CROATIAN MILLENNIALS VS. AMERICAN MILLENNIALS: DINING PREFERENCES AND RESTAURANT BRAND LOYALTY IN DUBROVNIK

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CROATIAN MILLENNIALS VS. AMERICAN MILLENNIALS: DINING PREFERENCES AND RESTAURANT BRAND LOYALTY IN DUBROVNIK

SENIOR PROJECT

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Dubrovnik, May, 2020

ABSTRACT

The purpose of this paper was to define different strategies in marketing in order to better understand the factors that influence customers to make decisions about the choice of a certain restaurant.

The paper focused on the comparison between American vs. Croatian-based Millennials. A 5-point Likert scale questionnaire was distributed in an attempt to define various factors that influenced their decisions when choosing a restaurant.

The research results revealed that even though Dubrovnik Millennials do not have the same eating habits as American Millennials nor do they attribute the same level of importance when it comes to their eating habits, a common factor was the similarity in their use of social media when researching a restaurant.

KEYWORDS: millennial generation, dining, preferences, restaurant trends, eating

MILLENNIALS - What, Who, and Why?

According to the research by Bolton et Al., the millennial generation has been identified as a generation born from 1980 to 2000. Based on the same research, people sharing the same attitudes, ethics, moral codes, and characteristics are called millennials (Bolton et al., 2013). According to another research, the millennials are considered as a valuable and lucrative customer base because of their high spending power and high spending years ahead of them (Twenge J.M., 2006) and they are also recognized as an important factor in influencing the purchase decisions of their parents, too (Fromm & Garton, 2013).

According to Beltis, millennials have great power and are constantly aware of everything. This is a very influential generation since they make up (30%) of the population, and they dine on average 241 times a year (Beltis A.J, 2020). One of the main results of the earlier 1995 report (Warde and Martens, 2000) was that dining out was usually organized during "special occasions" as part of celebrations of birthdays and passage of rites. All these events were considered as an exception to the daily routine, a source of pleasure and a highly valued opportunity for social interaction. Empirical studies around the world state that millennials have higher expectations of brands and companies than previous generations (Waddock S., 2008). According to the same source, they are trying to work for the benefit of the society they live in, and it seems clear that brand marketing and activism are one of the best ways to reach millennials (Peloza & Shang, 2011).

CHARACTERISTICS OF MILLENNIALS GENERATION

The characteristics that set millennials apart from other generations are: their level of education, the percentage of women employed the level of income and wealth, the choice of housing, and

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the ways and the times they decide to start a family and vote. According to the same article, the statistics show that (72%) of millennial women are employed today, while only a quarter is unemployed. It seems that the generation of boomer women was a turning point. The research shows that as early as 1985, more young millennial women became employed (66%) and they thus became a crucial part of the workforce (Bialik & Fry, 2019). The median net worth of households headed by Millennia's (ages 20 to 35 in 2016) was about $ 12,500 in 2016, compared to $ 20,700 for households headed by Boomers of the same age in 1983, while the median net worth of Generations X households in the same age was approximately $ 15.1 thousand (Bialik & Fry, 2019).

According to the blog by Miles Rote (2019), millennials live life differently, things are not important to them, but rather the experience. Millennials are growing up in a world where they are exposed to too much more information than ever before.

On the other hand, millennials are a generation that is more likely to live longer in their parents' homes. According to the same source, they will form their households later in life compared to previous generations (Bialik & Fry, 2019). According to an analysis conducted by "Pew Research Centre analysis" in 1968-2018, the data show that the number of marriages among millennials has decreased with those millennials who did not pursue further education and have only a high-school degree. It is also evident that, apart from education, another factor that can be seen in these statistics regarding millennials is that they also establish a family later than previous generations.

Hensley and Sulek (2004) recognized different aspects that will affect the selection of a specific type of restaurant that customers want to use regularly. In their research, Kim and Moon (2009) suggested that since consumers have different expectations and perceptions about their different dining experiences in a particular type of restaurant, they might also have different selection criteria when choosing where to dine according to a specific type of a restaurant. Food quality re-

mains one of the factors that influence restaurant choice, and the distinctive taste of food and ingredients often play a major role in customers' choice (Kim & Moon, 2009).

Another research has identified another valid data: in restaurants with an elegant setting, decor and furniture, customers generally feel "superior" and are more inclined to say that the ambiance and style suit their needs and wants (Akbar & Alaudeen, 2012). There are other factors that influence the customers' satisfaction: appearance and presentation refer to the way the food is prepared and decorated (Kivela, Inbakaran & Reece, 2000).

FOOD AND RESTAURANTS TRENDS 2020

According to an interview conducted by Darcy Schild in 2019 with Hudson Riehle (senior vice president of research at the National Restaurant Association) and Allan Sherwin (professor of culinary management at Michigan State University), the following trends were among the food and restaurant trends that will define how people will eat in 2020, the most important showing an increased interest in "locavore" eating (local food): Increased number of restaurants that will adopt "open-concept kitchens" (since consumers want to see how their food is prepared), Better and improved offer of children's menus (containing whole grain cereals such as quinoa as well as global cuisine menus) and the last one Increased offer of fermented beverages and non-alcoholic drinks, and biodynamic wine.

Based on this data it is clear that, in order to reach the millennials, restaurants nowadays must target more multicultural audiences in their advertising and social campaigns. The recent data shows that all consumers, including millennials, still care about the brand, but it also emphasizes that millennials need a reason to start trusting a particular brand and become loyal (Horovitz B.,

2016). According to the same study, millennials shouldn't be dismissed as potentially non-loyal customers, everything is about having a great brand experience.

The most effective way to influence millennials to stay true and loyal to a certain brand is to design and offer some customized (personalized) and meaningful actions, to offer excellent quality and service, and/or to design a marketing platform that will "speak" to them personally (Horovitz B., 2016).

