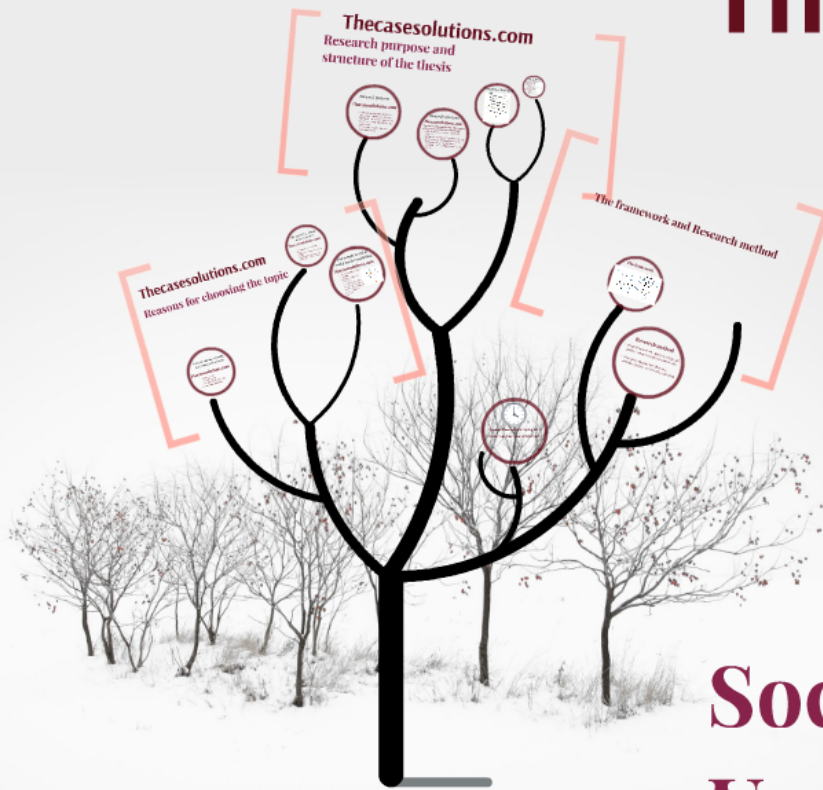


Thecasesolutions.com



Social Media? Get Serious!
Understanding the Functional
Building Blocks of Social Media

Thecasesolutions.com



Social Media? Get Serious!
Understanding the Functional
Building Blocks of Social Media

