Social Media Marketing Practices of Nepalese Restaurants in Helsinki

Nilesh Khadka

Abstract

Date 03.05.2021

Author	
Nilesh Khadka	
Degree	
Business Information Technology	
Report/thesis title	**Number of pages and appendix pages**
Social Media Marketing Practices of Nepalese Restaurants in Helsinki	45+4

As the influence of social media markeitng is heavily increasing in the business arena, this thesis aims at studying the social media marketing practices of Nepalese restaurants in Helsinki.

A mixed method approach was undertaken for this study. Both quantitaive and qualitative methods have been employed to gather data. For the quantitative method, survey questionnaire was devised to collect responses and analysis was conducted using MS-Excel. For the qualitative method, semi-structured interview questions were prepared and interviews were conducted in virtual settings. Thematic analysis was conducted to analyse the qualitative data.

The quantitative part answers the research question 1 while qualitative part answers the remaining two research questions. The types of social media platforms used, the frequency of use and similar other components are studied through the survey questionnaires while the semi-structured interview delves into details pertaining to the opportunities and challenges of social media maketing of Nepalese restaurants in Helsinki and also their future plans for social media marketing. Some recommendations have also been discussed based on the findings of the study.

Keywords
Marketing, Social Media, Social Media Marketing, Nepalese restaurants, Mixed method, Thematic analysis

Table of contents

List of Figures

List of Tables

1 Introduction

With the global expansion of the internet facilities and wider availability of the electronic devices and social media platforms, use of the social media has been sharply in rise across the globe in recent years. Though social media was primarily started for social connections, currently businesses have taken an advantage thereby using it for marketing purposes. As a result, social media marketing (SMM) has come up as an important need for businesses to reach into the minds and hearts of the customers. Unlike traditional mode of marketing, SMM is a more interactive and intuitive type of marketing, which allows open communication with customers and is agile in a way through quick feedbacks. In addition, it also opens path for business to make recognize their brands to the customers. It is thus quite evident that effective social media marketing in business is lucrative, effective use of SM marketing in business is not an easy take.

Finland is a country with incredibly higher access to internet facilities. As one of the digitally smart country of EU region, and a producer of once renowned brand Nokia, social media platform users are also considerably larger in this Nordic nation. Even though marketing is quite easier, faster and cost effective through SMM, many businesses in Finland still have not been able to reap the benefits. With this understanding of the context, the researcher is willing to understand the practices of SMM usage among Nepalese restaurants in Finland.

1.1 Motive of the research

In the context that there are quite many Nepalese food lovers in Finland, Nepalese restaurants have been quite popular in Finland. Despite the substantial numbers serving across Finland and quality of services they are offering to the customers; these restaurants have not gained substantial brand recognition unlike many other businesses in Finland. As increased competitions has existed in restaurant business, Nepalese restaurants in Finland have also been facing severe market competition. Hence, to successfully stand out in the fierce market competition, it is in benefit for these restaurants to understand and use the SMM and reach to more and more prospective customers.

Though established in different names, most of these restaurants serve similar type of food and with similar taste. Also, these restaurants have not come up with any defined marketing practices. As most of the Nepalese immigrant entrepreneurs have been operating this business for more than 20 years, their marketing practices have not been influential in local

Finnish media and TV channels. Their use of social media for the promotion of their business seems to be inadequate. So, the motive of the researcher is to deeply understand the need of SMM use for these restaurants that promote their recognition in Finland.

1.2 Aim and Research Questions

The primary objective of this thesis is to explore the practices of SMM applied by Nepalese restaurants in Helsinki. This study aims at delving into the social media marketing practices employed by the Nepalese restaurants in Helsinki, the opportunities they come up with and the challenges they are presented with due to such SMM practices, and its potential scope in the future.

The author has got hold of the following research questions, the answers to which, should potentially lead up to achieving the aim of this study.
Research Questions:
1. What SMM practices are applied by the Nepalese restaurants in Helsinki?

2. What opportunities and challenges are posed to the Nepalese restaurants with the use of such SMM practices?

3. How do the Nepalese restaurants plan to move forward with the SMM practices?

1.3 Limitations

The primary limitation of this research is associated to the COVID-19 pandemic. Due to the pandemic, the on-site observation of the Nepalese restaurants in Helsinki and face-to-face interviews with the entrepreneurs were not possible. Also, the businesses have had drastic impact in their operations in these difficult times which could also bring forward the possibilities of differences in the SMM practices in the pre- and post-COVID era. For the purpose of this research, only the Nepalese restaurants based on Helsinki have been chosen and the factors relating to the delivery partners such as Wolt and Foodora have not been considered. Furthermore, study of a large sample size would also cost a lot of resources for the researcher thus posing as a limitation to this study.

1.4 Structure of the thesis

The first chapter of this thesis revolves around the introduction of the proposed research. A short introduction to the background, research motive, aims, research questions, limitations to the study and the structure of the research are constituted in the first chapter. The second

chapter, theoretical framework, consists of the literature pertaining to the various theories and concepts relevant to the purpose of this study. The third chapter of this study discusses the research methodology employed to generate and analyse the research data. The further chapters deal with the results, findings and discussion of the research. After that, ethical consideration and summary of the study will be discussed. The final part of the thesis constitutes the references and appendices.

2 Theoretical framework

Theoretical framework, the chapter 2 of this study, consists of the theories and concepts in marketing, social media and social media marketing with reference to the relevant literature sources.

2.1 Marketing

Over the time, there are numerous other definitions of marketing proposed by different theorists and marketing associations and bodies. Kotler et. al defined marketing defined marketing as ''a social and managerial process by which individuals and groups obtain what they want and need through creating and exchanging products and value with others'' (Drummond & Ensor, 2006). According to the American Marketing Association, marketing is defined as the ''activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large'' (American Marketing Association, 2021). Similarly, the Chartered Institute of Marketing (CIM) in the United Kingdom, has defined marketing as ''the strategic business function that creates value by stimulating, facilitating and fulfilling customer demand- it does this by building brands, nurturing innovation, developing relationships, creating good customer service and communicating benefits'' (Palmer, 2012).

All of the definitions above reveal marketing as a process that creates exchange of values and are mutually beneficial to the parties involved in exchange. The definitions also indicate that marketing is a broad concept and involves multiple concepts, processes and approaches. The succeeding sub-chapters will explore the different components and aspects of social media marketing.

2.2 Traditional Marketing

Traditional marketing is typically a way of marketing where the business reach into customers using advertisements through television, radio, newspapers, and other conventional medias (Geraghty & Conway, 2016). These sorts of communications are mainly one way where no interaction among the marketers and clients exist (Zaimovic & Sutrovic, 2018). It is thus a discreet mode of marketing (Geraghty & Conway, 2016). In this marketing, messages are passed in a defined geographic location and hence it easily takes way the chances that it keeps value to customers outside the range of advertisement.

Traditional marketing is a wide classification that mainly consists of four sub-classifications, namely, print, broadcast, direct mail and telephone. Among them, print marketing is considered to be the earliest, which we generally understand as paper-based advertising spaces like magazines and newspaper. Broadcast involves marketing via TV and radio. Direct mail marketing employs use of letters, brochures, postcards and similar other items and lastly, telephone marketing, generally referred to as telemarketing, means using the phone calls to sell the products and services to the customers (Marketing Schools, 2021).

The aforementioned mediums are commonly used in conventional marketing. In the modern days, the efficacy of conventional advertising is often doubted due to reasons such as the facility for consumers to skip advertisement contents, changing of channels during commercials, an outrageous increment in the marketing messages thus tiring the target consumers, and so on (Zaimovic & Sutrovic, 2018).

2.3 Social Media

A social media is a social instrument of communication. Social media refers to those kinds of media that encompass interactive involvement. Interactivity is the pivot of social media. Unlike the conventional marketing mediums that are usually unilateral and lack interaction, the social media presents a platform for bilateral flow of information (Manning, 2014). Social media allows the people to form virtual groups and communicate with each other by means of different modes such as blogs, audio and video calls and recordings, content creation and sharing, and others. The use of such medias is generally in the spirit of business, education or society (Zaimovic & Sutrovic, 2018).

Social media particularly is not a novel concept. Historical evidence traces back the usage and sharing of letters with many people within the elite social circles during the Roman era (Charlesworth, 2017). However, the invention of internet and the development of digital technologies and platforms escalated social media to a pinnacle thus transforming it into digital social media. There are different types of social media being used in the modern times. To name a few, Facebook, LinkedIn, Twitter and YouTube are the commonly used platforms (Coles, 2017). Many other forms of social media are also being introduced on a regular basis.

Current marketing tools	Alternative marketing tools
Newsletters	LinkedIn, Facebook
News media	Twitter, LinkedIn, Facebook
Website	Facebook
TV and radio	YouTube, podcasts
Business directory	Blog, LinkedIn
Referrals	Webinars, LinkedIn
Surveys	Forums

Figure 1. A table depicting the conventional and alternative marketing tools (Coles, 2017)

2.4   Types of Social Media

With the acceleration in development of digital technologies, thousands of social media applications have come into existence and their evolution in terms of usage and expansion has been continuing. There is no concrete definition of social media and it can mean different things to different people, and due to this reason, it is difficult to categorise them in absolute manner (Chisenga & Chande-Mallya, 2012).

Different attempts have been made to categorize the social media types. Social networks, media sharing networks, discussion forums, content curation network, consumer review networks, blogging networks, internet-based networks, shopping networks, sharing economy networks and anonymous social networks are some of the widely used social media categories (Foreman, 2017).

- Audio Sharing Applications (i.e. Podomatic, SoundCloud, etc)
- Blogging Applications (i.e. Blooger, Wordpress, TypePad, etc)
- Discussion Forums Platforms (i.e.Dgroups, Google Groups, etc)
- Micro-blogging Applications (i.e.Twitter, FriendFeed, Tumblr, etc)
- Photo/Image Sharing Applications (i.e. Flickr, Picasa, etc)
- Remote Collaboration Applications (i.e. GoogleDocs, Wikis, etc)
- Social Bookmarking/Tagging Applications (i.e. Digg, StumbleUpon, Deliciouus, etc)
- Social Networking Services (i.e. Facebook, Google+, LinkedIn, MySpace, etc)
- Video Sharing Applications (i.e. YouTube, Blip.tv, Vimeo, etc)
- Voice over IP (VoIP)/Instant Messaging (IM) Applications (i.e. Google Talk, Skype, etc)

Figure 2. Categories of Social Media Applications (Chisenga & Chande-Mallya, 2012)

Three of the widely used social media marketing platforms are briefly discussed in the forth-coming sub-sections.

2.4.1 Facebook

Facebook is the biggest social network in the world. The number of active Facebook users has surpassed 2 billion and almost 1.5 billion of them are active on Facebook on a daily basis. It is one of the most advanced direct marketing tools of the modern era that facilitates the businesses to reach their audience for a minimal cost. Facebook offers huge opportunities in marketing a business (Patel, 2021).

The use of Facebook in marketing can have a far-reaching impact. Zero to minimal cost of marketing allows the businesses and prospective businesses to easily create a brand identity and connect with an enormous number of targeted audiences. It is also a great platform to keep the consumers engaged, informed and updated (Marrs, 2020). There are various choices that can be implemented for marketing in Facebook such as Facebook Business Page, Facebook Ads, Hosting Facebook Contests, Facebook Promoted Posts, Sponsored Stories, Facebook Open Graph, Facebook Exchange (FBX) and others (Marrs, 2020).

