The Influence of Food Information on Facebook Fan Pages and Instagram Affecting Generation Y in Thailand on Restaurant Selection[*]

อิทธิพลของข้อมูลอาหารในเฟซบุคแฟนเพจและอินสตาแกรมที่มีผลต่อการเลือกร้านอาหารของผู้บริโภคเจนเนอเรชั่นวายในประเทศไทย

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Abstract

Generation Y or Gen Y highly interacts on Facebook Fan Pages and Instagram also is more likely to trust anonymous consumers who have direct experiences. This study comparatively examines the influence of food information on Facebook Fan Pages and Instagram affecting Gen Y in Thailand towards restaurant selection. Using online questionnaires, data are collected from 800 samples (400 Facebook Fan Page users and 400 Instagram users). Sample size is based on the same numbers used in the previous related studies. Results find that user-generated content from friends, families and followers are more influential than restaurant content. Perceived as trustworthy, Gen Y highly uses food information on Facebook Fan Pages and Instagram in selecting restaurant. After purchase, satisfied Gen Y clicks 'Like' and 'Follow' the restaurants. Unsatisfied Gen Y unfollows and expresses complaints on Social Media yet still uses Facebook Fan Pages and Instagram as their food sources for future restaurants selection.

Keywords: Restaurant Marketing, Consumer decision-making process, Generation Y in Thailand

[*] Research articles

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บทคัดย่อ

ผู้บริโภคกลุ่ม 'เจนเนอเรชั่นวายหรือเจนวาย' ใช้ชีวิตในสังคมออนไลน์ตลอดเวลาโดยเฉพาะ
เฟซบุคแฟนเพจและอินสตาแกรมมีแนวโน้มเชื่อข้อมูลที่ส่งต่อกันแม้ไม่เคยรู้จักผู้สร้างข้อมูล การศึกษานี้ศึกษาเชิง
เปรียบเทียบ ถึงอิทธิพลของข้อมูลเกี่ยวกับอาหารในเฟซบุคแฟนเพจและอินสตาแกรมต่อการตัดสินใจเลือก
ร้านอาหารของเจนเนอเรชั่นวายในประเทศไทย โดยเก็บข้อมูลจากกลุ่มตัวอย่าง 800 คน ด้วยแบบสอบถาม
ออนไลน์ ขนาดตัวอย่างอ้างอิงจากงานวิจัยที่ผ่านมา ผลการศึกษาพบว่าเนื้อหาที่สร้างและส่งต่อโดยเพื่อน
ครอบครัว ผู้ใช้เฟซบุคแฟนเพจและอินสตาแกรมมีอิทธิพลต่อเจนวายในการเลือกร้านอาหารสูงกว่าโฆษณาของ
ร้านอาหารโดยเห็นว่าเป็นข้อมูลที่แท้จริงเชื่อถือได้ หลังใช้บริการด้วยตนเองแล้ว เจนวายที่พึงพอใจจะกดไลค์และ
ติดตามเฟซบุคแฟนเพจและอินสตาแกรมของร้านอาหารต่อ หากไม่พึงพอใจจะเลิกติดตามและส่งต่อความไม่พึง
พอใจไปในสังคมออนไลน์ แต่ยังคงรับข่าวสารอาหารจากเฟซบุคและอินสตาแกรมซึ่งเป็นแหล่งข้อมูลที่สำคัญของ
เจนวายต่อไป

คำสำคัญ: การตลาดร้านอาหาร กระบวนการตัดสินใจของผู้บริโภค เจนเนอเรชั่นวายในประเทศไทย

Introduction

In a purchase situation, what influences consumers? Referring to the consumer
decision-making process, a consumer goes through five stages before purchasing a product or
service. Prior to the purchase stage, search is a natural step. In a web world, search engines
help online consumers make informed decisions. By combining web 2.0 interactivity with social
media, social networks, mobile devices, local searches and review sites consumers have finally
taken control of the market place, online and offline (Torben, 2016).