As revealed in Chatter Matters 2018, a report on word of mouth, when choosing restaurants, Generation Z and Millennials are (99%) more likely to rely on social networks and online reviews than Generation X and Boomers. Another interesting fact among younger Generation Z is that advertisements cause them to usually (or always) try new things, compared with (21%) of Americans overall (Baer & Lemin, 2018).

Average loyal customers are a "treasure" worth up to 10 times more than their first purchase, and attracting a new customer is 6-7 times more expensive than maintaining a current customer (Lucjan Kierczak, Survicate). The main marketing goal is to meet consumer needs and wishes. Customer satisfaction is also reflected in the company's revenue. On the other hand, opinions and feelings about any brand can be influenced, either positively or negatively. Marketing is aimed at fulfilling all expectations and addressing customer needs, while providing the best quality of service, and, in such a case, it is expected that the needs of a customer will be met. The customer will be fully satisfied.

MILLENNIALS CHOICE

The research has shown that in choosing a specific restaurant, there seem to be some evident major factors that have an impact on this choice. The location is the first and the major critical factor that millennia's take into account (Lucjan Kierczak, Survicate). The atmosphere and ambiance

are also crucial when choosing the ideal restaurant. It is expected that if one is choosing a restaurant for a romantic Valentine's Day dinner, the day's decor should be done properly, and the red color and dim lights should be dominant (Lucjan Kierczak, Survicate). Another important factor to consider when selecting the ideal restaurant is the quality restaurant menu. Restaurants with friendly staff are also known for their high-quality service. The type of service you will receive at a restaurant is also one of the essential items that should play a critical role in your choice. The waiters' attitude will probably reflect on the quality of the food you will eat (Guillermo K., 2018).

AMERICAN MILLENNIALS

Health and safety, with most Americans, are the most important factors when choosing a restaurant to dine with friends and family. With all technological advancements, nowadays all the information that one needs is more accessible than ever. According to a recent survey (Lo D., 2017), conducted by Harris Poll, with more than 2,000 adults in the U.S., (79%) of Americans say they "avoid eating in restaurants they know have had health and safety violations." Restaurant health and safety information is the most important factor when people select their destination for dinner. There were also nine other factors relating to the importance of: Quality of food (85%), Price of food (69%), Location (63%) Recommendations from family friends (49%), Strong food safety track record (38%), Positive reviews on social media (26%) Child-friendly (15%), Sustainably sourced food (12%) or Ability to meet dietary restrictions (10%).

According to the article "Statista Research Department", The Millennials in the United States in (2016) over the survey time, stated that the most used social media was Facebook, followed then by Instagram, YouTube, Snap chat, Twitter. According to another research conducted only four years after that survey, in 2020, the results obtained showed a major discrepancy since

YouTube has become a social platform with the largest audience in the United States, even though other social media continue also to be present (Clement J., 2020).

The study used the data published by the WHO collected from 179 countries. The data was presented and interpreted, and, according to the same source, Georgia was identified as the country in which the largest number of population has problems with obesity (Parker N. 2017).

The primary objective of this research, therefore, was to investigate if the factors above identified that are identified in the research can be applicable also for the same for local millennials in the city of Dubrovnik when it comes to factors of choosing one restaurant rather than the other as well as does it have an impact on their customer loyalty in the restaurant industry.

METHODOLOGY

The main goal of the primary research was to investigate whether these factors, which have been identified in the literature, can also be applied to local millennials in the city of Dubrovnik when it comes to factors for choosing one restaurant rather than the other. The method used during this research is online research conducted through a Google Forms survey. Originally, the research had to be distributed to all students at all universities in Dubrovnik, but due to the unpredicted situation regarding the COVID-19 virus pandemic, such a method was not possible to be used.

The replacement was researching millennials located in the city of Dubrovnik. The survey was conducted online, through a social network Facebook. Even though the survey was distributed to 600 Facebook friends, only 100 responded to it. The respondents met two criteria: namely that they are located in the Dubrovnik area and were a member of the group of millennials. The online survey consisted of 19 simple questions. The survey was very easy to complete and easy to use. The

survey required participants to answer some of the categorical questions, a five-point Likert scale, and a five point Likert frequency scale were most frequent comments.

There are several limitations to this study. The author originally wanted to focus on researching many more Dubrovnik millennials, and obtain the data from all universities in the town, but due to the unforeseen situation regarding the COVID-19 virus pandemic, such a method was not available. This study is limited to just 100 respondents to a survey. This study is limited to just a millennium generation and only on the geographical area of Dubrovnik.

RESULTS

During the analysis of the results, at the beginning of the questionnaire, the survey describes the demographic characteristics of the sample examined. Analysis of the results reveals that the majority of millennials (51%) belong to the age group of 19-24 years. The following is the age category 37-41 years, which numbers (23%) of participants, followed by the age group 25-30 years (15%) only (11%) of millennials belong to the age category 31 to 36 years. This information can be seen in Figure 1.

This is followed by (78%) of female participants, while only (22%) are male participants. This can be seen in Figure 2.

The data also showed that (46%) of Dubrovnik millennials who have participated in the survey are still students while as many as (54%) of participants do not have that status anymore. This can be seen in Figure 3.

For this question, survey participants could have chosen more than one answer and the most common social networks that millennia's in Dubrovnik use are Facebook (89%), Instagram (88%), YouTube (80%), Snap chat (15%), Tik-Tok (14%), Twitter (7%) and only (4%) of participants do not use any of the social networks. This can be seen in Figure 4.

Dubrovnik Millennials to this survey responded that there are usually (33%) of the millennials who check restaurant reviews on social networks, that (31%) sometimes they check restaurant reviews on social networks, (21%) responded that they always check restaurant reviews on social networks while (10%) said they rarely check restaurant reviews on social networks and only (5%) said they never view restaurant reviews on social networks. This can be seen in Figure 5.