2.4.2 Instagram

Instagram is one of the widely used social media platform with more than 1 billion users and a large number of users are added each year (Newberry, 2020). To add to it, at least one business is being followed by 90% of the Instagram users (Newberry, 2020). There are more than 25 million business profiles on Instagram, and it comes only second to Facebook in terms of being the most accessed social network (Hubspot.com, 2021). (Hubspot.com, 2021) also mentions that almost 83 out of 100 people have found new product and services via Instagram. These facts depict the immense possibilities that Instagram offers for reaching a mass audience.

In the present times, Instagram has been phenomenal in introducing new products, brand creation and enhancing brand awareness. According to Instagram, the three recent trends in the platform are drops, info-social and Lo-fi (low-fidelity) videos. Drops are the limited-edition products that are not restocked. It has added excitement in the shopping experiences of the consumers. Similarly, info-social is a novel style of content that concentrates on creating and sharing such information that aid in educating the communities. Low-fidelity (lo-fi) videos are also booming at the moment with means such as Instagram Reels, behind-

the-scenes Stories, and IGTV videos. Lo-fi contents are usually unrefined which makes them raw and more approachable by the users (Instagram Business Team, 2021).

2.4.3 TikTok

TikTok has established itself as one of the fastest growing social media platform. Some credit to the rapid popularity of TikTok can also be given to COVID-19, as it provided time to the users to explore the platform. TikTok has provided the users with new manners of content creation and sharing them online to other users. In the first quarter of 2020, TikTok became the most downloaded social media app in a single quarter with the download numbers reaching 315 million (Battisby, 2020).

TikTok is available in 141 countries which provides opportunities to reach a large number of targeted audiences globally. It is used by many young people, especially from the age of 16 to 24, thus making it an important platform to penetrate the young customer base. Many businessess that adopted TikTok as a marketing platform earlier than the others, have received big rewards in terms of brand awareness (Warren, 2020). Similarly, the businesses that have used influencer marketing in TikTok have also received large success (Dievendorf, 2021). TikTok offers many options for paid advertisements such as In-feed videos, Branded hashtag challenge, Brand takeover, TopView Ads and Branded effects (AdEspresso, 2020).

3   Social Media Marketing

3.1   Introduction

Social media and digitalised communications have become a crucial element of human lives around the globe. Figures as of January 2020 indicate that approximately 60% of the entire population actively use the internet. To add to that, it is estimated that roughly 3.43 billion people will actively use social media by 2023 (Dwivedi, et al., 2020). The boom of SM marketing has made it easier for the businesses to meet their marketing targets and that too at a comparatively low cost (Olotewo, 2016).

Social media marketing is typically a marketing approach which makes use of the social media in marketing the products and offerings through different social networking sites such as Facebook, Instagram, Twitter, YouTube, WhatsApp, and others (Investopedia, 2018). Social media marketing is greatly beneficial to the businesses as they can better market their products and services, interact with the customers, and even influence consumer's buying practices to some extent (Ibrahim & Ganeshbabu, 2018). Thus, SM marketing has emerged as an important form of marketing practices recently and business presence is shown toward customers through different contents, messages, and information. Thus, it is very easy and convenient options for the business to interact with the customers through social media unlike costly advertising options. Moreover, modern businesses often rely on their brand names and recognition. So, social media platform largely allows to effectively put their brands in front of customers quite easily (Kapoor, et al., 2018).

As social media has become an integral part of people's daily lives, social media marketing has acted as a free, open and a very handy channel for businesses in recent years (Appel, et al., 2020). SM has become an important marketing force that goes beyond the borders and businesses have quite a lot of possibilities in front of them to find newer marketing opportunities in global economy (Sheth, 2020). However, with the increased social media users and platforms, both the challenges and opportunities with the social media sector has sharply increased in recent years.

3.2   Conceptual Framework of Marketing

Social media marketing framework heavily depends upon the commercial marketing structure. In the marketing framework for both types of marketing, the customers are central to the process of exchange. In such exchange process, the buyers are focussed on satisfying

their needs while trying to reduce their cost at the same time (Thorat, et al., 2013). The 5Ws of social media marketing have also been largely discussed in some studies. The 5Ws include why, who, where, what and when (Bullock & Agbaimoni, 2013). 'Why' discusses the aim of the marketing or the rationale behind opting the social media marketing. 'Who' deals with targeted customers and the demographics related to such target audiences. 'Where' demonstrates the social media platforms used by the target audiences while 'what' is the message that is intended to be conveyed to the audience. It helps in building and maintaining the relationships with the consumers. 'When' determines the time to reach the audience. The target audiences may be in different geographical regions and may be online at a different time. Scheduling software can be used to publish information or to advertise even when the seller is not online (Bullock & Agbaimoni, 2013).

The framework of social media marketing has also been discussed in terms of the Ps of marketing. In the traditional marketing, there were 4Ps, namely, product, price, place and promotion. Eventually, the 4Ps were extended to 7Ps thereby adding people, process and physical evidence to the mix. The 7Ps of marketing mix is still widely used in the modern era. With the evolution in marketing, new components came into the mix and the 8Ps of marketing mix is also being used more often (Carniel, 2019).

This scheme breaks down the 4Ps of marketing mix according to Edmund Jerome McCarthy earliest formulation in Basic marketing: a managerial approach.

Figure 3. 4Ps of marketing mix (Carniel, 2019)

Figure 4. The 7Ps of marketing mix (Chaffey, 2019)
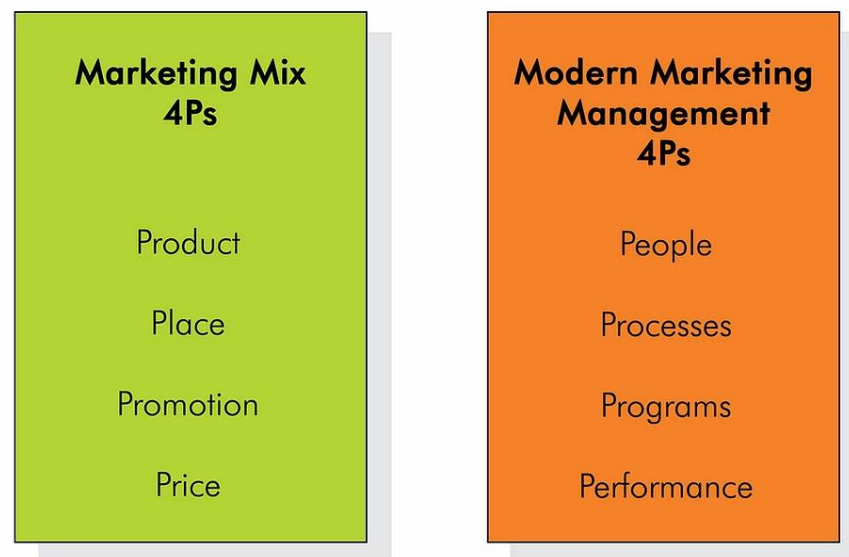
This scheme breaks down the 8Ps of marketing mix and represents an updated and enhanced version of the traditional 4Ps model.

Figure 5. 8Ps of marketing mix (Carniel, 2019)

3.2.1 Product

In social media marketing, a product may or may not be a physical product. The product is an item, whether physical or virtual, that strives to appease the consumer's core need in

such a way that they are enabled to pay for it (Wickham, 2009). It can be a tangible or an intangible product. For an instance, a company involved in the business of consultation services offer their expertise in the needed field which is also their offering.

Table 1. A table categorising the online products and services (based on Pogorelova, Yakhneeva, Agafonova, & Prokubovskaya, 2016)

Types	Examples	Description
Information products	Audio and Video products	These products can be displayed earlier
Goods purchased with significant prior information	Cars, computers, household appliances	Includes low-cost goods; customer groups make decision based on reviews and specifications
Goods/Services delivered via Internet channels	Software, rental services, ticket bookings	Internet channels are the delivery mediums
Unique goods	Auction and collectible items	Goods are sold at electronic auctions and collectible shops
Final consumption goods	Clothing, toys, household goods, etc	Price is the crucial factor for these goods
A separate group consisting of food products	Food items	Order and delivery of food items

3.2.2 Price

In general, price is the cost that needs to be paid by the consumers to get an access to the offering. Thus, in case of social media marketing, the price is the consideration paid by the buyers or customers to acquire the social marketing product or service (Thorat, et al., 2013). The classical pricing approach has cost, customer value and competitors as its basis factors and it has been observed that the e-commerce pricing also takes the similar approach. Yet, new trends in pricing have also been noticed that allows businesses to adopt more flexible and personal pricing policies. However, these pricing policies seem to be more dynamic and volatile (Pogorelova, et al., 2016).

3.2.3 Place

In marketing mix, "place" indicates the marketplace where the products or services can be purchased by the customers (Carniel, 2019). In e-commerce, "place" is a site or market in social network. In the modern times, the place can also be a common platform for a wide number of individual sellers or groups. The pricing may be already fixed or may be finalised via an auction. What is more important in the place function of social marketing mix is that the customers and the suppliers should have an adequate availability of digital and social channels for conducting the business (Pogorelova, et al., 2016).

3.2.4 Promotion

Promotion constitutes of such activities, campaigns and programs that publicizes the products or services (Carniel, 2019). It can be both online and offline. Promotion activities may vary depending on the targeted market segment and the marketing strategies implemented. The promotional activities are generally influential in engaging the targeted customers in a communication process (Carniel, 2019). Promotion is initially commenced as an outbound communication, that is, from a company to the consumers or prospective consumers and if its pursuance is successful, the communication process becomes bidirectional. An effective promotional campaign stimulates the consumers to accept the product and register for it. They may also download, buy and recommend the products in their social circle (Pogorelova, et al., 2016).

There are various tools and activities dedicated to promotion. Display advertising, social network advertising, mobile advertising and internet advertising are some of the growing forms of advertising. Use of e-commerce bots is also in a boom. Public relationship management is largely carried out through social media marketing in addition to content marketing and referral marketing. The popularity of search engine marketing is in a surge too (Pogorelova, et al., 2016).

3.2.5 People, Process, Physical Evidence

People, process and physical evidence: these functions of the marketing mix are related to the personnel employed in the business that are part of the marketing, the service processes of marketing and the zone of contact, respectively. In the digital marketing, they are being replaced by automated software, automated processes and bots. The human factor is massively replaced by technology thus changing the dynamics of the marketing processes (Pogorelova, et al., 2016). However, the people who are at helm of the social media

marketing in a business, are fetched with responsibilities to create, maintain and improve the company's presence in the market (Langford, 2019). The human and digital factors work in coordination in the marketing processes of the business.

The physical evidence proves that the transaction took place and confirms that the brand exists (Langford, 2019). In relation to the physical evidence, unlike the traditional marketing, the point of contact in social media marketing is more with the AI interface and less with the humans. The contact experience with the personnel of the company is mostly during the point of purchase and post-purchase instances (Pogorelova, et al., 2016).