Today's customers are no longer the passive consumers. While consuming branded
content, consumers are creating and consuming digital content made by their own in their
social media routine and on purchase decision as well. Every day, consumers are sharing
experiences in the form of original words, thoughts, text, photos, videos, blog posts, reviews,
tweets, status updates, etc. Shared experiences build upon one another are searchable and
influential. They trust their peers' organic content so called user-generated content or UGC
over professionals' traditional advertising. This shift in consumer behavior is evident from the
statistics and facts about social media explosion (Ertemel and Basci, 2015).

UGC is so popular right now, as it is free and carries much more influence than
branded content. Great UGC carries social proof that involves a user promoting a brand that
has not been directly published by the brand and that users or fans who are not being paid to
do so but voluntarily create and submit to an online entity. Researchers have found that
consumers are now less swayed by owned media and more influenced by real people. In fact,

92 percent of consumers trust recommendations from friends and family and 70 percent trust online reviews, while the vast majority view paid online advertising with deep suspicion (Bill, 2013).

Generation Y is the demographic cohort following Generation X growing up surrounded by technology so they are quite adept at using it as well as navigating social media and networks. Gen Y uses social media more than any other cohorts and prefers Facebook and Instagram butis also fond of other social networks (Bolton et al., 2013).

Facebook is a 'popular' and free social networking website and service that makes it easy for registered users (Toby, 2016). It is also no coincidence that successful Facebook campaigns are structured with UGC, nor is it surprising that 'content created by the audience' works wonders in driving conversions. UGC is performing better than brand posts on Facebook (Perry, 2017). Instagram is a 'popular' and free social networking application made for sharing photos and videos publicly or privately from mobile, desktop, and internet-based application and service. While consumers are increasingly serving as brand ambassadors across all social platforms, Instagram is leading the charge for earned content. The platform has successfully developed a community centered on user-generated images and videos, wherein everyday shoppers can turn to other consumers for ideas and inspiration along the path to purchase. (Tereza, 2016). According to the survey made by Facebook, Thailand ranked eighth in terms of active Facebook users, accounting for 2 percent of the global Facebook users. With 48 million Facebook users in Thailand in 2018, 32 million of them use the platform daily. Both Facebook and Instagram are dominated by teenagers (Leesa-nguansuk, 2018).

Research points out that social media audience consume more than 5 hours of UGC per day and campaigns with UGC have 20 percent more influence on their purchase decisions than any other form of marketing or media promotion (Dan, 2015). UGC is widely agreed to trigger the path to purchase and it has been proven again and again that consumers trust their friends over brands. For restaurants, UGC is considered a powerful source of marketing ammunition as a great way to develop personal and intimate engagement even boosts in on-site awareness and brand recognition with restaurant customers (Auxano, 2017).

With consumers' trust in traditional media falling and time spent with UGC on the rise, this study aims to comparatively examine the influence of food information on Facebook Fan Pages and Instagram affecting Generation Y in Thailand towards restaurant selection.

Research Methodology

This study is based on three concepts: consumer decision-making process, user-generated content, generation Y and their social media usage such as Facebook Fan Pages and Instagram.

1. Consumer Decision-Making Process

Also called a buying decision or buying process, it describes the journey consumers go through before they buy products. First introduced by Engel, Blackwell and Kollat in 1968, the process consists of five stages of need or problem recognition, information search, evaluation of alternatives, purchase and post-purchase behavior (Kotler & Keller, 2012; Farrell and Hartline, 2014):

1) Need/Problem Recognition, the customer feels like something is missing and needs to address it to get back to feeling normal.

2) Information Search, this is the search stage of the process. One that is continually changing from old-fashioned shopping around to the new shop front, which is Google and other search engines. Information is not only gathered about and on things but from people via recommendations and previous experiences with various products.

3) Evaluation of Alternatives, this is the time when questions start being asked about the products, the offers, the options and other factors. The stage 3 to 2 may happen several times before stage 4 has been reached. Customers read many reviews and compare prices, ultimately choosing the one that satisfies most of their parameters.

4) Purchase Decision-Making, customer has now decided based on the knowledge gathered what and where to purchase either assessed all the facts and come to a logical conclusion, made a decision based on emotional connections, experiences or succumbed to advertising, or most likely a combination of all of these has occurred.