It is interesting that millennials in the Dubrovnik area are considered as very loyal customers, so (69%) answered in the affirmative when asked whether they were loyal customers in any restaurant, while only (31%) said they did not consider themselves as loyal customers to any restaurant. This can be seen in Figure 6.

For this question, survey participants could have chosen more than one answer and the most common type of restaurant that Dubrovnik millennials preferred was Casual (86%) Fast food (28%), Formal (20%), Upscale (12%) and only (1%) of participants said they preferred Fine dining. This can be seen in Figure 7.

In the next question, Dubrovnik millennials could choose more than one answer, when asked whom you spend the most time within a restaurant, (85%) said they usually go with a couple of friends to a restaurant, which is the highest percentage of answers. This is followed by (53%) of those who responded that they usually go to a restaurant with a partner, while (34%) said they only go to restaurants with their family. The analysis of the results from this question showed off (8%) of them who said they liked to go with a big party (+15) people, other combinations or just being alone in a restaurant. This can be seen in Figure 8.

The answers to the question: Do you dress up when you are going to a restaurant show that (80%) of Dubrovnik millennials said yes, while (20%) said no. This can be seen in Figure 9.

The question: What day of the week do you usually go to a restaurant, ask the participants to choose the day of the week. The results show that the most of Dubrovnik millennials (87%) answered Weekend, (41%) answer Friday, the same percentage of (14%) were for Wednesday and Thursday, while on the bottom of the line was Tuesday with (10%) and Monday (8%) . This can be seen in Figure 10.

The data also showed that when Dubrovnik millennials want to choose where to go, the most common response is a recommendation of (43%), habits of (35%) and (22%) of them are searching for a new experience. This can be seen in Figure 11.

Time-wise, it is clear that most Dubrovnik millennials tend to make their decisions about which restaurant to go to at the last minute: (55%) of the respondents make that decision on the day they want to go to the restaurant, (19%) choose one hour before they want to eat, (15%) of Dubrovnik millennia's walking past a restaurant while only (11%) Dubrovnik millennia's choose several weeks or more before. This can be seen in Figure 12.

Approximately, regarding the duration of the meal, Dubrovnik Millennials is 1-2 hours (70%), 1 hour or less (17%) and 2 or more hours (13%). This can be seen in Figure 13.

Regarding the number of courses that Dubrovnik millennials choose, they usually decide to go for two courses (36%), one course (27%), three-course or more (19%), dessert (12%) and just (6%) of the Dubrovnik millennia's decide just for a starter. This can be seen in Figure 14.

The millennials in Dubrovnik said that design and personalized offerings occasionally affected (44%) of their restaurant choices, rarely (32%), almost every time (17%) and never (7%). This can be seen in Figure 15.

Dubrovnik Millennials in order of importance considering that Quality of food (77%) is very important, Health and safety (61%), Positive reviews (37%), Recommendation from family/friends

(27%), Price (22%), Child friendly (18%), Location (17%), sustainably sourced food (15%) and Ability to meet dietary restrictions (15%). This can be seen in Figure 16.

According to the survey conducted, the results show that Dubrovnik millennials believe that Social media (48%) will be the most used marketing strategy in the future… while the second most used strategy will be recommendations from known or unknown persons based on their experiences just follow this marketing strategy with (41%).

The results also show that Dubrovnik millennials do not believe (only 8%) that influencers marketing could be a valid marketing strategy in the future while traditional marketing is outmoded with (3%) and Word of mouth (1%) same as the combination of all (1%). Dubrovnik millennials think that if you want to invest in a very good marketing strategy you should invest in social media. This can be seen in Figure 17.

In order to determine what Dubrovnik millennials mostly appreciate in a restaurant, the survey offered 5 answers to this question to help respondents identify better the criteria that Dubrovnik millennials look for in a restaurant. Most Dubrovnik millennials responded by choosing a restaurant based on a trustworthy recommendation of (40%), followed by a selection of restaurants based on the quality of service (36%), followed by a selection of restaurants based on the current level of popularity of (12%), followed by a selection of restaurants based on the price of (11%), a restaurant based on menu option (1%). This can be seen in Figure 18.

The results of the last question in the survey show an interesting fact: it could be deduced that, it is interesting how Dubrovnik millennials follow social networks and influencers/bloggers who recommend a variety of restaurants, but only (45%) of Dubrovnik millennials visited the restaurant recommended by influencer/blogger, while the other (55%) did not visit any restaurants based on influencer/blogger recommendations. This can be seen in Figure 19.

DISCUSSION AND CONCLUSION

The main objective of the primary research was to examine whether these factors, which have been identified in the literature, can also be applied to local millennials in the city of Dubrovnik when it comes to factors for choosing one restaurant rather than the other. The following section of the research paper addresses the solution, regarding the data collected beforehand.

Overall, the results suggest that Millennials are more committed to food quality than Americans. The Millennials of Dubrovnik do not aspire to new experiences regarding dining preferences as the Americans do. We have to take into consideration that Dubrovnik is a tourist town that offers a great number of restaurants only during the season. The research has also shown an interesting fact about the importance of price: For Dubrovnik millennials, the price is just (22%) of importance while for Americans that is one of the most important things (69%), the same gap we can see that for the Dubrovnik millennials: the location (17%) is not so important, which is surprising, while in America the importance of location is ranked rather highly (63%). This fact that location is not so important thing for Dubrovnik millennials is really strange because there is a big problem in the city of Dubrovnik area with parking places. The results and findings of the survey also proved the fact that millennials even don't hesitate to pay the premium price for something that they consider pleasurable.