3.2.6   Productivity/Performance

The performance or productivity function of the marketing mix is the indicator of whether the business delivered its promises to the customers. Specially in social media marketing, the word-of-mouth promotion is a vital factor for brand-building. If the business fails to deliver upon its promises or if they are not able to provide the value they assured, it can generate a negative influence among the consumers and prospective consumers thus hampering their brand (Langford, 2019).
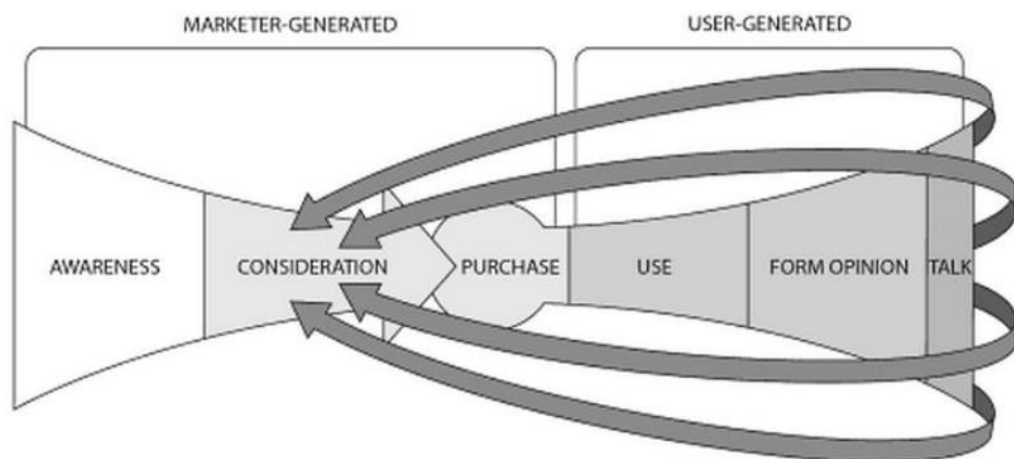

Figure 1: The Social Feedback Cycle (Burby, Atchison & Sterne, 2007)

Figure 6. The social feedback cycle (Foong & Yazdanifard, 2014)

3.3 Impacts of Social Media Marketing

Due to the swift progress of internet and social media, social media marketing is heavily used by the businesses, both profit and non-profit, to ensure communication with the customers and stakeholders. People of the new generation, particularly referred to as Generation Y, are placing a great weight on social media networking as they approach work in manners different from their predecessors (Foong & Yazdanifard, 2014). SM marketing has risen as a great medium for marketing and brand building.

The social media have allowed the organizations to engage in easy and lightning-fast communication with the consumers. The businesses have the opportunities to connect with billions of people in little time making them easier to create a brand quickly (Iblasi, et al., 2016). It also provides great exposure and growth potentials. The gigantic prospects presented by SM marketing help the companies to increase both their revenues and efficiency (Foong & Yazdanifard, 2014). There are other various advantages of social media in marketing. Social media is cheaper and efficient and makes it easier for businesses to acquire customers. Similarly, social media facilitates direct communication between the business customers and that too on real-time. More importantly, social media has developed as a platform for brand-building for the businesses and has also helped the businesses to increase their sales (Iblasi, et al., 2016).

4   Research Methodology

4.1   Introduction

The term 'research' has its roots associated to the French word 'recerchier' which means to search for something repeatedly (Kabir, 2016). According to the Oxford dictionary, research is '*a careful study of a subject, especially in order to discover new facts or information about it*'. The definition by Redman and Mory outlines research as "a systematized effort to gain new knowledge" (Chandra & Hariharan, 2017). In general, research can be understood as a systematic process comprising of collection and analysis of data which helps to enhance our knowledge and understanding of the concerned subject matter (Chandra & Hariharan, 2017). The collection of data and the extraction of results is done through the use of some research methodology, and such results are applied in decision-making process (Sachdeva, 2008).

The research methodologies are classified as qualitative, quantitative and mixed methods (Daniel, 2016). The author has decided to use the mixed methods approach in this study. Both qualitative and quantitative research methodologies have been applied to comprehend the social media marketing practices of Nepalese restaurants in Helsinki. Quantitative research involves numerical data. It involves the use of numerical data and their analysis using statistical tools (Apuke, 2017). Quantitative approach to research is known for saving time and resources as it focuses on presenting results in numbers unlike the qualitative method where the results are described. Another advantage with this approach is that it facilitates the generalization of the research findings (Daniel, 2016). Also, the quantitative approach has a clear objective and guideline, which makes it possible to replicate the work in some other settings or timeframe (Daniel, 2016).

In this study, the answers to research question 1 'What SMM practices are applied by the Nepalese restaurants in Helsinki?' have been sought through quantitative approach. Similarly, the answers to research questions 2 'What opportunities and challenges are posed to the Nepalese restaurants with the use of such SMM practices?' and research question 3 'How do the Nepalese restaurants plan to move forward with the SMM practices?' have been pursued in a qualitative manner. Qualitative research is concerned with non-numerical data such as quality and variety. Such type of research methodology is descriptive and demands an in-depth study of the non-numerical data (Mishra & Alok, 2017). The qualitative research consists of the set of interpretive materials such as field notes, interviews, conversations, photographs, recordings, and so on. It is a naturalistic approach meaning that in

this kind of research, the study of concerned matters is conducted in their natural settings. The researchers seek to interpret the meanings of a phenomenon through the lens of the people (Flick, 2007).

4.2 Research Process

This sub-section outlines the research process executed in this study. The methods used for the research and the processes associated to them have been discussed here.

4.2.1 Quantitative Research

For the quantitative part of this research, the method of survey has been applied. Survey is such a form of research where the data is collected from the responses provided by sample participants who are asked or provided with a set of questions. Survey research can use quantitative, qualitative or mixed methods approach. The quantitative survey research has questions with numerical elements while qualitative survey usually uses open-end questions. Mixed methods can have the combination of both (Ponto, 2015).

The answers to RQ 1 have been sought using the survey research. A set of questionnaires was prepared, the population of interest was evidently identified, and the survey was conducted in accordance with the pre-defined arrangements. The series of questions that were asked were designed in such a manner that it would minimize the error in survey research and the responses to which would provide insights into RQ 1. Both the options of response through e-mail and paper form were provided to the sample participants.

Table. Sources of Error in Survey Research and Strategies to Reduce Error		
Type of error	Source of error	Strategies to reduce error
Coverage error	Unknown or zero chance of individuals in the population being included in the sample	Multimode design
Sampling error	Individuals included in the sample do not represent the characteristics of the population	Clearly identified population of interest; diverse participant recruitment strategies; large, random sample
Measurement error	Questions/instruments do not accurately reflect the topic of interest; questionnaires/ interviews do not evoke truthful answers	Valid, reliable instruments; pretest questions; user-friendly graphics, visual characteristics
Nonresponse error	Lack of response from all individuals in sample	User-friendly survey design; follow-up procedures for nonresponders
Note. Information from Dillman et al. (2014), Singleton & Straits (2009), Check & Schutt (2012).		

Figure 7. Sources of Error in Survey and Strategies to Reduce Error (Ponto, 2015)

Microsoft Excel has been used to analyse the quantitative data in this study. Clustered column charts and pie charts have been used to quantify and analyse the data collected through survey questionnaires. Additionally, the results have also been expressed in terms of percentage.

4.2.2 Qualitative Research

In the qualitative research methodology of this study, the method used for data collection is semi-structured interviews. The semi-structured interviews are mix of open-ended and close-ended questions and thus does not require the interviewer to pursue a definite pattern of questioning. This flexibility facilitates the interviewer to ask further follow-up questions to the interviewee in response to their answers (Bryman, 2008). Such follow-up questions generally pertain to the 'why' and 'how' and provide insights into some major issues that were not already considered during the research (Adams, 2015).

The answers to RQ 2 and RQ 3 have been searched through qualitative research. An interview guide was developed which included the details related to interview process and the semi-structured interview questions. The interview guide was approved by the thesis supervisor. Due to the COVID-19 situation, the interviews were only possible online. Zoom was used as the medium for conducting and recording the interviews. The soft copy of the interview questions was also provided to the participants just prior to the beginning of interviews. The recordings of the interviews were transcribed and were sent to the interviewees.

Thematic analysis was used to analyse the rich qualitative data. The main aim of this analysis, as its name suggests, is to produce findings in the form of themes. In thematic analysis, attempts are made to identify the patterns, organise them and give meaning to them. Such patterns are also known as the themes. A lot of focus has to be placed on the textual data, information needs to be coded and finally themes are to be generated after considering the commonalities between the codes (Braun & Clarke, 2012). Braun & Clarke (2012) have classified the procedure of thematic analysis in six steps as follows:

- Familiarising oneself with the data
- Generating initial codes
- Searching for the themes
- Involved reviewing the themes
- Defining and naming themes
- Producing the report

4.3   Setting, sampling and participants

Setting is the place where the research is carried out. In the context of this study, the setting was virtual, that is, the data was collected in a virtual environment and not in a physical one. Both the survey research and semi-structured interviews were completed online.

Sampling means the process of choosing suitable sample for the research. Sample is a representative population chosen from the whole population size which is also known as the subset of the entire population that concerns with the study (Mujere, 2016). The sampling technique used for the purpose of this study is convenience sampling. In convenience sampling, those sample that are readily and easily available are chosen (Taherdoost, 2016). It is one of the commonly used sampling techniques which considers the convenience of the researcher as the primary criteria of sampling (Farrokhi & Mahmoudi-Hamidabad, 2012). The author decided to choose convenience sampling as it was facilitated by many factors such as personal networks, language and culture, and so on. The participants that were interviewed have a lot of experience in restaurant business in Finland. Some of them are new entrepreneurs while some have been operating their business for a long time.

The author's wife conducted the survey on his behalf as he had to go to Nepal due to a family emergency. However, the qualitative semi-structured interviews were conducted by the author himself.

4.4   Reliability and Validity

In research, reliability is often understood as the degree of consistency or dependability in measuring the attributes that is being studied by the researcher (Edwin, 2019). Validity is the magnitude to which a measuring instrument accurately assesses what it claims to measure (Edwin, 2019). For the quantitative research part in this study, the consistency in survey questions ensure the reliability of the research while validity is ensured by the contents of the survey questions which are designed so as to answer the research questions. Similarly, the use of MS-Excel in data analysis enhances the validity of the research.

As the reliability in quantitative research refers to the exact replicability of the research process and the findings, it is not the same in qualitative research. Reliability and validity in qualitative research are more challenging. Hence, in qualitative research, reliability refers to the consistency in the use of methods even though they may generate data varying in richness each time (Leung, 2015). In qualitative research, validity is associated to the suitability of the tools, process and data. The research question design, methodology, sampling, data collection and data analysis have all been conducted appropriately. The method

of 'member check' has been used to ensure the validity of data in this research. In member checking, a copy of the transcript of the interviews is sent to the respective interviewees so that they can examine their responses and confirm the accuracy of their explanation (Devault, 2019).

5   Findings

The research questions to this study have been attempted to answer through a mixed method approach, meaning both the quantitative and the qualitative methods have been applied. The findings obtained through each of these research methods have been illustrated in this section.

5.1   Findings from quantitative analysis

The research data for quantitative analysis were collected as responses to survey questionnaires. 31 Nepalese restaurants based on Helsinki region participated in the survey. Data such as types of social media platforms used by those businesses (if any), the types of contents that were created and shared, the frequency of use of social media platforms, the orders and reservations received through social media and similar other relevant data were collected. Clustered column charts and pie charts were created from the collected responses that are illustrated below.

