



The Right Marketing Tactics to Target Restaurants

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ABSTRACT

In every industry, marketing plays a vital role in the success and failure of the product and services. In-order to make the products and services successful, it is very important to create effective marketing-strategies by employing effective marketing-tools. The objective of this research is to find out that whether restaurants should also be marketed and advertised heavily across various marketing tools & strategies to attract customers and what exactly are the key indicators, which customers/consumers prefer in a restaurant. For this study, a survey was conducted, where 201 respondents were chosen at random from different walks of life from Karachi. The results via one sample t-test filter out that service quality of the food is more preferred than the pricing of the food items. Also, people prefer quick service, good ambience of the restaurant, variety of food items, offers/discounts, and good staff behavior. The study implies that people don't compromise on the quality of the food in relative to price.

Keywords: Restaurant marketing, price, quality, marketing tactics/tools.

Introduction

Overview

In order to run any business and keep it on the track of success, effective marketing becomes an essential job, which is one of the ways to acquire an edge over the competitors. It is only possible through marketing and through the use of attractive marketing tools and implementation of good marketing strategies; to deliver the right information at the right time. Thus, in the hospitality industry, where the job is to the directly serve the customer, effective marketing is accounted for as one of the top factors, which help achieve meeting the customer needs and expectations, and in turn customer satisfaction.

Magnini, Gracia, and Honeycutt (2010) use celebrity endorsement as a marketing tool; professionals attribute the following characteristics to a successful marketing strategy:

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celebrity power, audiences' ability to relate to the celebrity, product image and value match, physical-attractiveness, expertise, comedic-ability, trustworthiness, genuine-support, and the like. All of which should be kept in mind when designing a marketing strategy and when selecting a celebrity endorser. The author suggested that the key attribute of an effective celebrity-endorser is celebrity's ability of altering himself/herself according to the brand (product or service) with the right target market.

This research studied the Karachi's small and medium sized restaurant businesses with regard to the existing marketing practices, if any and the relative outcomes of firm efficiency. It was noted that the small and medium sized restaurant businesses of Karachi lack marketing perspective. Marketing efforts are more effective for small and medium sized restaurant businesses and hence, can enhance their market-performance. Lastly, the Magnini, Gracia, and Honeycutt (2010) suggested that advertising is perhaps the best marketing practice, since it is primary of any marketing-goal to make the targeted audiences feel more familiar with the offered product or service.

Mobile-commerce marketing has also gained popularity in the recent years; the increasing number mobile-phone users, makes an opportunity for organizations to to advertise and penetrate into the targeted segment (Ghouri, 2011).

The Objective of this research is to identify and investigate the best marketing tactics in the restaurant industry.

Literature Review

For the restaurant industry, it is of the utmost importance to not only consider customer-satisfaction but also the affective aspects of commitment, trust, and delight in order to make calculative commitments while planning strategies to generate more customer loyalty and revenue. (Hwa, Everson, Dagger & Elliot, 2013).

Tuan and Josh (2013) discussed the moderating effect of brand equity on quality-relationships in the restaurant industry. Conceptual models of restaurant-marketing, where brand-equity is linked to the patrons, experience and dining are helpful to determine the quality of the customer-restaurant-relationship, which in-turn leads to loyalty. A combination of these factors determines the level of brand equity.

Alireza and Ghaedi (2012) studied marketing tactics that bring about a better quality of customer-restaurant-relationships in the luxury-restaurants markets. Findings showed that expertise, customer-orientation, food-quality, physical-environment and price fairness exert a positive impact on the factor of quality-relationship. Results also suggested that it is of the most importance for luxury restaurants to entertain their targeted customers with the lavish friendliness of their dining staff. In short, the quality of relationship is primarily dependent on the level of customer satisfaction (Alireza & Ghaedi, 2012).

To understand the global perspective further for this research study on restaurant marketing, we also found in the extant literature a study by Heroux (2012) about the similarities and differences between the marketing strategies of various restaurants across the United States and Canada. Research findings showed that restaurant of both the countries have more similarities than differences and their marketing strategies seem equally successful in implementation.