5) Post Purchase Evaluation satisfaction or dissatisfaction, the review stage is a key stage for the company and for the customer likewise. If a customer finds that the product has matched or exceeded the promises made and their own expectations they will potentially become a brand ambassador influencing other potential customers in their stage 2 of their next customer journey, boosting the chances of product being purchased again. The same can be said for negative feedback which, if inserted at stage 2, can halt a potential customer's journey towards the product.

2. User-generated Content (UGC)

User-generated content or UGC is digital content or social media content that customers or users voluntarily create, submit to an online entity and shared publicly. UGC can take many forms, it includes original words, thoughts, status updates, photos, videos, reviews, testimonials, feedback, blog posts, tweets, word-of-mouth referrals, social media posts and any content from non-professionals without any real motivation besides adding an opinion to the sea of already existing opinions (Sethna, Hazari and Bergiel, 2017).

Numbers on the explosion of UGC in a day and everyday are about 1.8 billion Instagram, YouTube, Twitter and Facebook photos have been shared, 54 percent US adults have posted original photos and videos on Instagram, YouTube, Twitter and Facebook, 500 million Tweets have been posted, 350 million Facebook photos have been uploaded, 55 million Instagram photos have been posted, 144,000 YouTube videos have been uploaded and 5 million Pinterest articles pinned (Liz, 2017). All of this is considered 'earned UGC' for brands which add value to branded content or owned/paid content created by company or paid third party and distributed via brand's or company's channels including website, emails, newsletters, social media pages and paid media such as TV, radio, print, banner and etc. What these UGC forms all have in common is that people use them as part of the buying experience to help them make purchasing decisions. Currently, photos, videos and product reviews are the most popular forms of UGC (Travis, 2017).

In the era of social media, traditional marketing is becoming less and less effective by the minute. Based on the consumer buying decision process, traditional advertising is great at stage 2. Content taps into stage 1 and 2 by raising awareness of solutions and educating consumers about a product they may have never considered before (Katherine, 2012). Invasive advertising just does not work anymore for the fact is that people trust other people more than they trust brands. UGC helps the most passionate customers become brand advocates, effectively building communities around the products and services. Creating and connecting with customer content allows users to engage as participants, not consumers. In other words, modern marketing is powered by UGC that customers voluntarily create, submit to an online entity and shared publicly (Aimee, 2014).

UGC is ideal for any content marketing strategy. UGC is so appealing because of its authenticity therefore it is more influential on purchase than all other content types. The use of UGC, or earned content, offers brands a more genuine endorsement than traditional advertising, as it captures everyday consumers' true feelings about products and brands. In most cases; consumers will allow a brand to use their image at no cost (Tereza, 2016).

3. Generation Y and their Social Media Usage

Generation Y or Gen Y or Millennials according to categorization of generations by Brosdahl and Carpenter in 2011 using the following birth dates for each cohort, they are the Silent Generation (1925-45), the Baby Boomers (1946-60), Generation X (1961-81) and Generation Y (born after 1981) (Bolton et al., 2013). Gen Y grew up with the computer. These digital natives, who are either students or relatively recent entrants to the workforce, are often described as technologically savvy and the most visually sophisticated of any generation. A need to interact with others is a key reason for Gen Y's use of social media. They are also more likely to value others' opinions in social media and to feel important when they provide feedback about the brands or products they use. Just like other generations, Gen Y spend a considerable amount of time simply consuming content. Moreover, Gen Y uses social media for the same purposes as other cohorts: for information, leisure or entertainment, for socializing and experiencing a sense of community and for staying in touch with friends (Bolton et al., 2013).

Gen Y is the biggest age group in terms of number and the largest group in terms of money spending (SCB Economic Intelligence Center, 2014). Based on the survey of Gen Y in Thailand by EIC, Gen Y has five distinctive characteristics: good in technology; love to socialize; making decision based on information; selective and knowledgeable investor; intelligent shopper and give more value to information from others. These characteristics seem to be similar to Gen Y in other countries (SCB Economic Intelligence Center, 2014). Gen Y actively contributes, shares, searches for and consumes content – plus works and plays – on social media platforms. There are beneficial consequences of Gen Y's social media use. Platforms such as YouTube, Facebook, Twitter and Instagram have been used effectively to disseminate information to communities, especially teens and young adults (Bolton et al., 2013).