In order of importance, Dubrovnik millennials consider that sustainably sourced food (15%) and the ability to meet dietary restrictions (15%) are not so important for them while Americans have the opposite opinion according to the data.

The results obtained also show that is a difference in the market, desires, and needs of customers. Dubrovnik and Croatia generally have a different mentality of people, in Dubrovnik people

hardly accept new things and have a hard time getting used to something new. A good example of this is a futuristic look of a restaurant in the port of Dubrovnik- Peskarija. (Dubrovački Vijesnik, 2020) It is therefore not surprising that most respondents of the survey-based their decisions on how to choose a restaurant on recommendations and habits. The City of Dubrovnik has a population of about 120000, which is a very small number when compared with the United States of America. It is normal for most participants to answer this question as a "habit" because we do not have so many restaurants where we could look for a continuous new experience.

The literature has shown which social media American Millennials used most, and the data found was compared to the data obtained from the survey. The Millennials in the United States in 2016 over the survey time, said that Facebook was the first social media that was used the most, then Instagram, YouTube, Snap chat, Twitter. After just four years according to another research by Clement, the survey was made for millennials and Generation Z, over the survey time the results were incredible. YouTube was the social media platform with the biggest reach among the United States after YouTube there is a place for Facebook, Instagram, Snap chat, Twitter, and Tik-Tok. Dubrovnik Millennials answer that the most common social networks that they use are Facebook (89%), Instagram (88%), YouTube (80%), Snap chat (15%), Tim Tok (14%), Twitter (7%) and only (4%) of participants do not use any of the social networks.

Obviously, most Dubrovnik millennials use social networks, and prefer to go out to restaurants that also use social networks to promote themselves. I think if this information is interpreted accurately, it can be beneficial to restaurant owners even beyond the tourist season, since it could grant them more possibilities to earn profit and hire more workforce. Today's millennial generation loves to use the latest technology, and they like to see interesting deals on social networks. According to the results, it would be ideal if the Dubrovnik restaurateurs made a great offer not only during

some holidays or season but also during the regular weekdays in order to increase the demand for their restaurant.

According to the secondary research from this paper, the most effective way to influence millennials to stay true to and loyal to a particular brand is to design and offer some personalized and meaningful activities, to offer excellent quality and service, and to design a marketing platform that "speaks" to them personally. The millennials in Dubrovnik said that design and personalized offerings occasionally affected (44%) of their restaurant choices.

As previously mentioned, in Dubrovnik area restaurants offer customized/personalized service just during Christmas time or Saint Valentine's Day, the author believes that the reason for this lies in the fact that the locals are not prone to changes, and they need more time to adapt to them. For example, Dubrovnik little wooden houses on Stradun for the Dubrovnik Winter Festival, people in Dubrovnik are not prone to new things and any change takes some time. As Bruce Horovitz already mentioned in his study, millennials shouldn't be dismissed as a non-loyal generation because, in the Dubrovnik area, the results of the survey also proved the fact that Dubrovnik millennials consider themselves as loyal customers.

It can be concluded, however, that this research has provided enough evidence that Dubrovnik millennials do not have the same eating habits as American millennials, nor do they consider the same things to be important.

However, one crucial similarity between both groups would be their tendency to using social media platforms in order to evaluate a restaurant as their potential dining spot. For this reason, it could be suggested that restaurants that want to attract the millennial generation ought to improve their presence and content on social media.

FURTHER RESEARCH

Recommendations for further research should be "generational differences" so that Dubrovnik owners of the restaurants know what they need to change and how to influence which generation, in order to be helpful and relevant to owners of restaurants to improve their business and, perhaps, this will open their eyes so they can see what they are doing wrong in terms of their marketing tactics and also change some marketing strategies according to the findings.

Since 78% of the survey respondents identified as female and only 22% of them as male, it would be interesting to examine the difference in dining preferences between these two genders within the Millennial generation.

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APPENDIX A

Figure 1.