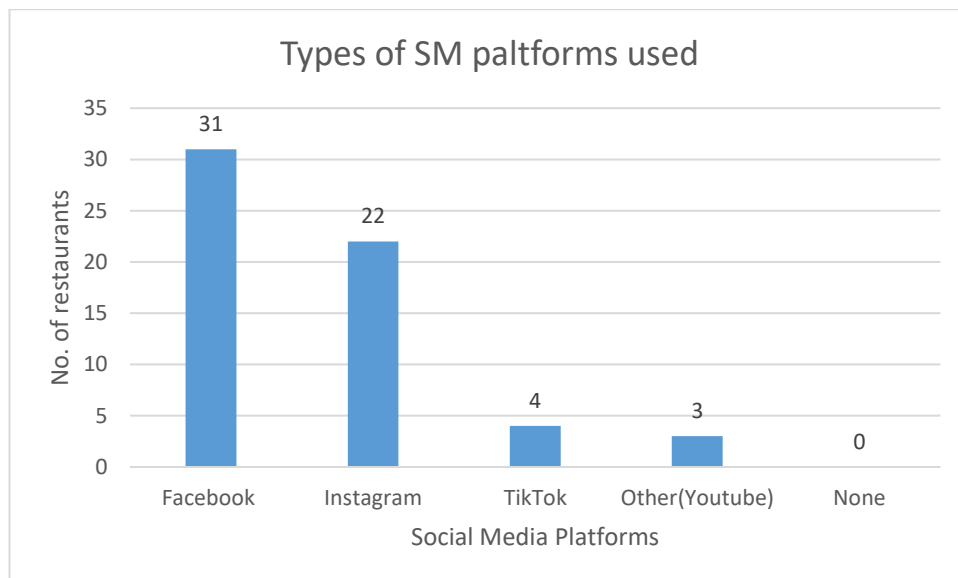**What social media platforms do you use in your business?**

Figure 8. Types of SM platforms used by Nepalese restaurants

Out of the 31 restaurants that were surveyed, it was found out that all of those 31 restaurants are using social media platforms for their businesses. The responses indicated that most of the restaurants use Facebook and Instagram as their primary social media marketing platforms. Of the restaurants using social media, 31 (100%) have Facebook and 22 (70%) have

Instagram accounts. Only 4 out of those 31 restaurants use TikTok accounting for 13% of the restaurants.

How often do you use social media in a day?
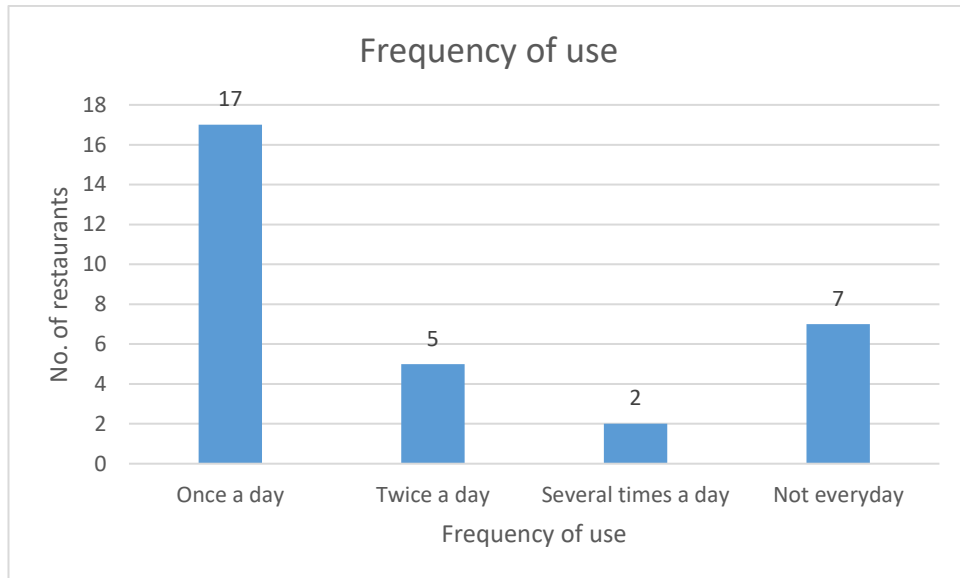

Figure 9. Frequency of use of SM by Nepalese restaurants

More than 50% of the restaurants use social media accounts once a day. 7 (23%) restaurants use SM platforms more than once a day while 7 (23%) of them do not use social media on a daily basis.

On an average, how many orders, if any, do you get through social media in a week?
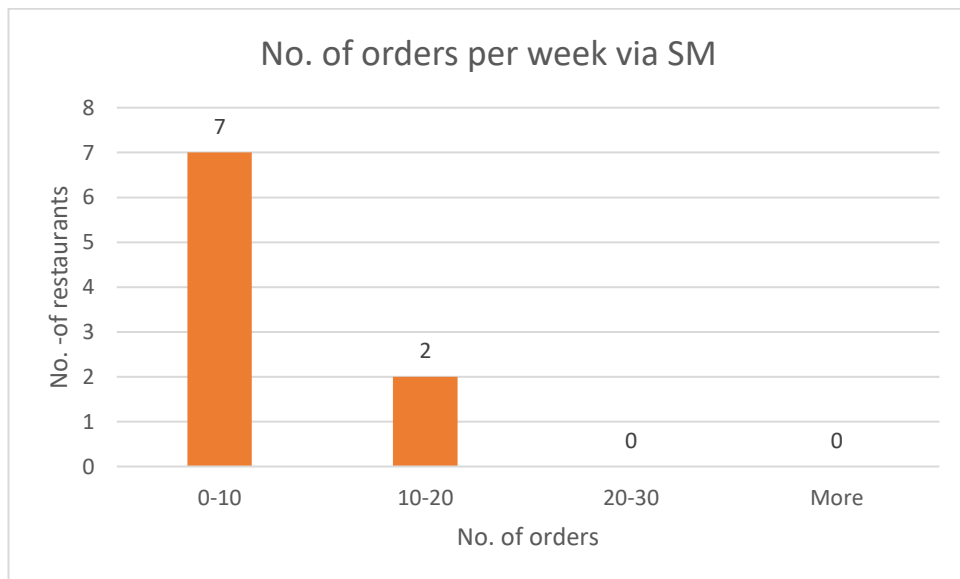
Figure 10. Number of orders received per week via SM

7 restaurants (23%) get up to 10 orders every week through their social media while only 2 restaurants (6%) get orders in the range of 10-20 per week via their social media channels. 22 restaurants (71%) do not get any orders in their social media platforms.

What percentage of your monthly orders are made through social media?
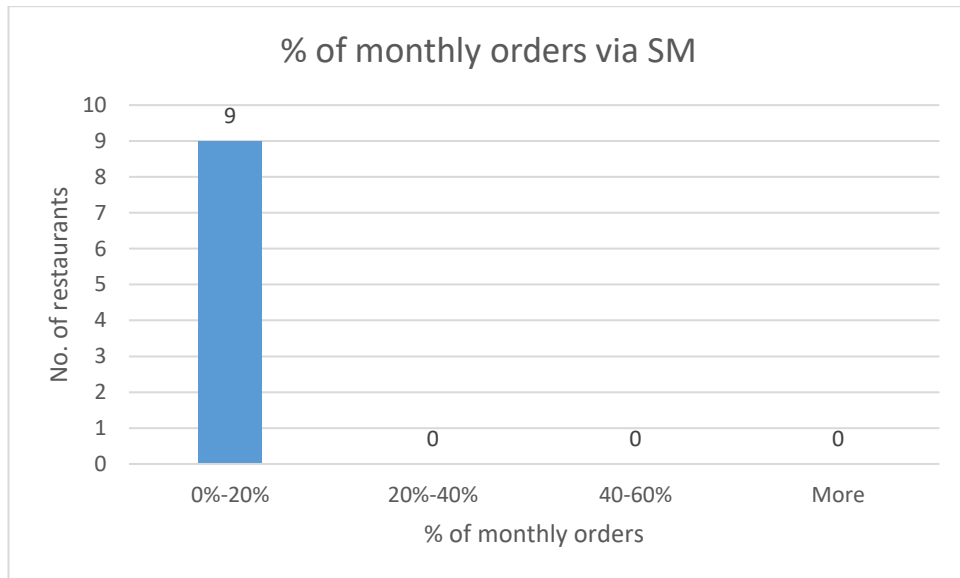

Figure 11. % of monthly orders received via SM

9 restaurants (29%) get up to 20% of their monthly orders through social media platforms.

On an average, how many posts do you share in a week?
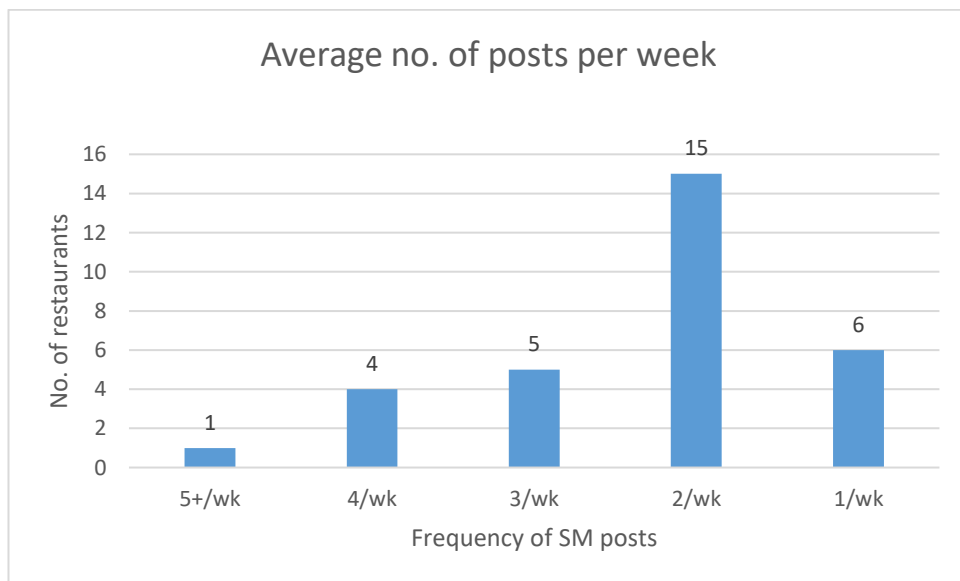
Figure 12. Average no. of SM posts per week

The collected responses indicated that majority of the restaurants (15) posted twice every week in their social media platforms. They account for 48% of the restaurants using social media. Similarly, 5 (16%) of them post thrice a week while 4 (13%) of them post 4 times per week. 6 (19%) restaurants post only once a week while only 1 restaurant posts at least 5 times a week on their social media platforms.

Do you create and share posts about your business on social media?
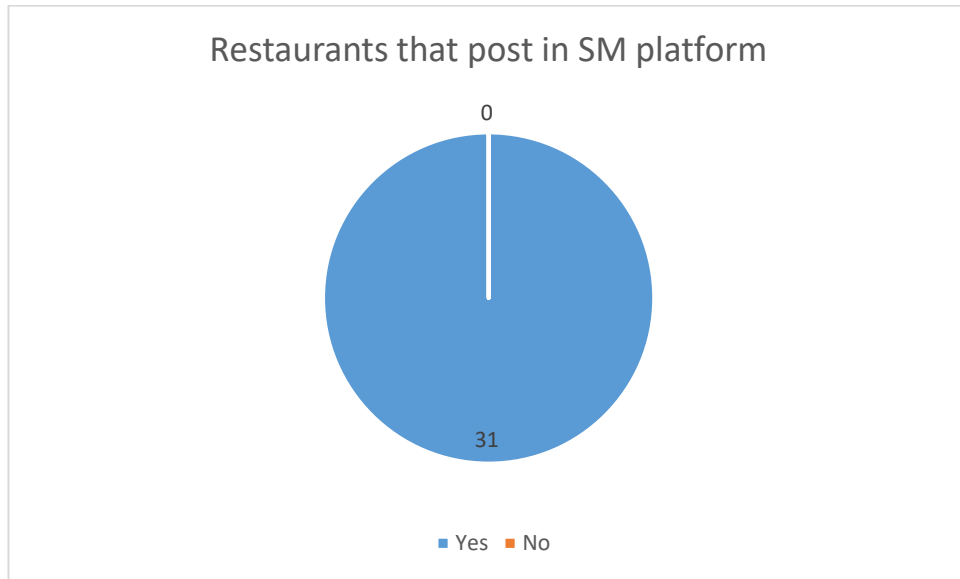
Figure 13. Restaurants that post in SM

All the restaurants post in their social media platforms.

