved into conversation / discussion / sharing opinions). In the recent time lots of new ways of online business-client communication ideas have appeared, the following social

media activities and strategies are the most effective for the restaurant industry at the given moment:

offerings to subscribe or recommend the page to a friend in exchange for incentives, prizes, discounts. This creates a kind of virtual contract with the restaurant and it gives access to the user's page;

restaurant tagging, geolocation and hashtags on the customers' personal pages helps to increase the number of subscribers and visitors to the restaurant page. "Tag us today and receive a discount tomorrow" is still a very effective formula that not only creates awareness about the restaurant but also forms a cohort of loyal customers. The restaurant reposts of the guests' stories, comments, answers to positive comments and immediate dealing with the negative ones' work in the same way;

cross-marketing with various commercial, cultural, social, entertainment businesses or whisky / wine / beer / tea / coffee producers as a kind of joint promotion;

linking social networks to messengers (where, for an example, a more detailed information about prices, discounts, dishes and ingredients, social and consumer policy, as well as funny stories etc. can be presented) that also allows generating more contacts and increase access to large groups of people;

all types of content should be constantly used according to the restaurant's content plan: stories / posts / reels / storytelling. The page has to be alive, to demonstrate real life, not just static demonstration of food and beverages.

**Conclusions.** For the restaurant owners it is always too expensive to use any kind of traditional advertising while the one in the social networks combined with word of mouth can be free of charge or rather inexpensive if it is thought out properly and is based on thorough study of the target audience, its likes and dislikes, preferences, motivation and motives of the restaurant visiting. This is especially important for Ukrainian restaurants nowadays when businesses have to survive in the war-time situation. The sophisticated promotional and partner

programs based on gamifications, quizzes, creative approaches with various small gifts or discounts for certain items that are supposed to involve the clientele into certain type of relations with restaurant, a kind of virtual contact, build credibility and loyalty that will nudge people to visit these places again and again. Besides, active presence in social media can be used strategically focusing on the relationship between the company and consumers, thus influencing restaurant's brand image, equity and awareness.

### **Literature**

1. Архіпов В.В. Організація обслуговування в закладах ресторанного господарства: навч. посіб. Київ : Центр учбової літератури. 2017. 342 с.
2. Балацька Н.Ю. Ресторанний бізнес в умовах пандемії коронавірусу: проблеми та напрями трансформації моделей розвитку. Економіка та управління підприємствами. 2020. Вип. 42. С. 117-122.
3. Малюк Л., Варипаєва Л. Теоретичні основи забезпечення безпеки в сфері послуг. Ресторанний і готельний консалтинг. Інновації. 2019. Т. 2 (1). С. 134-143. URL: [http://nbuv.gov.ua/UJRN/rhci\\_2019\\_2\\_1\\_12](http://nbuv.gov.ua/UJRN/rhci_2019_2_1_12)
4. Нечаюк Л.І., Нечаюк Н.О. Готельно-ресторанний бізнес: Менеджмент. Київ : Центр учбової літератури. 2020. С. 344.
5. Парфіненко А. Ю. Сучасні тенденції розвитку готельно-ресторанного бізнесу: міжнародний та національний досвід: колективна монографія. Харків : ХНУ. 2017. 412 с.
6. П'ятницька Г.Т., Найдюк В.С. Структурні трансформації у розвитку ресторанного господарства України: аспекти спеціалізації. Науковий вісник Херсонського державного університету. 2017. Т. 26(1). С. 163-167.
7. П'ятницька Г.Т., Григоренко О.М., Найдюк В.С. Інновації у розвитку підприємств ресторанного господарства: міжнародні тренди та українські реалії в умовах домінування ринкових загроз.

- Підприємництво і торгівля: збірник наукових праць. 2017. Вип. 21. С. 119-128.
8. Яцун Л.М. Методологічні підходи до формування системи управління підприємствами сфери харчування населення. Науковий вісник ПУЕТ. Серія «Економічні науки». 2021. № 4(66). С. 102-108.
  9. Ayed Al Muala Influence of Viral Marketing Dimensions on Customer Satisfaction in Fast Food Restaurants in Jordan. Journal of Management and Sustainability. 2018. Vol. 8. No. 1. doi: 10.5539/jms.v8n1p149
  10. Bertan S. Impact of restaurants in the development of gastronomic tourism. International Journal of Gastronomy and Food Science. 2020. Vol. 21. 100232. doi: <https://doi.org/10.1016/j.ijgfs.2020.100232>
  11. Bufquin D., DiPietro R. B., Partlow Ch., Smith S. J. Differences in social evaluations and their effects on employee job attitudes and turnover intentions in a restaurant setting. Journal of Human Resources in Hospitality & Tourism. 2018. doi: 10.1080/15332845.2018.1449550
  12. Dixon D. P., Miscuraca J. A., Koutroumanis D. A. Looking Strategically to the Future of Restaurants: Casual Dining or Fast Casual? Entrepreneurship Education and Pedagogy. 2018. Vol. 1(1). P. 102–117. doi: 10.1177/2515127417737288
  13. Filimonau V., Lemmer C., Marshall D., Bejjani G. ‘Nudging’ as an architect of more responsible consumer choice in food service provision: The role of restaurant menu design. Journal of Cleaner Production. 2017. Vol. 144. P. 161-170. doi: <http://dx.doi.org/10.1016/j.jclepro.2017.01.010>
  14. Hallak R., Assakerb G., O’Connor P., Leed C. Firm performance in the upscale restaurant sector: The effects of resilience, creative self-efficacy, innovation and industry experience. Journal of Retailing and Consumer Services. 2018. Vol. 40. P. 229–240. doi: <http://dx.doi.org/10.1016/j.jretconser.2017.10.014>
  15. Tang J., Repetti T., Raab C. Perceived fairness of revenue management