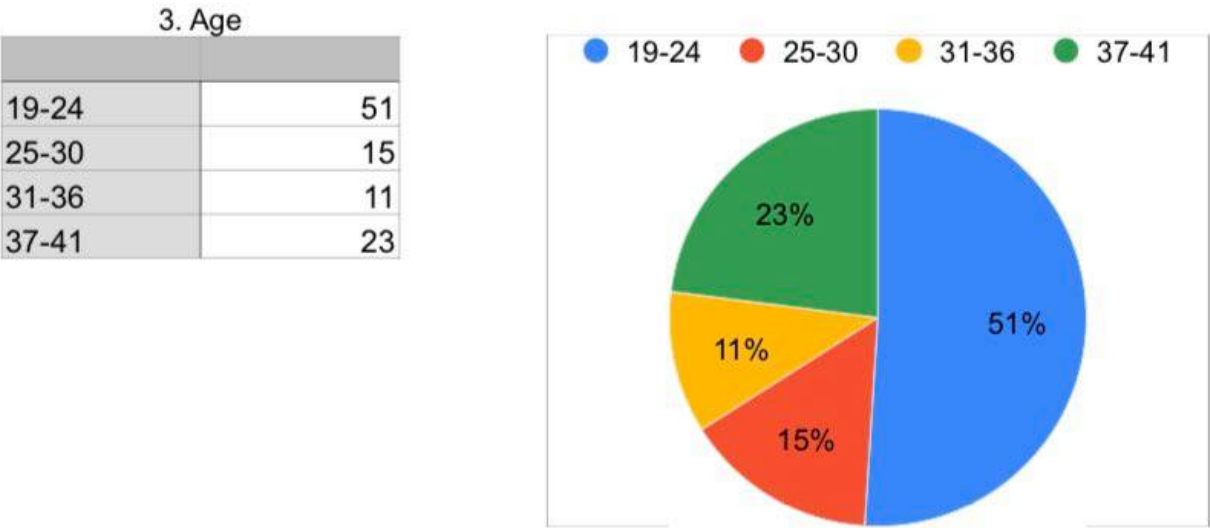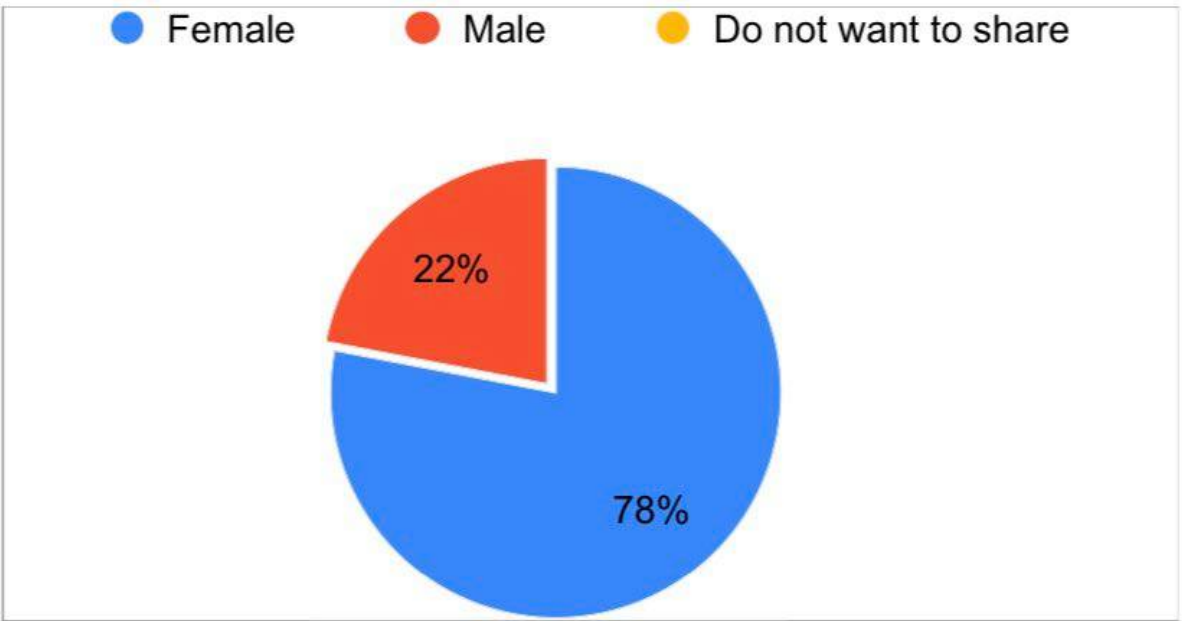| 3. Age	
19-24	51
25-30	15
31-36	11
37-41	23

Figure 2.

Figure 3.

1. Are you (currently)?

Student	46
Not a student	54
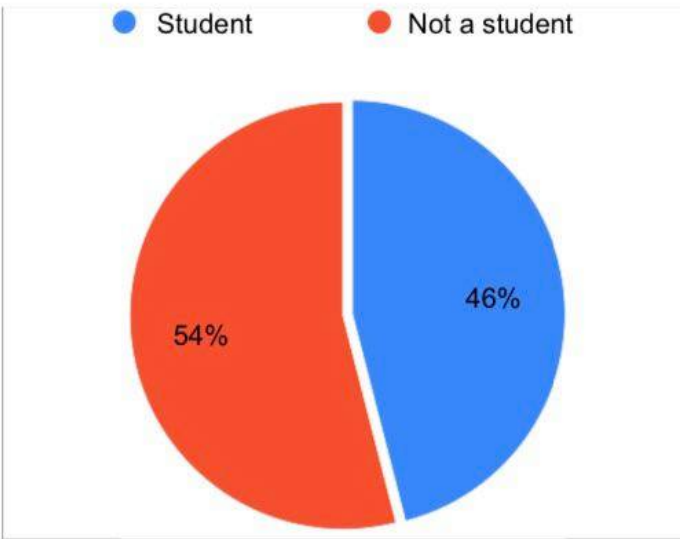
Figure 4.

