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## The Six Key Dimensions of Understanding Media

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## Reasons for choosing the topic

Role of customer loyalty  
to restaurant business

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- Generate sales
- Cost efficiency
- Broaden the brand image
- Competitive advantages

The growth of ethnic  
cuisine business  
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- Growing demand for exotic ethnic food
- Immigration phenomenon, especially to Europe
- Entrepreneurship spirit/ situational reasons → Open ethnic restaurants

The recent trend of  
social media marketing  
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- Money and time savings
- Effective
- Chance to learn from customers
- Lack of literature that put all three: Customer loyalty, social media and ethnic restaurants together





Role of customer loyalty  
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# The growth of ethnic cuisine business

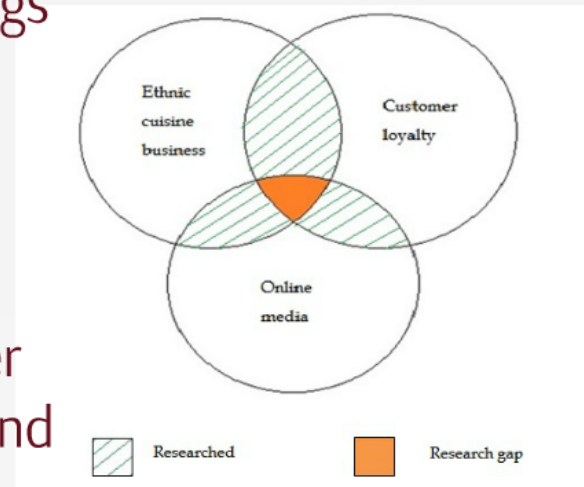
## **Thecasesolutions.com**

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# The recent trend of social media marketing

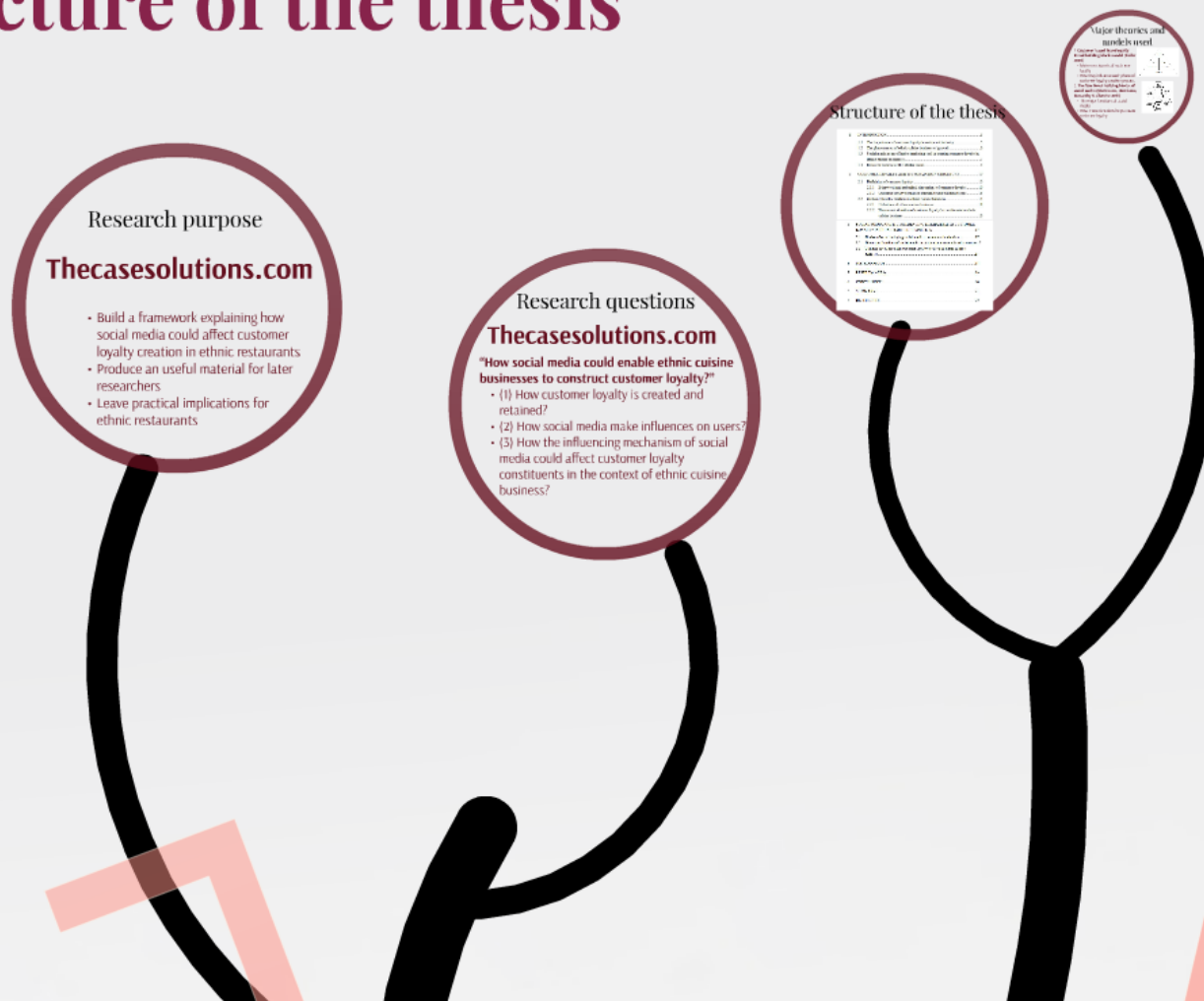
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## Research purpose and structure of the thesis



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Research purpose

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- Build a framework explaining how social media could affect customer loyalty creation in ethnic restaurants
- Produce an useful material for later researchers
- Leave practical implications for ethnic restaurants



# Research questions

## **Thecasesolutions.com**

**“How social media could enable ethnic cuisine businesses to construct customer loyalty?”**

- (1) How customer loyalty is created and retained?
- (2) How social media make influences on users?
- (3) How the influencing mechanism of social media could affect customer loyalty constituents in the context of ethnic cuisine business?