



Customer Preference's to Select a Restaurant Through Smart Phone Applications: An Exploratory Study

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The increasing number of Smart Phone Applications (SPA) user and fast growing restaurant industry proves the great potential of using SPA as business marketing opportunity in Malaysia. The constant growth in mobile technology has created a prospect for the restaurant industry to use SPA as a restaurant promotion tool. The growing attention of use of SPA among the Malaysian customer, marketing research remains understudied in the field of SPA based restaurant promotion activities. The aim of this study is to explore the increase in customer acceptance to use SPA based restaurant promotion and to identify the customer preference to use SPA to select the restaurant. Thus, this paper mainly focuses on restaurant information on product and promotion as antecedents of customer acceptance of smart phone apps by underpinning the Unified theory of acceptance and use of technology (UTAUT) model. A conceptual model and hypotheses are tested with a sample of 116 students from a private university at Selangor district, Malaysia. The findings indicate that there is a positive relationship to increase customer acceptance level through SPA based restaurant product information and also strong relationship with the restaurant promotion information. It also indicates that customer acceptance of SPA through experience and satisfaction has a positive significant effect on customer preference to select a restaurant. Based on the results, this paper rounds off with conclusion, recommendations for future marketing research and provides a new marketing strategy to formulate among the restaurant business sector.

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