4. What social networks do you use ?

Facebook	89
Instagram	88
Youtube	80
Snapchat	15
Twitter	7
Tik tok	14
None	4
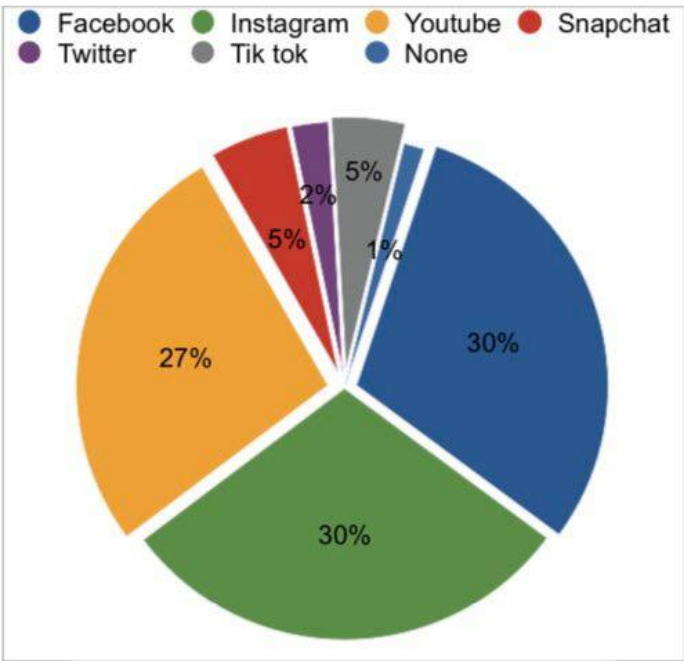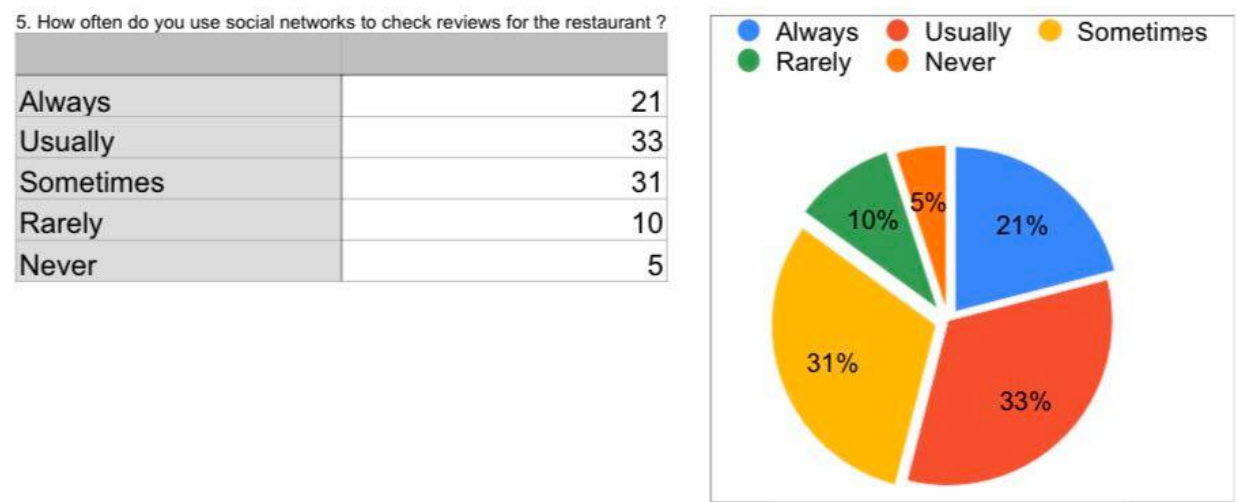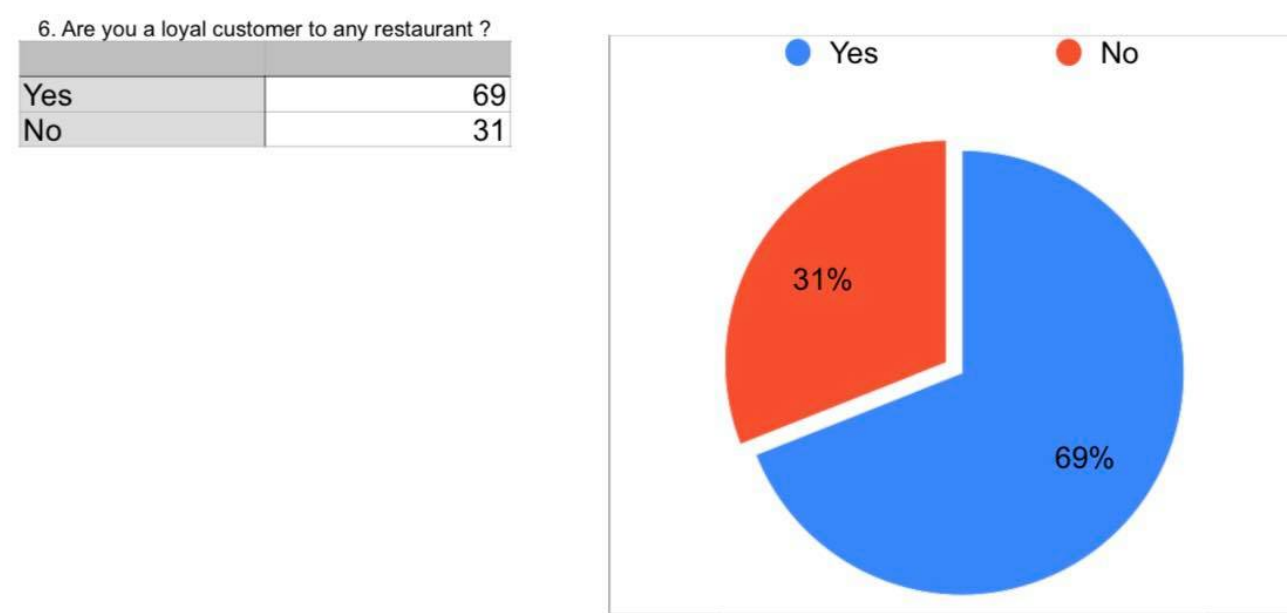
Figure 5.

5. How often do you use social networks to check reviews for the restaurant ?	
Always	21
Usually	33
Sometimes	31
Rarely	10
Never	5

Figure 6.

6. Are you a loyal customer to any restaurant ?	
Yes	69
No	31

Figure 7.

7. What type of the restaurant do you prefer ?	
Fast Food	28
Casual	86
Formal	20
Upscale	12
Fine dining	1

Figure 8.