Taking an another example of a foreign restaurant (Bob Evans restaurant) case study by Whang (2012) in which retail promotional-strategy was analyzed. The challenges faced by Bob Evans included redefining its target-market, effective communication of brand-identity to the potential-customers and introduction of a new range of meals (the aspect where Bob Evans faces strong competition, since the competitive restaurants also have a good customer reputation with regard to the menu-range). Although with all these challenges, the biggest challenge for the Bob Evans is perhaps of its inability to attract new customers regardless of

having a strong loyalty from its one of the targeted segments (traditional baby boomer). Thus in-order to overcome these challenges, Bob Evans has categorized its targeted customers further into segments i.e. inside-customers and outside-customers, for the inside-customers Bob Evans new marketing plans and strategies include offering various types of coupons. This change in strategy showed a positive net-effect on attracting new customers. Another scheme introduced by Bob Evans is to distribute gift cards for the holiday season. For inside-customers the service of BE-mail was also introduced, where customers signed up with BEmail will receive a monthly-email offering various deals, recipes, and news regarding the restaurant. Bob Evans restaurant now gave a 15% of the billing amount as donations and also established community-orientated “fun nights”, which also helped the restaurant attract many new customers. Similarly, for outside customers, the restaurant incorporated different attractive marketing tactics like online ordering-service, catering-service, flexible menus and quality food. This research revealed that not all marketing tools are desirable and there is always a room for re-examination of the applied strategies, whereby unproductive methods can be discarded and effective ones can be put to use in-order to overcome the market challenges (Whang, 2012).

Many corporations are current using social responsibility as a marketing tool, also the use of environmental friendly practices mostly comes about for marketing purposes, which helps in achieving competitive edge, reduced operational costs, improved ecological-performance and most importantly for improved company image.

One can see that in the restaurant industry, both the physical and the tangible aspects of the service-products are accounted to impact on the environment.

If restaurants purchase products which are eco-friendly (nontoxic cleaning products, safe chemical-products, bio-mass agriculture waste goods and sustainable-foods), it will not only improve the image of the restaurant but will also help spread the practices in the entire vertical supply-chain. Since an alignment of beliefs and actions is what makes up a person’s self-esteem, consumers who get allured by the eco-friendly tag may not only end up spending a buck at the eco-friendly restaurants, but may eventually also come to change their own personal choices (recycling, responsible usage of resources etc.). These customers will be willing to pay more and remain loyal. The same was identified from the case where eco-friendly intentions had a great impact customers’ decision of staying in the “green hotel” over any other hotel; a positive attitude towards the green hotel moreover is significantly related to the intention to revisit the hotel (Whang, 2012).

Investigating the effects of the variables of Environmental concern and environmental and eco friendly practices on the consumer knowledge, the research finds that all mentioned variables have a significant effect on the intention of consumers to patronize the restaurants.

Study conducted by Ten and Yeap (2012) found that the pressure of adopting environmental friendly management & practices is inconsistent in the food-sector when compared to the manufacturing sector. Although the existing research on the demand for green practices is limited when it comes to the restaurant industry. This practice however, can only be practically implicated when the policy-makers make an effort to realize that the manufacturing concern and the service providers both are equally responsible for the environmental problems. As an example, Malaysia has started issuing green-restaurant certificates and gives out rewards to those green-restaurants who fulfill all the requirements with regard to implementing sustainable practices in their restaurants. Business players would want to grab this opportunity and implement green-restaurant practices, in-order to get the first-mover’s advantage; thus by becoming the pioneer one can build/enjoy a good positive corporate image on the long-term basis, and these joint efforts from the parties will prove that restaurant-industry are working for the well-being of the society, and are creating healthier environment for the people. In the end the research concludes that irrespective of the number

of restaurant being on an increase, because of the eating-out trend in Malaysia. It is recommended that restaurant owners should grab this opportunity by examining the three factors: attitudes toward the environment, attitudes toward environmental-friendliness, and attitudes towards green-practices.