Do you get orders via social media?
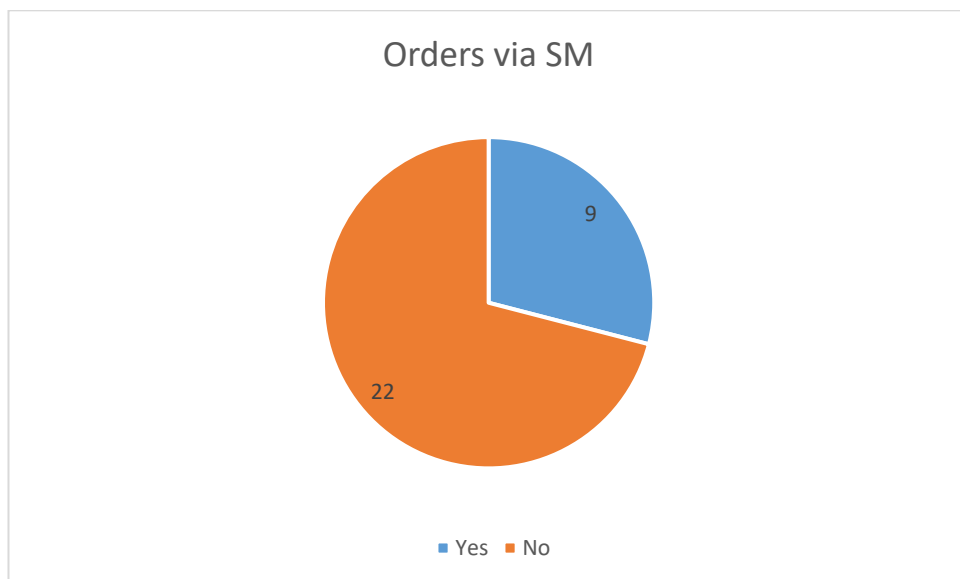
Figure 14. Orders via SM

Only 9 restaurants (29%) receive orders from customers via their social media platform.

What kinds of posts do you share via your social media for marketing?
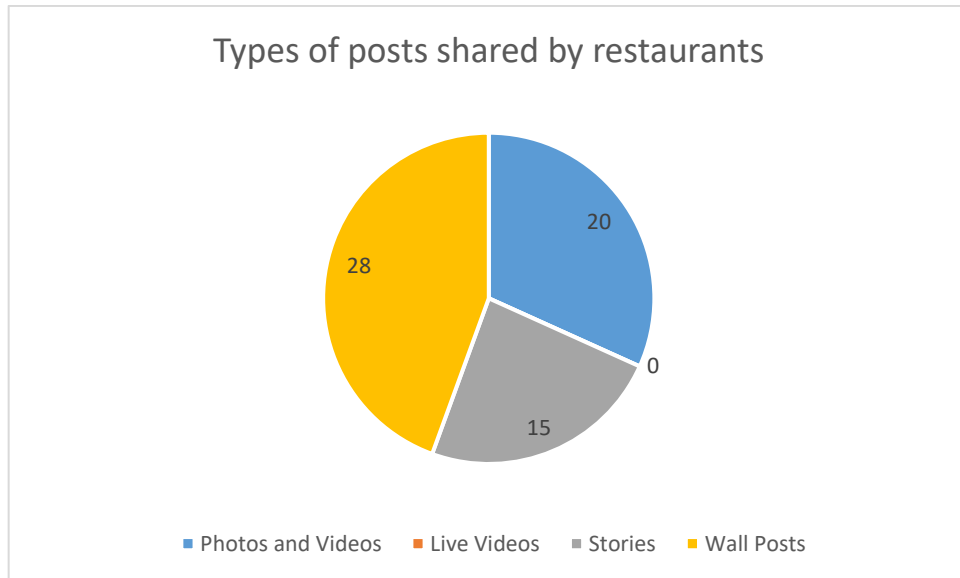
Figure 15. Types of posts shared by Nepalese restaurants

The pie chart above demonstrates the types of posts made by businesses in their social media platforms. Majority of the restaurants share the contents in the forms of wall posts. 28 restaurants (90%) share wall posts in their social media, 20 share photos and videos while 15 share the contents as stories. None of the businesses share live videos.

Has social media helped you in marketing your business?
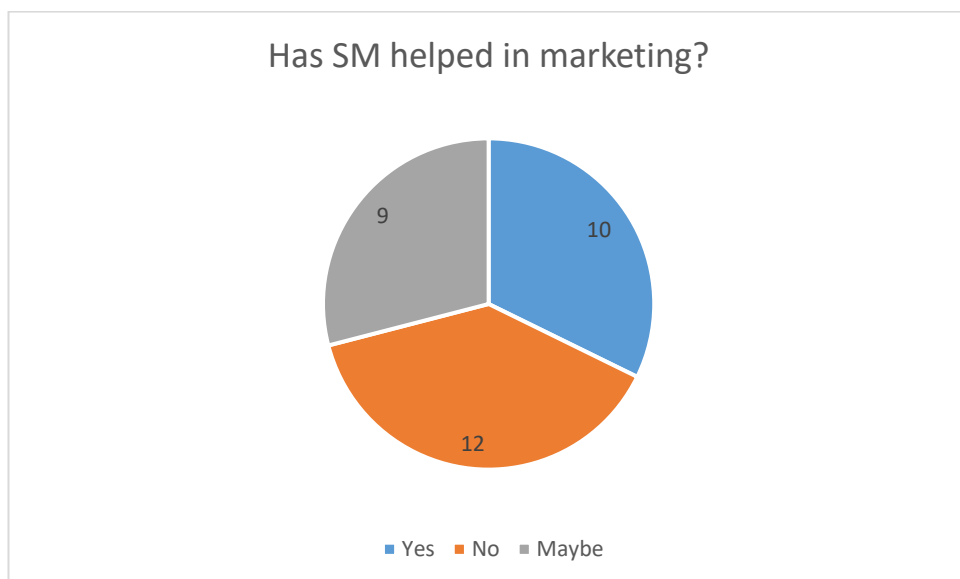
Figure 16. SM's impact on marketing of business

Has social media helped you in expanding your customer base?
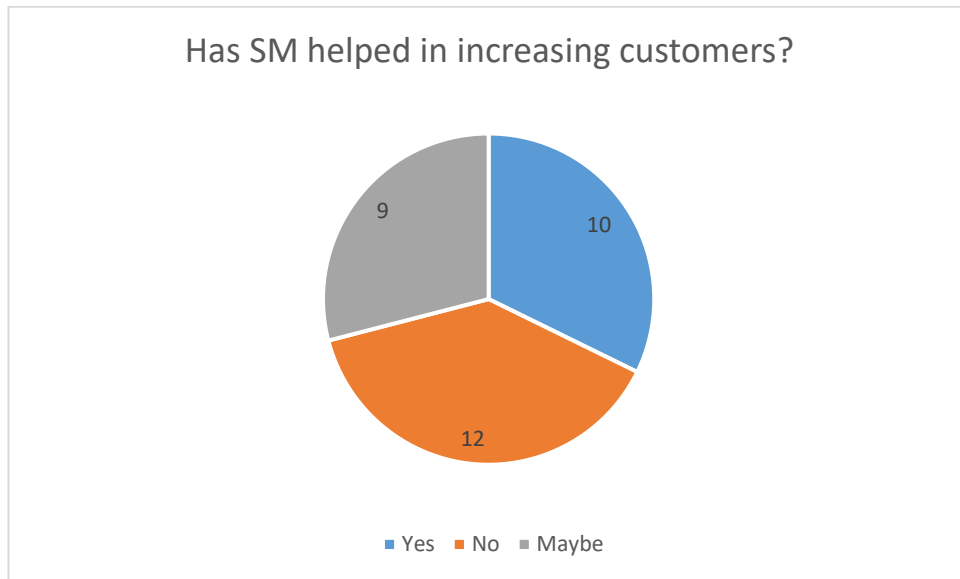
Figure 17. SM's role in increasing customer numbers

On the survey, 10 restaurants answered that social media has helped them in marketing their businesses and increasing their reach to customers while 12 answered on the contrary. 9 of the businesses were not sure of whether social media has helped them in marketing their businesses and getting more customers.

Do you receive feedbacks from the customers on social media?
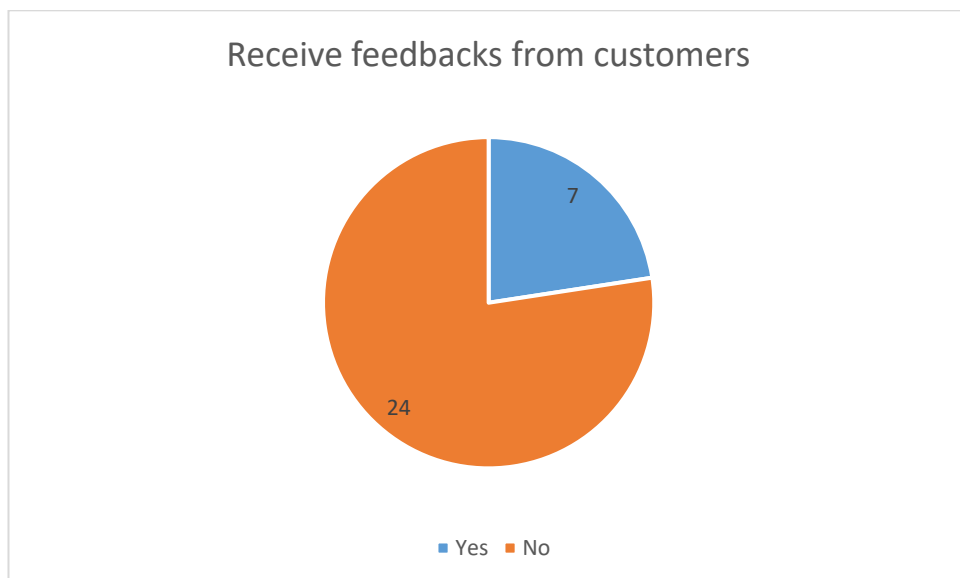
Figure 18. Feedbacks from customers

Only 7 of the 31, that is, around 23% businesses receive feedbacks from customers in social media. Other 24 (77%) responded that they do not receive any feedbacks on social media from their customers.