Review of the above three concepts is concluded into the conceptual framework for the study method as shown in Figure 1 below.
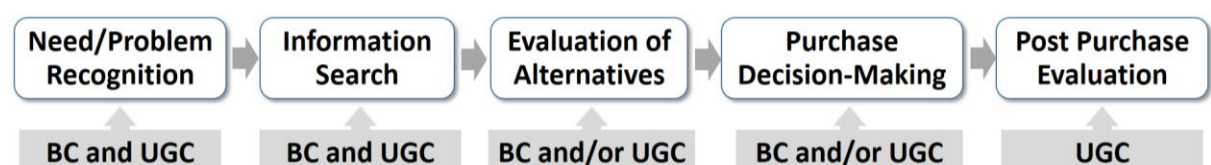
Note: BC = branded (restaurants) content or own/paid content

UGC = user-generated content or earned content

Figure 1: Influence of UGC versus branded content through decision-making process

Figure 1 shows that Gen Y is always connected on Facebook also Instagram and influenced by information generated and shared by platforms users along with information created by brands. Aware or unaware of a product need or solution, Gen Y is triggered by direct or indirect branded content/messages (BC) and user-generated content (UGC) from friends and word of mouth throughout the five decision-making processes. If the trigger content is attractive enough then their journey begins. Content or product information either from brand or UGC are viewed and reviewed until the purchase decision is made. After purchase experiences, either positive or negative, Gen Y shares this information. Happy customers repeat purchases while the unhappy ones create content for future consumers to follow in the ongoing loop of buying journey. Instead of competing indefinitely, brands should leverage UGC during decision stages to boost sales.

According to the conceptual framework, this study aims to comparatively examine the influence of food information on Facebook Fan Pages and Instagram affecting Generation Y in Thailand towards restaurant selection through the five steps of consumer decision-making process by stage 1: need or problem recognition, stage 2: information search, stage 3: evaluation of alternatives, stage 4: purchase decision-making and stage 5: post-purchase evaluation. Comparison includes the influence of UGC versus branded (restaurants) content (as shown in Figure 1 above).

The target population is the Generation Y born between 1981 and 2000 living in Thailand who ever use food information on Facebook Fan Pages and Instagram. Since the exact number of target population is unknown, this study based the sample size on the previous related studies within the same country (Ruenrom, 2008). Sample collection for studies related to online population in Thailand usually collect about 400 sampling in one study (Rompho,2012; Suddee, 2014). As this study focuses on two types of social media (Facebook Fan Page and Instagram) we therefore decide for 800 samples (400 respondents from Facebook Fan Page and 400 respondents from Instagram). Data are collected using a questionnaire distributed online from June to July, 2016 via top Thai food communities, web boards and social media including Facebook, Instagram and LINE application with Starbucks mugs, gift cards and cinema tickets are offered as survey incentives.

The questionnaire consists of three parts: 1) general information about the respondents 2) their use of Facebook/Instagram for searching about food information and 3) Facebook/Instagram information that influence their five decision-making processes. Multiple choice questions and 5-point rating scale questions are used in the questionnaire design. The

questionnaire is assessed for content validity by two experts in the content marketing field for the content and literacy (Bisonyabut, 2008). Face validity is also tested. Three test participants qualified as the target population but will not be included in the data sampling, are measured for their clarity of each question in the questionnaire. Correction is made for unclear questions prior to online data collection (Ruenrom, 2008).

Data is analyzed using descriptive statistics: frequency distributions, percentages and mean. In addition, analysis of independent sample T-test is used to test the differences between employed and non-employed Gen Y respondents on the use of information provided by branded (restaurant) contents and user-generated contents.

Research Results

Food information presented on Facebook Fan Pages and Instagram both branded/restaurant content as well as UGC are influential and affecting Gen Y in restaurant selection are analyzed in Table 1 and 2 as follows.

