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"Gauging the Impact of Social Media and Word of Mouth - A Study
of Food Industry in Islamabad"



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ABSTRACT

Analysts, organizations and brands have for quite a while acknowledged word of mouth similar to an essential showcasing movement and it is considered very crucial in the restaurant industry, since it is amazingly successful in molding shoppers' mentalities and conduct. Word of mouth influences the customer's behavior and their behavior can be predicted. These days, the Internet has turned into a noteworthy piece of many people groups' day by day lives, and person to person communication helps in drawing opinion of a large number of people from all around the globe. Along these lines, informal word of mouth has moved to the digitalized world and another term has been created, to be specific electronic word of mouth, or the word of mouth on social media.

Electronic word of mouth has been perceived to produce similar advantages to organizations as from traditional word of mouth. Because of the development of the Internet and communication through social media, electronic word of mouth has the ability to contact and influence more individuals and is hence seen as more persuasive. Thus every brand gives utmost importance to word of mouth and also to social media. The purpose of this research is to analyze the impact of social media and word of mouth with reference to the food industry in Islamabad.

- Number of hypothesis were constructed. The data was collected via interviews, where the respondents were between ages 17 to 35.

It was uncovered through the outcomes, that word of mouth through social media destinations has an immediate constructive outcome on both buyers' perception about the restaurant and the decision to pay a visit.

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Keywords

Social media, consumer behavior, word of mouth, purchase intention, customer retention, brand image, brand perception, target market, millennials, hyper commercialization