Have the feedbacks, if any, brought positive changes to your business?
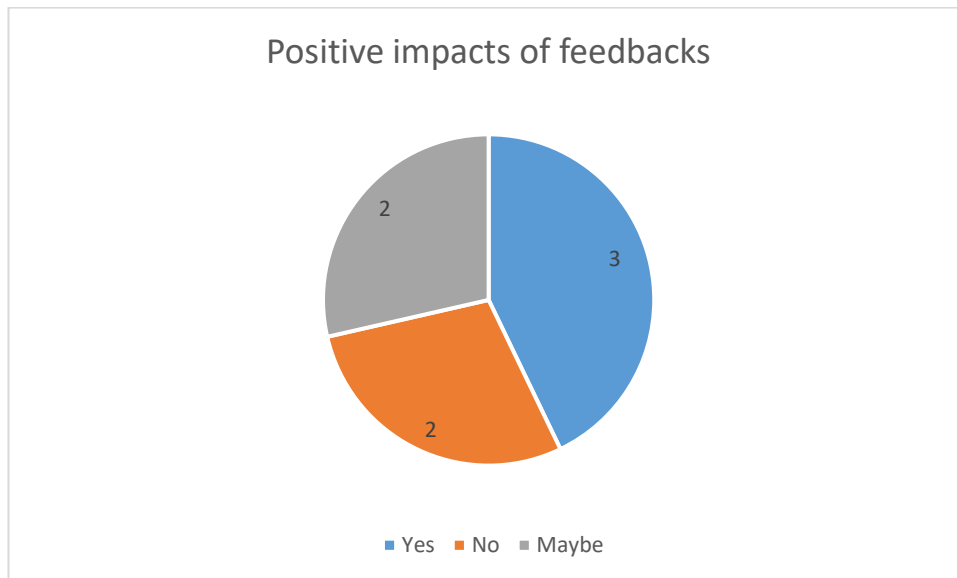
Figure 19. Positive impact of feedbacks from customers

Of the businesses that receive feedbacks from their customers on social media, 3 of them confirmed that those feedbacks have had a positive impact on their business while 2 of them did not think so. The other 2 businesses were not sure if they have had any positive impacts of customer feedbacks on their social media.

5.2   Discussion of the quantitative findings

The survey questionnaires helped to generate some interesting findings regarding the social media practices of Nepalese restaurants in Helsinki. The findings have been expressed in clustered column charts and the pie charts in the preceding section. Those findings are discussed in detail in this sub-section.

All the restaurants that filled up the survey questionnaires have their social media accounts in at least one platform such as Facebook, Instagram, TikTok and YouTube. Most of those businesses use either Facebook or Instagram or both. This signals that the restaurants are in some way aware of the social media marketing practices and thus have incorporated them in their businesses. However, the data from the survey demonstrate that the engagement of Nepalese restaurants in social media platforms is minimal.

More than half of the restaurants that were surveyed use social media only once a day. The average social media posts per week is only 2 for almost 50% of the restaurants. These could be significant reasons why the Nepalese restaurants do not receive many orders and bookings through social media platforms. Even though all the 31 restaurants that were surveyed use social media, only 29% of them receive orders via them and that too in a very small number. Only 7 restaurants confirmed to have received feedbacks from their customers in social media. To add to it, only 10 out of 31 restaurants believe that social media has helped them in marketing their business and expanding their customer numbers. In conclusion, the social media engagement of Nepalese restaurants in Helsinki seems to be minimum.

Following are some of the screenshots from the Nepalese restaurants' social media pages.
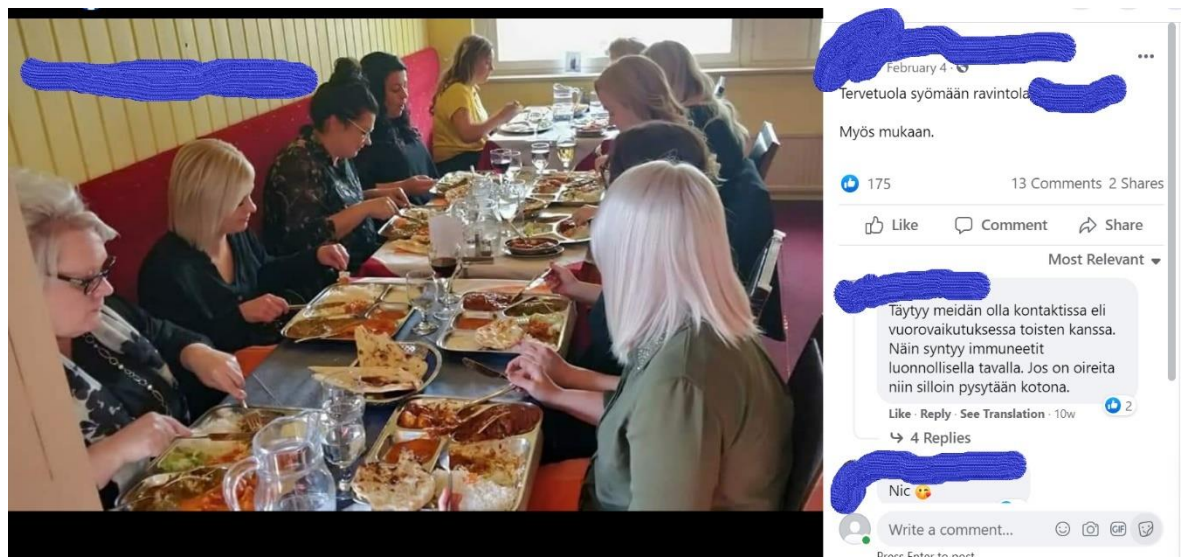
Figure 20. A screenshot of Facebook page of one of the Nepalese restaurants

Figure 21. A screenshot of Instagram page of one of the Nepalese restaurants

Figure 22. A screenshot of Instagram page of one of the Nepalese restaurants

5.3 Themes from qualitative analysis and their discussion

The answers to research questions 2 and 3 were analysed using the qualitative approach. 4 semi-structured interviews with people operating Nepalese restaurants in Helsinki were conducted to gather rich qualitative data. Since thematic analyses of the data were performed, the findings have been discussed in the form of themes. The answers to research question 2 are categorised into 2 themes, namely, opportunities and challenges. The first theme has 4 sub-themes while another theme includes 3 sub-themes. Similarly, the answers to research question 3 are categorised into 2 sub-themes.

RQ 2: What opportunities and challenges are posed to the Nepalese restaurants with the use of such SMM practices?

The themes for possible opportunities and challenges posed to the Nepalese restaurants in Helsinki as results of SMM practices are discussed below.

5.3.1 Opportunities:

1. *Inexpensive marketing costs:*

All the interviewees stressed on the cheaper marketing costs of social media platforms. They were of the opinion that social media marketing is cost-efficient when compared to the traditional marketing approaches. Following are the few extracts from the interviews in support of this theme.

"…………… It (SMM) is an easy and cost-effective option to use..."
"The cost of using social media for marketing is also not much and is still relatively cheaper than the old marketing methods."
"Social media marketing is a low-cost method of marketing a business. It helps us gain a wider audience in minimal costs. So, it has been an important part of our business."
"With social media, it is easier to penetrate the market at a low cost"

2. Increased customer base:

With reference to the responses provided by the interviewees, it can be implied that the owners of the Nepalese restaurants in Helsinki concur that social media marketing could be of help to increase their customer base. Even though the quantitative analyses have indicated that the use of social media marketing in Nepalese restaurants in Helsinki is minimal, the qualitative analyses of the interview responses suggest that the restaurant owners have understood that social media marketing can help them to attract more customers. The responses of the interviewees such as *"….target customers can be reached easily…"*, *"I believe that if we can prepare and execute good social media marketing strategies, then it can definitely help us to get more customers"*, and *"We could have higher no. of customers if the marketing is done properly"* suggest that SM marketing practices could boost the number of customers in Nepalese restaurants.

3. Feedbacks

The owners of the Nepalese restaurants in Helsinki view the customers' feedbacks on social media as opportunities to improve their services. All the interviewed entrepreneurs are of the view that customer feedbacks allow them to know about both the good and bad aspects of their services which eventually allows them to make necessary improvements. Those feedbacks have also helped them gain few additional customers. When asked about the opportunities that are created by social media marketing, everyone included the 'feedbacks' in their response. Following are some extracts from the interviews.

"When we get more feedbacks, we can improve ourselves"
"Moreover, feedbacks are being received via social media these days. It has brought some positive impacts on our business. We get to know in what areas we need to improve."
"We share the positive feedbacks in our SM platforms so that it reaches the target customers as well."
"Feedbacks given by the customers have helped us to get recognized among the local people as well as the customers who visit the area"

4. Easy communication and interaction

"It is an easy and cost-effective option to use. If we could have used it more, we could be in touch with customers quite fast."
"It has been easy to communicate with customers these days with full clarification, no limitations, no obstructions. .... it has never been this easy to contact business representatives day in day out......."
"We frequently communicate with customers via chat and comments."
"One of the opportunities is interaction with the customers... We got chances to connect with customers through Facebook... We try to respond to our customers in social media as soon as we can as it is also an indicator of good service..."

The above responses provided by the interviewees indicate that communication and interaction have been made easier and faster by the use of social media platforms. An interviewee even stressed out that the interaction is not only swift with individual customers but also equally easy with the representatives of other businesses.

5.3.2 Challenges

1. Time-constraint and additional workload

The main challenges of using social media marketing in Nepalese restaurants was found out to be the time limitations. Interviewees specified that using the social media would increase workload for them. They stated that it is difficult for them to dedicate more time to social media platforms even when they are aware that they could benefit a lot from SM marketing. Following are the responses of the interviewees relating to the time-constraint and increase in workload.

"……….because of other works we can't engage in social media.... We could have higher no. of customers if the marketing is done properly…. our work load would increase.."
"We cannot devote enough time to social media. We normally operate with limited staffs and thus it is difficult to give more time to social media platforms."
"…………frequently keeping eye on social posts and keeping in touch and instant reply to customers in time are some of challenges.."
"………...However, the engagement in social media has still not been good enough. We are small businesses and we do not have additional employees to engage in social media continuously. Time is a challenging factor for us."

2. Negative marketing

Another challenge for the Nepalese restauranters in Helsinki in using the social media marketing is the fear of negative marketing. 2 of the interviewees specified that some negative feedbacks about the business can repel new and prospective customers. Some of the extracts from the interviews are presented below.

"Negative feedbacks sometimes might be bad for other customers."
"….there is always a possibility of losing customers because of few negative feedbacks."

3. Increased competition

According to the interviewees, the social media platforms are used by almost all businesses including their competitors. One interviewee even mentioned that the effectiveness of social media in marketing their business has declined at the moment because everyone is using it. The entrepreneurs see the increased competition as a challenge in social media marketing. Few extracts relating to this challenge are outlined below.

"……...we would have more competition because other restaurants will also use the social media."
"It was good in the beginning but at the moment it is not as effective as everybody is using it now."

RQ 3: How do the Nepalese restaurants plan to move forward with the SMM practices?

5.3.3 Plans for the future

The answers to research question 3 have been categorized under 2 sub-themes. On analyzing the rich qualitative data, it was discovered that the Nepalese restaurants in Helsinki do not have a concrete strategic framework for social media marketing in the future. The most commonly found responses have been summarized under two sub-themes under the theme 'Plans for the future'.

1. *More time to social media*

When asked about the businesses' plans for the future in the area of social media marketing, the most common answer that was obtained from the interviewees was devoting more time to social media to increase engagement with customers. Time-constraint has been one of the biggest challenges in social media marketing for these restauranters and they are planning to mitigate this challenge by allocating more time to the social media marketing. This finding is based on the following extracts from the interviewees' responses.

"…we think it will be really good for our business in future if we could well manage our time and resources."
"I believe that if we can give more time and prepare and execute good social media marketing strategies, then it can definitely help us to get more customers."
"Allocate time and resources for social media marketing for expanding the business."
"Giving more time on social media platforms which have maximum users could help us."