Luoh and Lu (2012) inspect the effectiveness of the advertisements, where a top-chef endorses a restaurant; they further investigated as to which gender of endorser-chef is likely to significantly affect the outcomes of the advertisements. Luoh and Lu (2012) conducted the studies on the printed restaurant-advertisements and tried to determine the level of equality between the male and female chef-endorsers as in, up to what extent do the chef-endorsements affect the purchase-intentions of the customers and the respective brand-awareness of the products. When the firms endorsed their front-line employees in advertisement, employees are accounted as a source of information with high level of professionalism. In any firm the popular advertising endorser are celebrities, CEOs, experts, or the average consumer. Celebrities, employees, customers and spokes character are those four categories which are potentially used as endorsement. For the purpose of this research, the participants included were 422 adults (where 215 are men and the remaining women) coming from two renowned northern-universities; the mean age of the participants is 28.07 years and the group size consists of 97 to 108. The results showed that male-endorsers are preferred by the respondents over the female-endorsers while the female chef-endorser's age has no significant influence on the participants; in the print-advertisements women chef-endorser's did not display an influence on the respondents either. On the other hand, results showed that male-endorsers have more influence (compared to the female endorsers) when it comes to print-advertisements. Luoh and Lu (2012) concluded that the differences in effectiveness of the middle-aged female chef-endorsers and that of the young-female chef-endorsers are insignificant when it comes to print-advertisements. Differences of male chef-endorser in comparison with female chef-endorser or without a chef-endorser were significant and had an effect on the food brand, advertisement and purchase-intention. If the target-market is primarily male, it is more effective of restaurants to use male-chefs as endorsers in the print-advertisements. This research indicated that the respondent's gender-stereotypes and the perceived effectiveness of endorser's gender with regard to the respondent's own gender influences the effectiveness of advertising and could further moderate the perception of the advertising (Luoh & Lu 2012).

Dipietro, Crews, Gustafson and Strick (2012) conducted a research, where they tried to find out the best social-network practices in use within the restaurant-industry of the United States. According to the survey 4% of the GDP is contributed by the restaurant-industry, with sales of approximately \$580 billion; the industry provides employment for about 12.7 million people across the country (2010). For this purpose, out of the best 400 restaurant 250 were randomly selected; demographically 51% of the respondents are male, 24% female and remaining 25% did not respond; 18% of the respondents come under the age-group of 31-35, 16% come in the age-group 36-40, 11% were above the age of 45, and 9% were below the age of 25, while 27% of the respondents did not mention their ages. Moreover, 35% of the respondents did not mention their designations, 48% are unit-mangers, assistant-manager makeup 9%, and the remaining are shift-mangers; all respondents geographically come from 26 different states or districts. At the end, results showed that a special-event, new menu items, and special menu items should be advertised on the social-media in order to obtain maximum benefits, 57% of respondents selected Facebook as their primary social-media platform, while 52% voted for corporate websites and remaining gave their vote in favor of Twitter and Fishbowl. Respondents show that social-media positively correlates with an increase in both customers and sales, reduced advertising costs, convenient

advertising, easy to update customers of changes in menu and an overall improved customer-service (Dipietro, Crews, Gustafson & Strick 2012).

Before the implementation of the new technology, restaurants carefully analyzed the available technology by keeping in mind the administrative work, HRM, and marketing efforts. In the US the “national restaurant association” in their 2010 report says that over 50% of the service providers are planning to make use of social-networks within a period of two years.

The international research firm of Deloitte (2015) identified seven key success-driving factors in the hospitality business targeted among which two of the factors were websites and mobile technology. The firm also predicted that social-media is growing rapidly, therefore competitive and opportunist restaurant-businesses should carefully analyze the technological change and growth. The research showed that social-networking websites in the current era are perhaps the most efficient and effective marketing tool, if applied well.

In the marketing-literature, the power of the association between the service providers and the customers has received significant attention. It cannot be said that a set of marketing practices work the best universally, since target-audiences differ in their religions, cultures, and beliefs etc; which is why multinationals alter their marketing plans and strategies in order to come up with effective plans with regard of borrowing aspects from the target-region’s religion, culture, beliefs etc.

This research article is related to Karachi’s small and medium sized restaurant businesses and analyzes the existing marketing practices and their outcomes on the firm efficiency. We know that multiple of multinational restaurants are running their businesses in Karachi and only after making adjustments to their existing marketing plans, they can cater to their target audiences in Karachi. On the other hand, small and medium sized catering and restaurant businesses of Karachi are lacking the ability to effectively market their services, instead their peculiar marketing practices adversely affects their performance.

The reason for poor performance of the restaurants in Karachi is perhaps due to dominant caterers, who account for having the strongest customer bases, namely La Rosh, Lal Qila, etc. About three thousand caterers of Karachi are of small or bid level, while approximately 350-400 are large scale local or international restaurants; due to their poor marketing strategies and planning, the performance is only increasing with diminishing rates. The dining out habits of the Pakistani people in the major cities is growing rapidly on a regular basis; about 11 million people use restaurant services and nowadays the number of new food chains (western style food, fast-food, and Chinese-food) are increasing very promptly. Thus, the above mentioned literature review help us to find out as to what are the effective marketing strategies & plans, which work-out in this business by improving a firm’s performance (Ghouri, 2011).