8. When you go to restaurant you usually ?	
Eat alone	8
Go with a big party (+15	8
Eat with a partner only	53
Family only	34
Couple of friends	85
Other combination	8
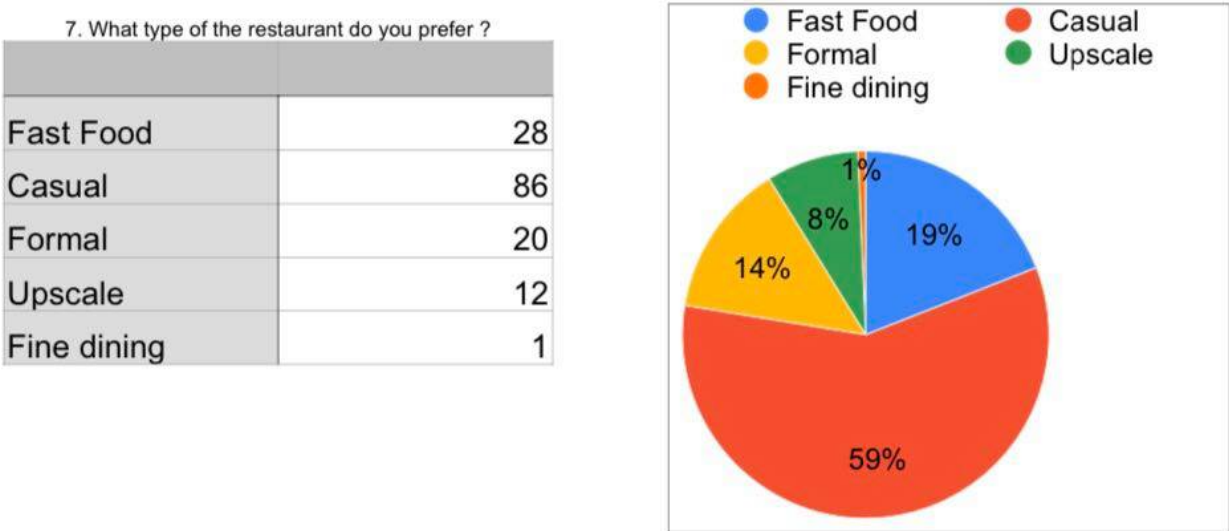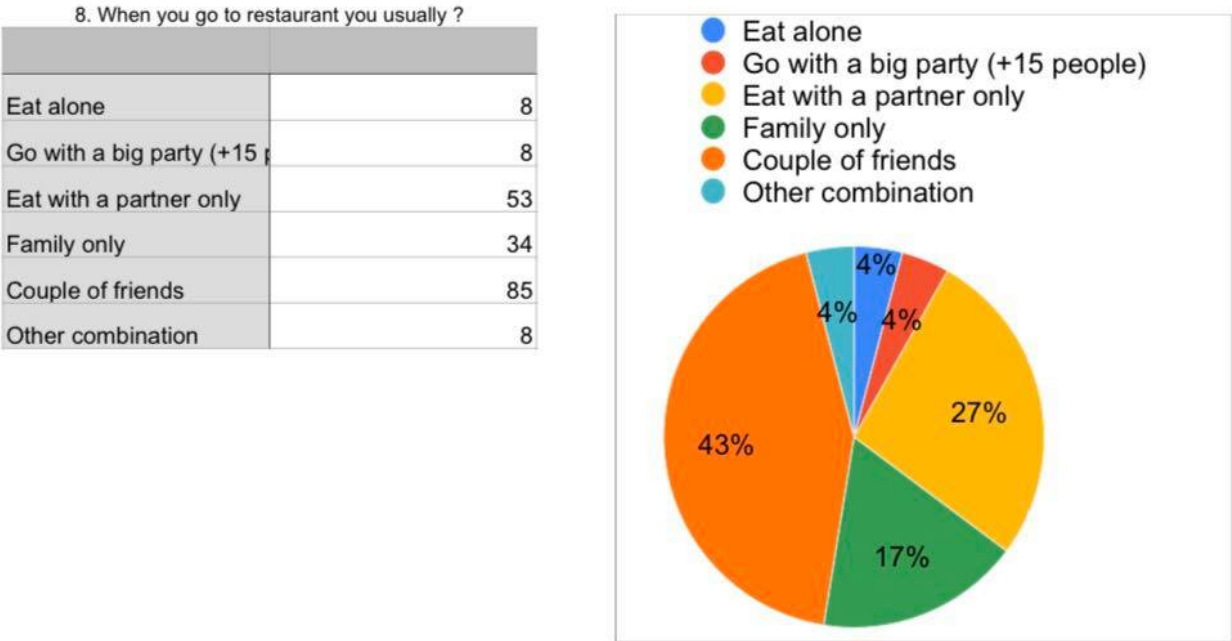
Figure 9.

9. Do you dress up when going to a restaurant ?	
Yes	81
No	20
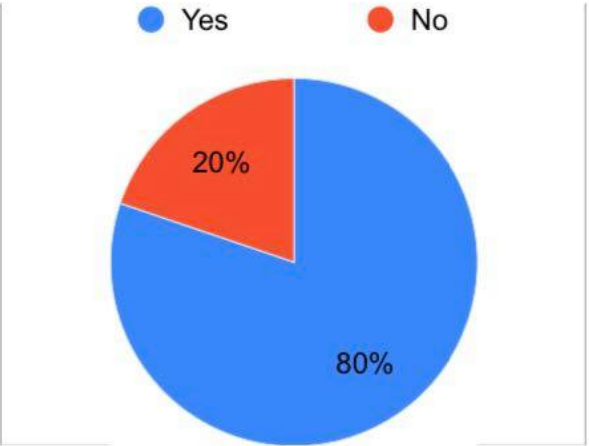
Figure 10.

10. What day of the week do you usually go to a restaurant ?	
Monday	8
Tuesday	10
Wednesday	14
Thursday	14
Friday	41
Weekend	87
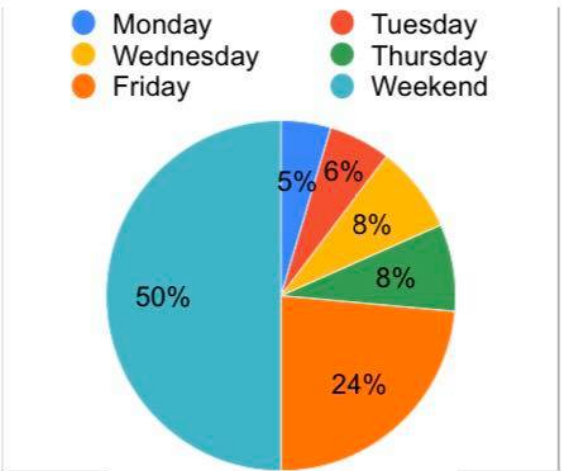
Figure 11.