2. *Follow the marketing trends*

Another measure that the restauranters want to implement for the future is to follow the social media marketing trends. New social media platforms and trends are rising rapidly and the entrepreneurs do not want to be late to follow such platforms and trends. Following

responses were recorded from the interviewees in their plans for the future of social media marketing.

"Follow the trend and go with the flow as it comes."
"Being updated with the new trends and tools and knowing precisely what a tool can be used for."
"Giving more time on social media platforms which have maximum users could help us. For example, Tiktok has been growing rapidly right now and we are planning to be there as well."

6   Recommendation

After the analysis of rich text data obtained from the interviews, the weaker aspects of social media marketing practices of Nepalese restaurants in Helsinki were also identified. The author has attempted to include some recommendations that may be of assistance to the Nepalese restaurants in their social media marketing strategies.

6.1   Devise effective marketing strategies with the desired marketing goals

A good marketing process requires an effective marketing strategy. An important component of a good marketing strategy is the setting of marketing goals (Soegoto & Utomo, 2019). Setting the goals is a proactive marketing strategy and includes components such as brand awareness, stimulation of sales, viral contents, relaying the costs of conventional marketing to online marketing and so on (Vinerean, 2017). Without set objectives, it is difficult to evaluate the returns attributable to social media marketing. The goals need to be precise, quantifiable, achievable, appropriate and time bound (Hootsuite.com, 2018).

The Nepalese restaurants in Helsinki need to define their social media marketing goals. For example, they need to decide how many new followers they intend to gain in a month or what kind of cuisine lovers they want to target. This would make easier for them to track their performance and outcome. A business-suitable social media marketing strategy helps in promoting the business and reaching the targeted customers (Vinerean, 2017).

6.2   Be informed of the new marketing trends

It has been witnessed that change is the only constant in social media. The state social media a few years back when compared to the present times is completely different and the new innovations and development indicate that in the next few years, it is not going to remain the same as today (Appel, et al., 2020). With the change in social media platforms, the marketing aspects have also changed. There are new trends in social media marketing such as influencer marketing, use of video contents and stories are some of the new trends in social media marketing (Haughey, 2021).
For enhancing their social media marketing, it would be necessary for the Nepalese restaurants to keep themselves informed of the changing dynamics in the social media arena. Adopting new marketing trends will help them penetrate the market more easily.

6.3 Increase resource and capacity

During the interviews, many interviewees expressed that they do not have enough time and resources for using the social media platforms. This study would recommend the Nepalese restaurant businesses to increase their resource and capacity so that they can devote more time towards social media marketing. It is always a great idea to assign an individual tasks relating to social media marketing so that the business can get the best results (WebFX, 2021). The Nepalese restaurants could increase their productivity in social media marketing by hiring a professional with an experience in digital and social media marketing.

7 Conclusion

The main aim of this study was to find out the social media marketing practices of Nepalese restaurants in Helsinki, the opportunities and challenges to them with the use of social media marketing and their future plans related to it. Section 1 of this study deals with the introduction part while section 2 and 3 contain literatures relevant to this thesis.

Similarly, section 4 describes the research methodology which consists of an introduction, research process, setting, sampling and participants of the research, and the reliability and validity of the study conducted. Both the quantitative and qualitative research methods have been applied to reach the findings of this research. Survey questionnaires were used for collecting the quantitative data and Microsoft Excel was used to analyse them. Similarly, for the qualitative part, an interview guide consisting of semi-structured interview questions was prepared. The rich textual data obtained from the interviews were then analysed using the approach of thematic analysis where themes were developed through the codes generated from the interview transcripts. Section 5 deals with the findings from quantitative and qualitative analyses while section 6 discusses the recommendations.

What can be concluded from this study is that the Nepalese restaurants in Helsinki have been using social media platforms for their businesses, but their engagement does not seem adequate. In the modern era, where many businesses are effectively using social media for brand-building and reaching a wide customer base, the Nepalese restaurants are still much behind in full-fledged adoption of the social media marketing practices. The restaurants still have many possibilities and opportunities to expand their business with the help of effective social media marketing strategies.

8 Ethical consideration and trustworthiness

The author, to the best of his knowledge, has made sure that all the necessary ethical procedures have been given due consideration to enrich the credibility of this thesis. Consent form was filled by the respondents and the data obtained from them have been treated confidentially. The author has worked with complete transparency while communicating with the respondents.

References

Adams, W. C., 2015. Conducting Semi-Structured Interviews. In: J. Wholey, H.Hatry & K. Newcomer, eds. Handbook of Practical Program Evaluation. 4th ed. Jossey-Bass.
Available at: doi:10.1002/9781119171386.ch19
[Accessed 5 March 2021].

AdEspresso, 2020. TikTok Advertising: The Ultimate Guide for Marketers. [Online]
Available at: https://adespresso.com/blog/tiktok-advertising/
[Accessed 8 April 2021].

American Marketing Association, 2021. American Marketing Association. [Online]
Available at: https://www.ama.org/the-definition-of-marketing-what-is-marketing/
[Accessed 17 February 2021].

Appel, G., Grewal, L., Hadi, R. & Stephen, A. T., 2020. The future of social media in marketing. Journal of the Academy of Marketing Science, Volume 48, pp. 79-95.
Available at: https://link.springer.com/article/10.1007/s11747-019-00695-1
[Accessed 8 March 2021].

Apuke, O. D., 2017. Quantitative Research Methods: A Synopsis Approach. Arabian Journal of Business and Management Review, October, 6(11), pp. 40-47.
Available at: doi:10.12816/0040336
[Accessed 23 March 2021].

Battisby, A., 2020. An In-Depth Look at Marketing on TikTok. [Online]
Available at: https://digitalmarketinginstitute.com/blog/an-in-depth-look-at-marketing-on-tik-tok#:~:text=Marketers%20are%20drawn%20to%20Tik-Tok,per%20day%20on%20the%20app.
[Accessed 8 April 2021].

Braun, V. & Clarke, V., 2012. Thematic Analysis. In: H. Cooper, et al. eds. APA handbook of research methods in psychology. 1st ed. American Psychological Association.
Available at: https://www.researchgate.net/publication/269930410_Thematic_analysis
[Accessed 29 March 2021].

Bryman, A., 2008. Social Research Methods. 3 ed. New York: Oxford University Press.

Bullock, L. & Agbaimoni, O., 2013. Social Media Marketing – why businesses need to use it and how. minib, June, 2(8), pp. 3-17.
Available at: https://www.researchgate.net/publication/307649068_Social_Media_Marketing_-_why_businesses_need_to_use_it_and_how
[Accessed 15 March 2021].

Carniel, A., 2019. [Online]
Available at: https://www.albertocarniel.com/post/marketing-mix
[Accessed 10 March 2021].

Chaffey, D. D., 2019. Dr Dave Chaffey: Digital Insights. [Online]
Available at: https://www.davechaffey.com/digital-marketing-glossary/e-marketing-mix/
[Accessed 13 March 2021].

Chandra, V. & Hariharan, A., 2017. Research Methodology. Pearson Education India 2017.
Available at: https://learning.oreilly.com/library/view/research-methodology/9789353067090/xhtml/chapter001.xhtml
[Accessed 22 March 2021].

Charlesworth, A., 2017. Social Media Marketing: Marketing Panacea or the Emperor's New Clothes?. Business Expert Press.
Available at: https://ebookcentral.proquest.com/lib/haaga/reader.action?docID=5165168
[Accessed 2 March 2021].

Chisenga, J. & Chande-Mallya, R., 2012. SOCIAL MEDIA AND PROFESSIONAL NETWORKING: A CASE OF INFORMATION PROFESSIONALS IN THE SCECSAL REGION. pp. 1-20.
Available at: https://core.ac.uk/download/pdf/11890652.pdf
[Accessed 10 March 2021].

Coles, L., 2017. Social Media for Business: Foolproof Tips to Help You Promote Your Business or Your Brand : Foolproof Tips to Help You Promote Your Business or Your Brand. John Wiley & Sons, Incorporated.
Available at: https://ebookcentral.proquest.com/lib/haaga/reader.action?docID=4908157
[Accessed 4 March 2021].

Daniel, E., 2016. The Usefulness of Qualitative and Quantitative Approaches and Methods in Researching Problem-Solving Ability in Science Education Curriculum. Journal of Education and Practice, 7(15).
Available at: https://files.eric.ed.gov/fulltext/EJ1103224.pdf
[Accessed 1 April 2021].

Devault, G., 2019. the balance small business. [Online]
Available at: https://www.thebalancesmb.com/establishing-trustworthiness-in-qualitative-research-2297042
[Accessed 20 April 2021].

Dievendorf, A., 2021. TikTok Marketing In 2021: What Is TikTok And How Can You Market On It?. [Online]
Available at: https://fanbooster.com/blog/tiktok-marketing/
[Accessed 8 April 2021].

Drummond, G. & Ensor, J., 2006. Introduction to Marketing Concepts. Elsevier Butterworth-Heinemann.
Available at: https://books.google.fi/books?hl=en&lr=&id=Km-ZAkaSysIC&oi=fnd&pg=PR1&dq=+introduction+to+marketing++pdf&ots=UdHrZ2UYPv&sig=LcuDpopUW6NeXaxbpeHOklpB57M&redir_esc=y#v=onepage&q&f=false
[Accessed 1 March 2021].

Dwivedi, Y. K. et al., 2020. Setting the future of digital and social media marketing research: Perspectives and research propositions. International Journal of Information Management, 10 July.
Available at: https://www.sciencedirect.com/science/article/pii/S0268401220308082
[Accessed 5 March 2021].

Edwin, K., 2019. Reliability and Validity of Research Instruments.
Available at: https://www.researchgate.net/publication/335827941_Reliability_and_Validity_of_Research_Instruments_Correspondence_to_kubaiedwinyahoocom
[Accessed 20 April 2021].

Farrokhi, F. & Mahmoudi-Hamidabad, A., 2012. Rethinking Convenience Sampling: Defining Quality Criteria. Theory and Practice in language Studies, April, 2(4), pp. 784-792.
Available at: http://www.academypublication.com/issues/past/tpls/vol02/04/20.pdf

[Accessed 10 April 2021].

Flick, U., 2007. What Is Qualitative Research? In: Designing Qualitative Research. SAGE Publications Ltd., pp. 2-15.
Available at: https://methods-sagepub-com.ezproxy.haaga-helia.fi/book/designing-qualitative-research/n1.xml
[Accessed 25 March 2021].

Foong, N. H. & Yazdanifard, D. R., 2014. THE IMPACTS OF SOCIAL MEDIA MARKETING, PERCEIVED RISKS AND DOMAIN SPECIFIC INNOVATIVENESS ON ONLINE CONSUMER BEHAVIOR. Global Journal of Commerce & Management Perspective, 3(2), pp. 22-26.
Available at: https://methods-sagepub-com.ezproxy.haaga-helia.fi/book/designing-qualitative-research/n1.xml
[Accessed 25 March 2021].

Foreman, C., 2017. Hootsuite. [Online]
Available at: https://blog.hootsuite.com/types-of-social-media/
[Accessed 10 March 2021].

Geraghty, G. & Conway, A. T., 2016. The Study of Traditional and Non-traditional Marketing Communications: Target Marketing in the Events Sector, Technological University Dublin.
Available at: https://arrow.tudublin.ie/cgi/viewcontent.cgi?article=1075&context=tfschmtcon
[Accessed 25 March 2021].