1. Results of Food Information on Facebook Fan Pages Affecting Gen Y's Restaurant Selection

For Facebook Fan Pages, most respondents are female age 26-30 years old with average 10,001-20,000 Thai baht monthly income. Facebook behaviors of the sampled Gen Y are that they follow pages about food and restaurants, watch food photos/pictures, read food reviews also interact with likes, shares and comments. Influential Facebook food information affecting on restaurant selection is presented in Table 1 for each stage of decision-making process. In every stages, both branded content and UGC influence Facebook Fan Page Gen Y on their restaurant selection. In particularly at the last stage (post purchase evaluation), satisfied Gen Y customers click 'Like' and 'Follow' while unsatisfied Gen Y customers unlike and unfollow the restaurants Facebook Fan Pages and express their complaints on social media. However, they still use Facebook as food source for future restaurants selection.

Table 1: Food information on Facebook Fan Pages affecting Gen Y's restaurant selection

Decision-Making Process		Food information on Facebook Fan Pages affecting restaurant selection	BC and/or UGC
Stage 1 Need Problem Recognition	#1	Food photos/pictures both made by customers which are liked and shared by Facebook friends and members (54.2%)	UGC
	#2	Clear and complete information of restaurants presented in Restaurants Fan Page (12.5%)	BC
	#3	Advertising that appeared on Facebook Fan Page (8.3%)	BC&UGC
Stage 2 Information Search	#1	Search Facebook for comments made by real customers (27.8%)	UGC
	#2	Search Facebook Fan Page of interested restaurants (17.7%)	BC&UGC
	#3	Search Facebook for food pictures (13.5%)	BC&UGC
Stage 3 Evaluation of Alternatives	#1	Detailed information of restaurants including location, service hours, contacts, etc. posted by restaurants ($\bar{x}$ 4.19)	BC
	#2	Clear prices information posted by restaurants ($\bar{x}$ 4.14)	BC
	#3	Comments/reviews made by real customers ($\bar{x}$ 4.03)	UGC
Stage 4 Purchase Decision-Making	#1	Clear and complete information of restaurants presented in Restaurants Fan Page (36.3%)	BC
	#2	Number of followers, likes, posts, and comments related to food quality of restaurants (31.3%)	UGC
	#3	Posts from friends who had real experiences with those restaurants (28.5%)	UGC
Stage 5 Post Purchase Evaluation	#1	Follows and likes after using restaurant services (43.9%)	UGC
	#2	Share Restaurant Fan Pages to friends and families (26.5%)	BC&UGC
	#3	Post satisfied experiences on own Facebook page (11.1%)	UGC

Note: BC = branded (restaurants) content or own/paid content

UGC = user-generated content or earned content

2. Results of Food Information on Instagram Affecting Gen Y's Restaurant Selection

For Instagram, most respondents are female age 21-25 years old with no monthly income. Instagram behaviors of the sampled Gen Y are that they follow food influencers and favorite restaurants, watch food photos and videos, read food reviews also click the heart icons to show they like the content. Influential Instagram food information affecting on restaurant selection as shown in Table 2. In early stage (Need Recognition), UGC seem to be more influence to Instagram Gen Y users on their restaurant selection. While stage 2 (Information Search) stage 3 (Evaluation of Alternatives) and stage 4 (Purchase Decision Making), both branded/restaurant content and UGC play a part on Instagram Gen Y users on their decisions. At the last stage (post purchase evaluation), satisfied Gen Y customers click 'Like' and 'Follow' while unsatisfied customers unfollow the restaurants Instagram accounts and express their complaints on social media. However, they still use Instagram as food source for future restaurants selection.

Table 2: Food information on Instagram affecting Gen Y's restaurant selection

Decision-Making Process		Food information on Instagram affecting restaurant selection	BC and/or UGC
Stage 1 Need/Problem Recognition	#1	Posted, liked and shared food photos and videos by friends or families (36.8%)	UGC
	#2	Reviews/comments posted by Instagram food accounts/bloggers (24.3%)	UGC
	#3	Posted, liked and shared food photos and videos by influencers, celebrities or net idols (14.5%)	UGC
Stage 2 Information Search	#1	Photos/pictures related to restaurants (17.8%)	BC&UGC
	#2	Promotions offered by restaurants (13.0%)	BC
	#3	Menus posted by both restaurants and customers (11.0%)	BC&UGC
Stage 3 Evaluation of Alternatives	#1	Detailed information of restaurants including location, service hours, contacts, etc. posted by restaurants ($\bar{x}$ 4.18)	BC
	#2	Comments/reviews made by real customers ($\bar{x}$ 4.14)	UGC
	#3	Comments/reviews made by reviewers ($\bar{x}$ 4.10)	UGC