- practices in casual and fine-dining restaurants. *Journal of Hospitality and Tourism Insights*. 2019. Vol. 2, Iss. 1. P. 92-108. doi: <https://doi.org/10.1108/JHTI-10-2018-0063>
16. Quesenberry K. A. *Social media strategy. Marketing, advertising, and public relations in the consumer revolution*. Second edition, Published by Rowman & Littlefield. 2019. 353 p. LCCN 2018005316 (e-book)
17. Petersa K., Pr. Hervé Remauidb *Factors influencing consumer menu-item selection in a restaurant context*. *Food Quality and Preference*. 2020. 82. 103887. doi: <https://doi.org/10.1016/j.foodqual.2020.103887>
18. Lima M. M., Mainardes E., Cavalcanti A. L. *Influence of social media on restaurant consumers: A case study of Crab Island restaurant*. *Journal of Foodservice Business Research*. 2019. Vol. 22, Iss. 5. P. 413-432. doi: [10.1080/15378020.2019.1631657](https://doi.org/10.1080/15378020.2019.1631657)
19. Alnsour M., Faour H. R. *The Influence of Customers Social Media Brand Community Engagement on Restaurants Visit Intentions*. *International Journal of Customer Relationship Marketing and Management*. 2019. Vol. 10, Iss. 4. doi: [10.4018/IJCRMM.2019100101](https://doi.org/10.4018/IJCRMM.2019100101)
20. Torlak N. G., Demir A., Budur T. *Impact of operations management strategies on customer satisfaction and behavioral intentions at café-restaurants*. *International Journal of Productivity and Performance Management*. 2019. URL: <https://doi.org/10.1108/IJPPM-01-2019-0001>
21. *Organisation of the Restaurant Industry : textbook : compiled by O. O. Akhmedova, O. A. Sushchenko*. Kharkiv : S. Kuznets KhNUE, 2019. 185 p.
22. Reimer J. *What is the average restaurant profit margin?* Toast, Inc., March 1, 2017. URL: <https://pos.toasttab.com/blog/average-restaurant-profit-margin>
23. Song H.J., Yeon J., Lee S. *Impact of the COVID-19 Pandemic: Evidence from the U.S. Restaurant Industry*. *International Journal of Hospitality Management*. 2020. doi: <https://doi.org/10.1016/j.ijhm.2020.102702>
24. Statista. *Facts and insights on topics that matter*. URL: <https://www.statista.com/>

<https://www.statista.com>

## References

1. Arkhipov V.V. Orhanizatsiia obsluhovuvannia v zakladakh restorannoho hospodarstva: navch. posib. Kyiv : Tsentr uchbovoi literatury. 2017. 342 s.
2. Balatska N.Yu. Restorannyi biznes v umovakh pandemii koronavirusu: problemy ta napriamy transformatsii modelei rozvytku. Ekonomika ta upravlinnia pidpriemstvamy. 2020. Vyp. 42. S. 117-122.
3. Maliuk L., Varypaieva L. Teoretychni osnovy zabezpechennia bezpeky v sferi posluh. Restorannyi i hotelnyi konsal'tynh. Innovatsii. 2019. T. 2 (1). S. 134-143. URL: [http://nbuv.gov.ua/UJRN/rhci\\_2019\\_2\\_1\\_12](http://nbuv.gov.ua/UJRN/rhci_2019_2_1_12)
4. Nechaiuk L.I., Nechaiuk N.O. Hotelno-restorannyi biznes: Menedzhment. Kyiv : Tsentr uchbovoi literatury. 2020. S. 344.
5. Parfinenko A. Yu. Suchasni tendentsii rozvytku hotelno-restorannoho biznesu: mizhnarodnyi ta natsionalnyi dosvid: kolektyvna monohrafiia. Kharkiv : KhNU. 2017. 412 s.
6. Piatnytska H.T., Naidiuk V.S. Strukturni transformatsii u rozvytku restorannoho hospodarstva Ukrainy: aspekty spetsializatsii. Naukovyi visnyk Khersonskoho derzhavnoho universytetu. 2017. T. 26(1). S. 163-167.
7. P'iatnytska H.T., Hryhorenko O.M., Naidiuk V.S. Innovatsii u rozvytku pidpriemstv restorannoho hospodarstva: mizhnarodni trendy ta ukrainski realii v umovakh dominuvannia rynkovykh zahroz. Pidpriemnytstvo i torhivlia: zbirnyk naukovykh prats. 2017. Vyp. 21. S. 119-128.
8. Yatsun L.M. Metodolohichni pidkhody do formuvannia systemy upravlinnia pidpriemstvamy sfery kharchuvannia naseleattia. Naukovyi visnyk PUET. Seriiia «Ekonomichni nauky». 2021. № 4(66). S. 102-108.
9. Ayed Al Muala Influence of Viral Marketing Dimensions on Customer Satisfaction in Fast Food Restaurants in Jordan. Journal of Management and Sustainability. 2018. Vol. 8. No. 1. doi: 10.5539/jms.v8n1p149