Haughey, C., 2021. 7 Social Media Marketing Trends You Can't Ignore in 2021. [Online]
Available at: https://www.singlegrain.com/social-media/social-media-trends-2021/
[Accessed 20 April 2021].

Hootsuite.com, 2018. Social Media Marketing Strategy. [Online]
Available at: https://blog.hootsuite.com/wp-content/uploads/2018/06/Social-Media-Strategy-Guide.pdf
[Accessed 20 April 2021].

Hubspot.com, 2021. Instagram Marketing. [Online]
Available at: https://www.hubspot.com/instagram-marketing
[Accessed 5 April 2021].

Iblasi, W. N., Bader, D. D. M. & Al-Qreini, S. A., 2016. The Impact of Social Media as a Marketing Tool on Purchasing Decisions (Case Study on SAMSUNG for Electrical Home Appliances). International Journal of Managerial Studies and Research, January, 4(1), pp. 14-28.
Available at: https://www.arcjournals.org/pdfs/ijmsr/v4-i1/2.pdf
[Accessed 23 March 2021].

Ibrahim, D. S. S. & Ganeshbabu, P., 2018. A Study on the Impact of Social Media Marketing Trends on Digital Marketing. Shanlax International Journal of Management, October, 6(S1), pp. 120-125.
Available at: https://zenodo.org/record/1461321/files/120-125.pdf
[Accessed 8 March 2021].

Instagram Business Team, 2021. SEE WHAT'S TRENDING THIS SEASON ON INSTA-GRAM. [Online]
Available at: https://business.instagram.com/
[Accessed 6 April 2021].

Investopedia, 2018. Investopedia. [Online]
Available at: https://www.investopedia.com/terms/s/social-media-marketing-smm.asp
[Accessed 1 March 2021].

Kabir, S. M. S., 2016. Introduction to Research. In: Basic Guidelines for Research: An Introductory Approach for All Disciplines. Chittagong: Book Zone Publication, pp. 1-24.
Available at: https://www.researchgate.net/publication/325846733_INTRODUCTION_TO_RESEARCH
[Accessed 21 March 2021].

Kapoor, K. K. et al., 2018. Advances in Social Media Research: Past, Present and Future. Information Systems Frontiers, Volume 20, pp. 531-558.
Available at: https://link.springer.com/article/10.1007/s10796-017-9810-y
[Accessed 9 March 2021].

Langford, S., 2019. Hurree. [Online]
Available at: https://blog.hurree.co/blog/marketing-mix-7ps#:~:text=The%20marketing%20mix%20is%20an,Evidence%2C%20People%2C%20and%20Processes.
[Accessed 10 March 2021].

Leung, L., 2015. Validity, reliability, and generalizability in qualitative research. Journal of Family Medicine and Primary Care, July-September, 4(3), pp. 324-327.
Available at: https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4535087/
[Accessed 20 April 2021].

Manning, J., 2014. Definition and Classes of Social Media. In: K. Harvey, ed. Encyclopedia of Social Media and Politics. Sage Publications, pp. 1158-1162.
Available at: https://www.researchgate.net/publication/290514612_Definition_and_Classes_of_Social_Media
[Accessed 3 March 2021].

Marketing Schools, 2021. Marketing Schools. [Online]
Available at: https://www.marketing-schools.org/types-of-marketing/traditional-marketing/#section-0
[Accessed 1 March 2021].

Marrs, M., 2020. 7 Ways to Use Facebook for Marketing. [Online]
Available at: https://www.wordstream.com/blog/ws/2013/04/15/facebook-marketing
[Accessed 7 April 2021].

Mishra, D. S. B. & Alok, D. S., 2017. Handbook of Research Methodology.
Available at: https://www.researchgate.net/publication/319207471_HANDBOOK_OF_RESEARCH_METHODOLOGY
[Accessed 23 March 2021].

Mujere, N., 2016. Sampling in Research. In: Mixed Methods Research for Improved Scientific Study.
Available at: https://www.researchgate.net/publication/313471921_Sampling_in_Research
[Accessed 26 March 2021].

Newberry, C., 2020. The 21 Best Instagram Marketing Tips for 2021 (Cheat Sheet). [Online]
Available at: https://blog.hootsuite.com/instagram-marketing/#:~:text=Instagram%20marketing%20is%20competitive%2C%20but%20not%20impossible.&text=With%20an%20advertising%20audience%20of,in%20just%20the%20last%20quarter.
[Accessed 5 April 2021].

Olotewo, J., 2016. SOCIAL MEDIA MARKETING IN EMERGING MARKETS. International Journal of Online Marketing Research, January.2(2).

Available at: https://www.researchgate.net/publication/312106683_SOCIAL_MEDIA_MAR-
KETING_IN_EMERGING_MARKETS
[Accessed 7 March 2021].

Palmer, A., 2012. Introduction to Marketing. 3rd ed.
Available   at:
https://books.google.fi/books?hl=en&lr=&id=8x4TDaO_qqUC&oi=fnd&pg=PP1&dq=+intro-
duction+to+market-
ing++pdf&ots=nHwZ2k0eAK&sig=lrznDln5w_hyeWzJgUmv4R9uZgQ&re-
dir_esc=y#v=onepage&q=introduction%20to%20marketing%20%20pdf&f=false
[Accessed 21 February 2021].

Patel, N., 2021. Facebook Marketing: A Comprehensive Guide for Beginners. [Online]
Available at: https://neilpatel.com/blog/facebook-marketing/
[Accessed 6 April 2021].

Pogorelova, E. V., Yakhneeva, I. V., Agafonova, A. N. & Prokubovskaya, A. O., 2016. Mar-
keting Mix for E-commerce. INTERNATIONAL JOURNAL OF ENVIRONMENTAL & SCI-
ENCE EDUCATION, 11(14), pp. 6744-6759.
Available at: https://papers.ssrn.com/sol3/papers.cfm?abstract_id=2848818
[Accessed 12 March 2021].

Ponto, J., 2015. Understanding and Evaluating Survey Research. Journal of the Advanced
Practitioner in Oncology, December, 6(2), pp. 168-171.
Available at: https://papers.ssrn.com/sol3/papers.cfm?abstract_id=2848818
[Accessed 25 March 2021].

Sachdeva, J., 2008. Business Research Methods. In: Business Research Methodology.
Mumbai: Himalaya Publishing House Pvt. Ltd.
Available   at: https://ebookcentral-proquest-com.ezproxy.arcada.fi:2443/lib/arcada-
ebooks/detail.action?docID=3011363
[Accessed 31 March 2021].

Sheth, J. N., 2020. Borderless Media: Rethinking International Marketing. Journal of Inter-
national Marketing, 23 January, 28(1), pp. 3-12.
Available at: https://journals.sagepub.com/doi/10.1177/1069031X19897044
[Accessed 10 March 2021].

Soegoto, E. S. & Utomo, A. T., 2019. Marketing Strategy Through Social Media. IOP Conference Series, 662(3).
Available at: https://iopscience.iop.org/article/10.1088/1757-899X/662/3/032040/pdf
[Accessed 18 April 2021].

Taherdoost, H., 2016. Sampling Methods in Research Methodology; How to Choose a Sampling Technique for Research. International Journal of Academic Research in Management, 5(2), pp. 18-27.
Available at: https://www.researchgate.net/publication/319998246_Sampling_Methods_in_Research_Methodology_How_to_Choose_a_Sampling_Technique_for_Research
[Accessed 27 March 2021].

Thorat, S., Kishor, S. & Meghe, B., 2013. Social Media Marketing Mix: Applicability Review for Marketing in Education
Available at: http://www.ipedr.com/vol59/004-ICEMM2013-P00007.pdf
[Accessed 11 March 2021].

Vinerean, S., 2017. Importance of Strategic Social Media Marketing. Expert Journal of Marketing, 5(1), pp. 28-35.
Available at: https://marketing.expertjournals.com/ark:/16759/EJM_504vinerean28-35.pdf
[Accessed 19 April 2021].

Warren, J., 2020. The Ultimate Guide to TikTok Marketing. [Online]
Available at: https://later.com/blog/tiktok-marketing/#ads
[Accessed 7 April 2021].

WebFX, 2021. How Restaurants Can Effectively Use Social Media Marketing. [Online]
Available at: https://www.webfx.com/industries/food-beverage/restaurants/social-media/
[Accessed 29 April 2021].

Wickham, M., 2009. Thana-marketing strategy: exploring the 8Ps that dare not speak their name. The International Journal of Business Strategy, 9(1).
Available at: https://www.researchgate.net/publication/277825905_Thana-marketing_strategy_exploring_the_8Ps_that_dare_not_speak_their_name
[Accessed 13 March 2021].

Zaimovic, T. & Sutrovic, A., 2018. Online vs Traditional; Marketing Challenge in the Telecom Market in Bosnia and Herzegovina. Economic Review: Journal of Economics and Business, 16(1), pp. 45-57.

Available at: https://www.econstor.eu/bitstream/10419/193882/1/econ-review-v16-i1-p045-057.pdf

[Accessed 2 March 2021].

Appendices

Appendix 1. Survey questionnaires

1. Do you use social media in your business?
☐ Yes

☐ No

2. How often do you use social media in a day?
☐ Once a day

☐ Twice a day

☐ Several times a day

☐ Never

3. What social media platforms do you use in your business?
☐ Facebook

☐ Twitter

☐ LinkedIn

☐ Instagram

☐ TikTok

☐ Others, specify

4. Do you create and share posts about your business on social media?
☐ Yes

☐ No

5. How often do you post on social media?
☐ Daily

☐ Weekly

☐ Others, specify

6. On an average, how many posts do you share in a week?
☐ 0

☐ 1

☐ 2

☐ 3

☐ 4

☐ 5

☐ More

7. What kinds of posts do you share via your social media for marketing?
☐ Photos and Videos

☐ Live Videos

☐ Stories

☐ Wall posts

☐ Wall posts

☐ Others, specify

8. Do you get orders via social media?
☐ Yes

☐ No

9. Do you book reservations via social media?
☐ Yes

☐ No

10. On an average, how many orders, if any, do you get through social media in a week?
☐ 0-10

☐ 10-20

☐ 20-30

☐ More

11. On an average, how many, if any, do you get through social media in a week?
☐ 0-10

☐ 10-20

☐ 20-30

☐ More

12. Has social media helped you in marketing your business?
☐ Yes

☐ No

☐ Maybe

13. Has social media helped you in expanding your customer base?

☐ Yes

☐ No

☐ Maybe

14. What percentage of your monthly orders are made through social media?
☐ 0%-20%

☐ 20%-40%

☐ 40%-60%

☐ More

15. Do you receive feedbacks from the customers on social media?
☐ Yes

☐ No

16. Have the feedbacks, if any, brought positive changes to your business?
☐ Yes

☐ No

☐ Maybe

Appendix 2. Semi-structured interview questions

1. How long have you been associated to the restaurant business in Finland?

2. Do you use social media for your business? If yes, how long has it been?

3. What social media platforms do you use for your business?

4. Which has been the best platform for your business?

5. What forms of social media contents do you create and share?

6. Could you please discuss the social media activities of your business?

7. What changes have you found after using social media for your business?

8. Have you observed new opportunities and challenges for business with the use of social media? (Follow through questions after this such as what, why, how often)

9. How often do your customers interact with you via social media?

10. Do you get feedbacks via social media? If yes, how have they affected your business and social media marketing practices?

11. What is your view on the future of social media marketing?

12. What are your goals with the social media marketing?

13. How do you plan to achieve those goals?