Table 2: (next)

Stage 4 Purchase Decision-Making	#1	Genuine information about food and restaurants presented by both restaurants and customers (43.0%)	BC&UGC
	#2	Reviews/comments made by many different actual customers (36.4%)	UGC
	#3	Freebies, sale promotions, discounts or deals offered by restaurants (12.5%)	BC
Stage 5 Post Purchase Evaluation	#1	Liked photos/pictures (61.7%)	UGC
	#2	Shared photos/pictures (38.9%)	UGC
	#3	Number of restaurants followers (20.2%)	UGC

Note: BC = branded (restaurants) content or own/paid content

　　　UGC = user-generated content or earned content

Although different in level, the results indicate that Gen Y gives importance to content both created and distributed by friends, families, third parties and restaurants to evaluate their search and selection. Usage of food information on Facebook Fan Pages and Instagram of the sampled Gen Y are mostly similar. Gen Y considers Facebook and Instagram are sources of food information. Their favorite content are photos. Food information posted, shared, liked and commented by friends, families, followers and platform members are influential for Gen Y on further additional search about food and restaurants. The research results can be concluded that no matter which platform consumers use to find information, content both created and distributed by friends, families or third parties (reviewers) have more influenced to consumers than content from restaurants to evaluate their search and selection.

3. Results of Food Information on Facebook Fan Pages Affecting Gen Y's Restaurant Selection Comparing of Employed and Non-employed Respondents

Further analysis of T-test about the differences between employed and non-employed Generation Y customers on Facebook Fan Page information shows that there is a significant difference only on clear prices information posted by restaurants on restaurant selection (see Table 3 for details). Employed Gen Y customers have higher mean score of clear price information posted by restaurants compared to non-employed Gen Y customers. However, there is no significant difference on any user-generated contents on Facebook Fan Pages information between employed and non-employed Gen Y customers (see Table 3 for details).

Table 3: The Influence of Branded/Restaurant Contents and User-generated Contents on Facebook Fan Pages on Restaurant Selection of Employed and Non-employed Generation Y

Branded Content (BC) / User-generated Contents (UGC)		Mean		t	P-value
		Employed	Non-employed		
BC	Detailed information of restaurants including location, service hours, contacts, etc. posted by restaurants	4.21	4.12	0.62	0.54
BC	Clear prices information posted by restaurants	4.18	3.92	1.51	0.13*
BC	Promotion detail information posted by restaurants	3.85	3.85	0.03	0.973
UGC	Comments/reviews made by reviewers	4.04	3.97	0.53	0.60
UGC	Comments/reviews made by real customers	3.91	3.83	0.59	0.55

*Level of significance 0.05

4. Results of Food Information on Instagram Affecting Gen Y's Restaurant Selection Comparing of Employed and Non-employed Gen Y Customers

Further analysis of T-test about the differences between employed and non-employed Gen Y customers on Instagram information shows that there are two significant differences on clear response information posted by restaurants and promotion detail information posted by restaurants (see Table 4 for details). Non-employed Gen Y customers have higher mean scores of on two items: clear response information posted by restaurants and promotion detail information posted by restaurants compared to employed customers. However, there is no significant difference on any user-generated contents of Instagram information between employed and non-employed Gen Y customers (see Table 4 for details).

Table 4: The Influence of Branded/Restaurant Contents and User-generated Contents on Instagram on Restaurant Selection of Employed and Non-employed Gen Y

Branded Content (BC) / User-generated Contents (UGC)		Mean		t	P-value
		Employed	Non-employed		
BC	Detailed information of restaurants including location, service hours, contacts, etc. posted by restaurants	4.18	4.18	-0.041	0.967
BC	Clear response information posted by restaurants	3.56	3.88	-3.131	0.002*
BC	Promotion detail information posted by restaurants	3.81	4.11	-2.999	0.003*
UGC	Comments/reviews made by reviewers	4.14	4.06	1.051	0.294
UGC	Comments/reviews made by real customers	4.16	4.11	0.540	0.590