Lee, Hewang and Hyun (2010) discussed the type of restaurant-information customers look for via the electronic-media, especially from mobile-phones. The research found that youngsters are rather interested to know about the discounts, special-coupons, and offerings; they do not as much prefer to know regarding the menu, videos, or photos. In short, the potential user accepts mobile-services as marketing tools but does not like repeated messaging, information about the menu-items and highly values not providing personal information.

Jackson, Titz and Defranco (2004) investigated the advantage of ten promotion and advertising strategies applied by the urban restaurants. Results found that franchise restaurants are more focused on coupons and radio advertisement campaigns. Restaurants, where the seating capacity is greater prefer internal and electronic advertising and restaurants where longevity is greater prefer sampling promotion strategies.

Boo and Mattila (2002) investigated into the antecedents and consequences of brand alliance of two individual brands, and created a conceptual model of brand alliance in the hospitality-industry, especially among restaurants. Framework of the concept is basically composed of two broad categories that are characteristic of the partners and the consumers. Findings revealed that the key antecedents and consequences are for hotels and restaurants, thus brand-alliance is rather a behavior of the consumers, the management (of the brand), and literature psychology. In short, motivation or ability are anticipated as important variables for moderating the antecedent effects on the behavioral and psychological consequences (satisfaction, perceived risk, purchase intention, perceived value, image transfer and loyalty).

Kivela (1997) examined the selection and segmentation of restaurants through restaurant marketing. Results concluded that in Hong Kong the food-quality and the food-type are perhaps the most important factors, which come before the selection of restaurant.

Hypotheses

After carefully studying the extant literature about the hospitality industry in relevance to the marketing plans and strategies, our study will focus on the following hypotheses in respect to the restaurant industry in the metropolitan city, Karachi:

- H₁:** Price is an effective marketing tool for restaurant marketing.
- H₂:** The quality of food relative to its pricing is an effective marketing tool for restaurant marketing.
- H₃:** Self service facility is an effective marketing tool for restaurant marketing.
- H₄:** Good attitude or behavior of employees is an effective marketing tool for restaurant marketing.
- H₅:** Friendly behavior by the employees is an effective marketing tool for restaurant marketing.
- H₆:** Variety in the menu is an effective marketing tool for restaurant marketing.
- H₇:** Physical environment is an effective marketing tool for restaurant marketing.
- H₈:** Short order-time is an effective marketing tool for restaurant marketing.
- H₉:** Special discounts & offers are an effective marketing tool for restaurant marketing.
- H₁₀:** Longevity-hours are an effective marketing tool for restaurant marketing.
- H₁₁:** Short waiting-time is an effective marketing tool for restaurant marketing.

Research Method

Method of data collection

The research requires primary data for which a questionnaire based survey is conducted, where the respondents are general public belonging to different classes including students, office workers, business men, and labor class.

Non-restricted non-probability sampling technique is applied where every sample-unit of the population has an equal chance of participation. Although the factor of biasness may not have been eliminated completely, it has been minimized in-order to extract results better. The sample size was 201 respondents after minimizing the incomplete/inaccurate questionnaires and the data was tested through one-sample t-test technique.

Results

Findings and interpretation of the results

Table 1: Summary of Survey Finding

SD=Strongly Disagree, D=Disagree, N=Neutral, A=Agree, SA=Strongly Agree

Statement	SD %	D %	N %	A %	SA %
1. Prices play a significant role before the selection of the restaurant.	4.5	7.5	16.9	53.7	17.4
2. Quality of food should match with prices.	1.5	0	9.5	43.8	45.3
3. Self service restaurant are better service provider.	4.0	0	41.8	28.4	25.9
4. Good attitudes and Behavior of employee encourage to visit the same restaurant.	1.0	0	10.4	55.7	32.8
5. Friendly behaving employees encourage to taste new offering.	1.0	0	18.4	61.2	19.4
6. Variety in menu impact on the decision to select the restaurant. (BBQ, Fast Food, etc).	1.0	0	13.9	59.7	25.4
7. Varieties in menu help to enjoy different food. (BBQ, Fast Food, etc)	1.0	0	14.9	58.7	25.4
8. Physical environment attracts customer to visit the restaurant.	1.0	0	10.4	54.2	34.3
9. Short ordering times attracts the customer to visit the restaurant.	1.5	0	14.9	57.7	25.9
10. Coupons, Special discount and Membership cards attracts customer to visit the restaurant.	2.0	0	22.4	44.8	30.8
11. Restaurant longevity hours attract customer to visit the restaurant.	2.0	0	31.8	46.8	19.4
12. Restaurants, using social media attracts more customers to visit.	2.5	0	32.3	45.3	19.9
13. Restaurants short waiting time, attract more customers to visit.	1.0	0	16.4	59.2	23.4