Thecasesolutions.com

Reasons for choosing the topic

The growth of ethnic cuisine business Thecasesolutions.com

- 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 Thecasesolutions.com

- 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 to restaurant business

Thecasesolutions.com

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

Role of customer loyalty to restaurant business

Thecasesolutions.com

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

The growth of ethnic cuisine business

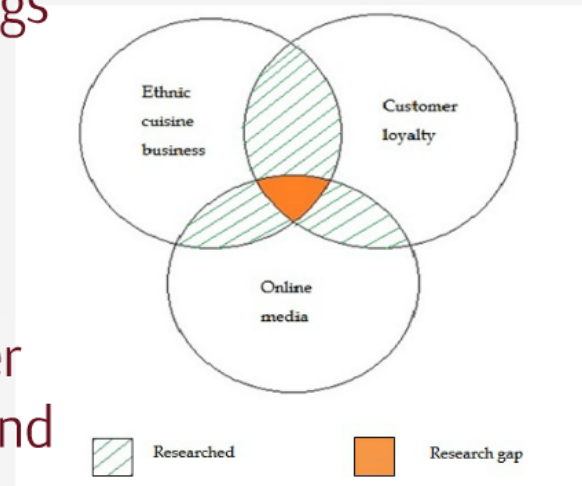
Thecasesolutions.com

- 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

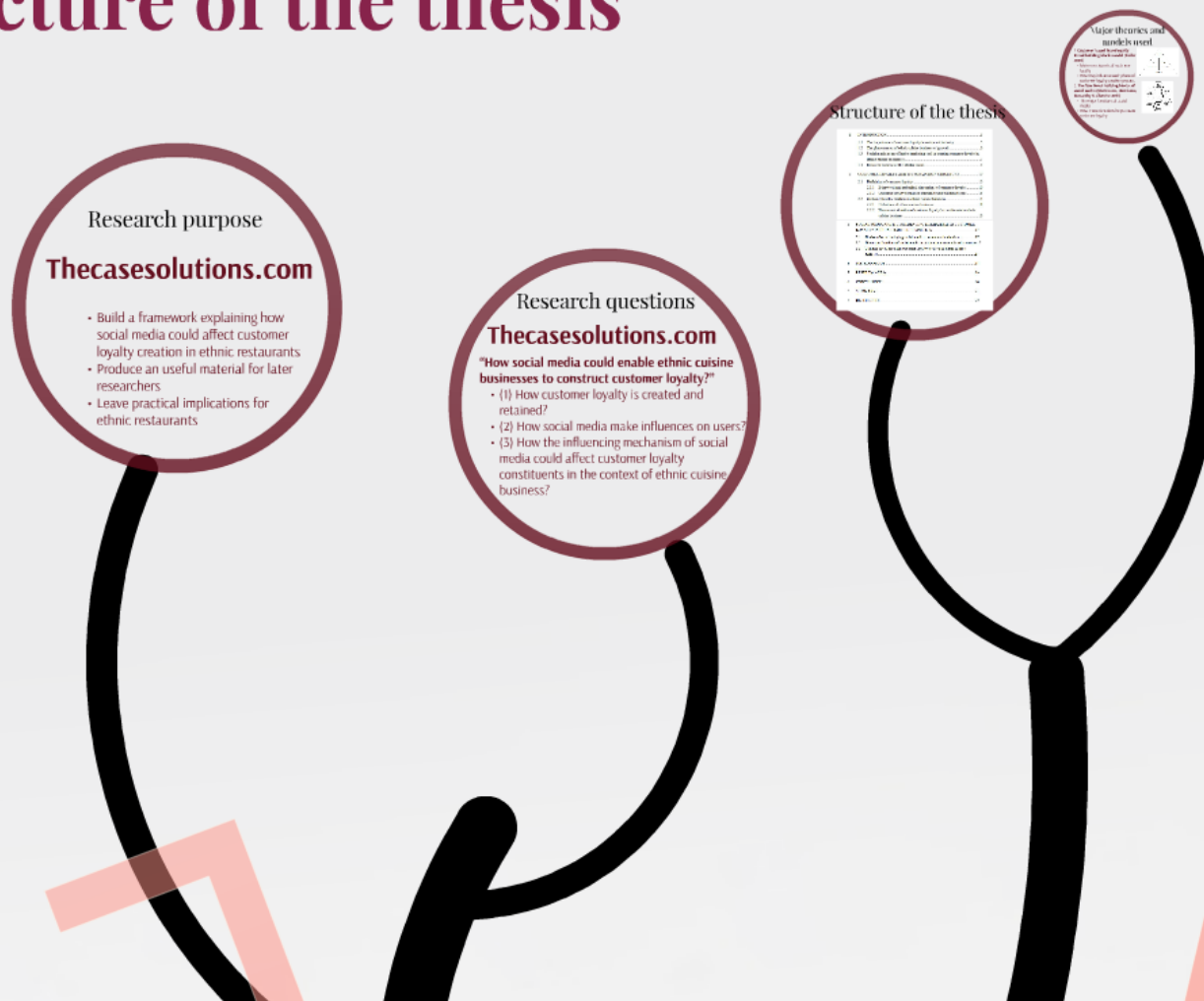
Thecasesolutions.com

- 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



Thecasesolutions.com

Research purpose and structure of the thesis



The

Research purpose

Thecasesolutions.com

- 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?