*Level of significance 0.05

Conclusion Implications & Recommendations

Conclusion

According to this study's conceptual framework shown in Figure 1 that Gen Y are greatly influenced by information generated and shared on Facebook and Instagram. As a result, Gen Y either aware or unaware of a product yet is triggered by UGC from friends and word of mouth, also direct or indirect branded content. However, the connected Gen Y are becoming increasingly wary of branded content and respond better to the authenticity of user-created content (both customers and reviewers) such as Instagram photos and Facebook posts showing customers eating food or reviews rating a recent restaurant visit. This study concludes that content generated by customers and reviewers who have real experiences with food and services of the restaurants are influential and more influential than content created by the restaurants themselves.

Attributes of food information either UGC or branded content that play on emotions such as perceived quality, perceived values or perceived trustworthiness weigh the heaviest in decision-making process. UGC is important at all stages of the consumer purchase journey especially as a trigger for awareness stage and search start. The level of satisfaction with the purchase certainly affects a consumer's future behavior towards the products and services. This finding is contrast with the results from Sanyakorn, Seesupan and Narakorn (2018) that

study the influence of firm generated content – user generated content and brand awareness to perceived quality and brand loyalty on social media of healthy food restaurants in Chiang Mai province. They find that both FGC (Firm Generated Content) and UGC (Use Generated Content) are influential on users' perception about brand, quality and brand loyalty but FGC are more influential than UGC.

However, the results of this study are similar to two previous researches in Thailand by Rompho (2012) which studies the decision-making process of the Internet users on food menu and by Suddee (2014) which studies the decision-making process of Thai consumers on fashion-design clothes. They both find that consumers mostly trust information from field experts or other consumers or reviewers when they are searching for online information. However, that information influences those consumers only from the first stage through the third stage of decision-making process. While in the fourth stage, most consumers will make their own decision for buying or not buying the products with no further searching. In addition, many of consumers may not buy the product if they do not think that they have enough information from the early three stages. According to Rompho (2012) results, consumers have been influenced from both food picture and food contents and they mostly use search engine such as Google to find information from restaurant website or electronic-board. This may be because at that time (the year 2012) the electronic-board such as Pantip.com is the only online channel that people can be able to get review about food and restaurants. Moreover, findings from Suddee (2014) indicates the same results as our study that Gen Y will mostly express their complaints on social media if they are not satisfied with the food or restaurant (Post-purchase Evaluation stage). The similar finding also indicates in the study of the usage of social media for marketing of 4-5 star independent hotels in Changwat Phuket, Thailand by Sakunkritteenun and Weerakit (2018). They find that customers of 4-5 star hotels will click "like" or "share" in social media when they are satisfied or perceive value in hotel services to share their appreciation with family, friends or other people.

Implications and Recommendations

In theory, the results of this study add to existing knowledge of how consumers going through their decision-making process using both restaurant and user-generated contents. The understanding of consumer decision-making process is extremely valuable for restaurants also any businesses. Developing marketing strategies for the targeted consumers especially Gen Y who are digitally savvy through their purchase journey, restaurants should leverage UGC to outshine their products and services since the early buying stages also in later evolution stage of the consumer purchase journey.

In practice, UGC of all types is quickly changing the shape of marketing also increasing social marketing efforts. By working with and rewarding customers and influencers, restaurants can optimize content that Gen Y can search and learn more at every touch point about the food and the restaurants in response to their stage 1, 2 and 3 of the consumer decision-making process. By coordinating these efforts, the content appears in each touch will definitely lead consumers to the purchase and repurchase stages. As a result, with permission, restaurants should align customers' UGC (earned content) into restaurants' (owned and paid) content and into restaurants' marketing mix. For restaurant marketing to Gen Y using Facebook, this study recommends creating detailed, clear, complete information of food and restaurants including menu, price, location, service hours, contacts, liked and shared food photos/videos as well as comments related to food quality presented in Restaurant Fan Pages. For restaurant marketing to Gen Y using Instagram, this study recommends creating detailed, clear, complete information of food and restaurants including highlight/recommended dishes, menu, price, location, service hours, liked and shared food photos/videos as well as genuine information about food and restaurants presented by both restaurants and customers presented in Restaurant Fan Pages.

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