4.2 Hypothesis Result

H₁: Highlighting Price is an effective marketing tool for restaurant marketing.

Table 2: One-Sample T-Test

	Test Value = 4					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
H ₁	-4.006	200	.000	-.279	-.42	-.14

The table indicates that the sig value is less than .05, which identifies that the testing value is not equal to the mean-value, and the mean difference is also negative; which identifies that the test-value is greater than the mean-value. Therefore the hypothesis can be rejected, thus highlighting that prices are not an effective marketing tool for restaurant businesses.

H₂: The quality of food relative to its pricing is an effective marketing tool for restaurant marketing.

Table 3: One-Sample T-Test

	Test Value = 4					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
H ₂	5.804	200	.000	.313	.21	.42

The table indicates that the sig value is less than .05, which identifies that the testing value is not equal to the mean-value, but the mean difference is positive which identifies that the test-value is lesser than the mean-value. Therefore the hypothesis can be accepted, thus highlighting that the quality of food relative to its pricing is an effective marketing tool for restaurant marketing.

H₃: Self service facility is an effective marketing tool for restaurant marketing.

Table 4: One-Sample T-Test

	Test Value = 4					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
H ₃	-4.027	200	.000	-.279	-.42	-.14

The table indicates that the sig value is less than .05, which identifies that the testing value is not equal to the mean-value, and the mean-difference is also negative which identifies that the test-value is greater than the mean-value. Therefore the hypothesis can be rejected; thus highlighting that self-service facility is not an effective marketing tool for restaurant marketing.

H₄: Good attitude or behavior of employees is an effective marketing tool for restaurant marketing.

Table 5: One-Sample T-Test

	Test Value = 4					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
H ₄	3.941	200	.000	.194	.10	.29

The table indicates that the sig value is less than .05, which identifies that the testing value is not equal to the mean-value, but the mean-difference is positive which identifies that the test-value is lesser than the mean-value. Therefore the hypothesis can be accepted, thus highlighting that the good attitude or behavior of employees is an effective marketing tool for restaurant marketing.

H₅: Friendly behavior by the employees is an effective marketing tool for restaurant marketing.

Table 6: One-Sample T-Test

	Test Value = 4					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
H ₅	-.412	200	.681	-.020	-.12	.08

The table indicates that the sig value is greater than .05, which identifies that the testing-value is equal to the mean-value and mean-difference is positive which identifies that the test-value is lesser than the mean-value. Therefore the hypothesis can be accepted thus highlighting that friendly behavior by the employees is an effective marketing tool for restaurant marketing.

H₆: Variety in the menu is an effective marketing tool for restaurant marketing.

Table 7: One-Sample T-Test

	Test Value = 4					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
H ₆	1.735	200	.084	.085	-.01	.18

The table indicates that the sig-value is greater than .05, which identifies that the testing value is equal to the mean-value, and the mean-difference is positive which identifies that the test-value is lesser than the mean-value. Therefore the hypothesis can be accepted thus highlighting that variety in the menu is an effective marketing tool for restaurant marketing.

H₇: Physical environment is an effective marketing tool for restaurant marketing.

Table 8: One-Sample T-Test

	Test Value = 4					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
H ₇	4.206	200	.000	.209	.11	.31

The table indicates that the sig-value is less than .05, which identifies that the testing-value is not equal to the mean-value, but the mean-difference is positive which identifies that the test-value is lesser than the mean-value. Therefore the hypothesis can be accepted, thus highlighting that physical environment is an effective marketing tool for restaurant marketing.

H₈: Short order-time is an effective marketing tool for restaurant marketing.

Table 9: One-Sample T-Test

	Test Value = 4					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
H ₈	1.247	200	.214	.065	-.04	.17

The table indicates that the sig value is greater than .05, which identifies that the testing-value is equal to the mean-value and mean-difference is positive which identifies that the test-value is lesser than the mean-value. Therefore the hypothesis can be accepted thus highlighting that short order-time is an effective marketing tool for restaurant marketing.