10. Bertan S. Impact of restaurants in the development of gastronomic tourism. *International Journal of Gastronomy and Food Science*. 2020. Vol. 21. 100232. doi: <https://doi.org/10.1016/j.ijgfs.2020.100232>
11. Bufquin D., DiPietro R. B., Partlow Ch., Smith S. J. Differences in social evaluations and their effects on employee job attitudes and turnover intentions in a restaurant setting. *Journal of Human Resources in Hospitality & Tourism*. 2018. doi: 10.1080/15332845.2018.1449550
12. Dixon D. P., Miscuraca J. A., Koutroumanis D. A. Looking Strategically to the Future of Restaurants: Casual Dining or Fast Casual? *Entrepreneurship Education and Pedagogy*. 2018. Vol. 1(1). P. 102–117. doi: 10.1177/2515127417737288
13. Filimonau V., Lemmer C., Marshall D., Bejjani G. ‘Nudging’ as an architect of more responsible consumer choice in food service provision: The role of restaurant menu design. *Journal of Cleaner Production*. 2017. Vol. 144. P. 161-170. doi: <http://dx.doi.org/10.1016/j.jclepro.2017.01.010>
14. Hallak R., Assakerb G., O’Connorc P., Leed C. Firm performance in the upscale restaurant sector: The effects of resilience, creative self-efficacy, innovation and industry experience. *Journal of Retailing and Consumer Services*. 2018. Vol. 40. P. 229–240. doi: <http://dx.doi.org/10.1016/j.jretconser.2017.10.014>
15. Tang J., Repetti T., Raab C. Perceived fairness of revenue management practices in casual and fine-dining restaurants. *Journal of Hospitality and Tourism Insights*. 2019. Vol. 2, Iss. 1. P. 92-108. doi: <https://doi.org/10.1108/JHTI-10-2018-0063>
16. Quesenberry K. A. *Social media strategy. Marketing, advertising, and public relations in the consumer revolution*. Second edition, Published by Rowman & Littlefield. 2019. 353 p. LCCN 2018005316 (e-book)
17. Petersa K., Pr. Hervé Remaudb Factors influencing consumer menu-item selection in a restaurant context. *Food Quality and Preference*. 2020. 82.

103887. doi: <https://doi.org/10.1016/j.foodqual.2020.103887>
18. Lima M. M., Mainardes E., Cavalcanti A. L. Influence of social media on restaurant consumers: A case study of Crab Island restaurant. *Journal of Foodservice Business Research*. 2019. Vol. 22, Iss. 5. P. 413-432. doi: 10.1080/15378020.2019.1631657
  19. Alnsour M., Faour H. R. The Influence of Customers Social Media Brand Community Engagement on Restaurants Visit Intentions. *International Journal of Customer Relationship Marketing and Management*. 2019. Vol. 10, Iss. 4. doi: 10.4018/IJCRMM.2019100101
  20. Torlak N. G., Demir A., Budur T. Impact of operations management strategies on customer satisfaction and behavioral intentions at café-restaurants. *International Journal of Productivity and Performance Management*. 2019. URL: <https://doi.org/10.1108/IJPPM-01-2019-0001>
  21. Organisation of the Restaurant Industry : textbook : compiled by O. O. Akhmedova, O. A. Sushchenko. Kharkiv : S. Kuznets KhNUE, 2019. 185 p.
  22. Reimer J. What is the average restaurant profit margin? Toast, Inc., March 1, 2017. URL: <https://pos.toasttab.com/blog/average-restaurant-profit-margin>
  23. Song H.J., Yeon J., Lee S. Impact of the COVID-19 Pandemic: Evidence from the U.S. Restaurant Industry. *International Journal of Hospitality Management*. 2020. doi: <https://doi.org/10.1016/j.ijhm.2020.102702>
  25. Statista. Facts and insights on topics that matter. URL: <https://www.statista.com>