H₉: Special discounts & offers are an effective marketing tool for restaurant marketing.

Table 10: One-Sample T-Test

	Test Value = 4					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
H ₉	.417	200	.677	.025	-.09	.14

The table indicates that the sig-value is greater than .05, which identifies that the testing value is equal to the mean-value, and the mean-difference is positive which identifies that the test-value is lesser than the mean-value. Therefore the hypothesis can be accepted thus highlighting that special-discounts & offers are an effective marketing tool for restaurant marketing.

H₁₀: Longevity-hours are an effective marketing tool for restaurant marketing.

Table 11: One-Sample T-Test

	Test Value = 4					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
H ₁₀	-3.210	200	.002	-.184	-.30	-.07

The table indicates that the sig-value is less than .05, which identifies that the testing-value is not equal to the mean-value, and the mean-difference is also negative which identifies that the test-value is greater than the mean-value. Therefore the hypothesis can be rejected, thus highlighting that longevity-hours is an effective marketing tool for restaurant marketing.

H₁₁: Short waiting-time is an effective marketing tool for restaurant marketing.

Table 12: One-Sample T-Test

	Test Value = 4					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
H ₁₁	.807	200	.420	.040	-.06	.14

The table indicates that the sig-value is greater than .05, which identifies that the testing-value is equal to the mean-value, and the mean-difference is positive which identifies that the test-value is lesser than the mean-value. Therefore the hypothesis can be accepted thus highlighting that short waiting-time is an effective marketing tool for restaurant marketing.

Table 13: Hypotheses Assessment Summary

Hypothesis	Sig (2-tailed)	Mean Difference	Empirical Conclusion
H ₁ : Highlighting Price is an effective marketing tool for restaurant marketing.	.000	-.279	Rejected
H ₂ : Highlighting quality of food matching with prices is an effective marketing tool for restaurant marketing.	.000	.313	Accepted
H ₃ : Highlighting self service facility is an effective marketing tool for restaurant marketing.	.000	-.279	Rejected
H ₄ : Highlighting good behavior and attitude of an employee is an effective marketing tool for restaurant marketing.	.000	.194	Accepted
H ₅ : Highlighting friendly behavior of employee is an effective marketing tool for restaurant marketing.	.681	-.020	Accepted
H ₆ : Highlighting variety in menu is an effective marketing tool for restaurant marketing.	.084	.085	Accepted
H ₇ : Highlighting physical environment is an effective marketing tool for restaurant marketing.	.000	.209	Accepted
H ₈ : Highlighting short ordering time facility is an effective marketing tool for restaurant marketing.	.214	.065	Accepted
H ₉ : Highlighting special discounts & offers is an effective marketing tool for restaurant marketing.	.677	.025	Accepted
H ₁₀ : Highlighting longevity hours is an effective marketing tool for restaurant marketing.	.002	-.184	Rejected
H ₁₁ : Highlighting short waiting time is an effective marketing tool for restaurant marketing.	.420	.040	Accepted

Discussions, Conclusion, Policy implications and Future Research

The study evaluated different marketing tactics individually in-order to find out the best combinations of different marketing tools, which may further help draft successful marketing strategies. Especially in Pakistan, the local restaurants do not pay much attention to marketing their services and when they do, they apply the marketing tools, which seem effective to them.

Here in this study, our results showed that people want good quality of food with reasonable prices, followed by good attitude and behavior of restaurant employees, a good physical environment, and variety in the menu.

Our results also suggests that customers prefer short ordering and waiting times. Therefore, restaurants would be better-off by focusing on those services in their marketing strategies, which are valued and acknowledged by the customers in order to attract more & more customers to the restaurant. Research findings also concludes that people relatively are less sensitive to pricing alone; they place a priority on the quality of food, relative to its pricing.

From marketing perspective, restaurants should market themselves properly and should not limit themselves to one marketing tactic. They would be better-off using a combination of different tactics and tools, in order to make their marketing strategy more successful and effective. This study opens the doors and number of opportunities for the future research. This study only focuses on the tools, which are helpful for the creation of successful marketing tactics and indicators for successfully running a restaurant businesses limited to Karachi region. Future studies may evaluate as to whether the current marketing tools remain effective or not and to find out new marketing tools and tactics.

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