11. How do you decide where to go ?

Habits	54
Recommendations	66
Search for new experience	35

- Habits
- Recommendations
- Search for new experience

35%

43%

23%
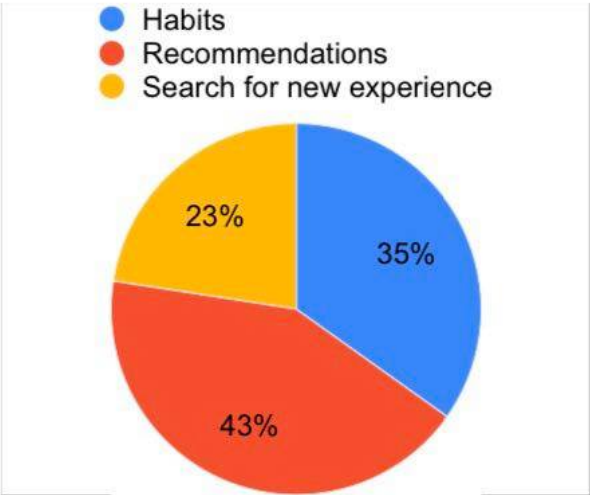
Figure 12.

12. Time wise, you make a decision....

Walking past a restaurant	19
One hour before you want to eat	24
On the day	69
Several weeks or more before	14

- Walking past a restaurant
- One hour before you want to eat
- On the day
- Several weeks or more before

15%

19%

55%

11%

Figure 13.

13. Approximately, duration of the meal ?

1 hour or less	18
1-2 hours	73
2 or more hours	14

Figure 14.

14. You usually go for a ?

Starter	8
Dessert	16
One courses	35
Two courses	47
Three courses or more	25

Figure 15.

15. Did design and offers from some customised (personalized) and meaningful
Actions influence you to choose some kinds of a restaurant ?

Never	8
Rarely	33
Occasionally	45
Almost every time	17

Figure 16.

Table 1

	1-Not at all	2-Slightly i	3-Importan	4-Fairly im	5-Very imp
Health and	1	8	17	13	61
Quality of f	1	1	11	10	77
Price	2	16	30	30	22
Location	6	18	34	26	17
Recommei	1	11	24	38	27
Positive re	2	8	23	32	37
Child frienc	33	20	14	14	18
Sustainabi	10	35	25	25	15
Ability to m	20	27	20	18	15

Figure 17.

17. In your opinion, what is the best promotion for a restaurant today, What do you think that the marketing strategy will be the most used in the future?

Influencer	6
Social Media	48
Traditional Marketing	3
Recommendations from known or u	41
Word of mouth (WOM)	1
Combo of all	1

- Influencer
- Social Media
- Traditional Marketing
- Recommendations from known or unknown persons based on their experience
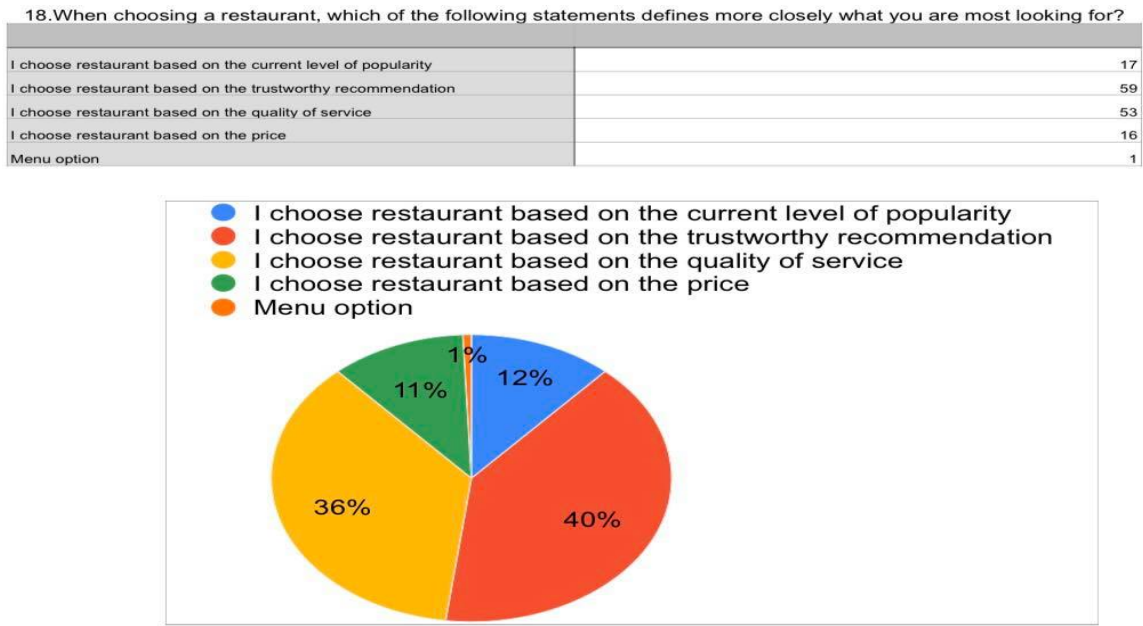- Word of mouth (WOM)
- Combo of all

Figure 18.

18.When choosing a restaurant, which of the following statements defines more closely what you are most looking for?

I choose restaurant based on the current level of popularity	17
I choose restaurant based on the trustworthy recommendation	59
I choose restaurant based on the quality of service	53
I choose restaurant based on the price	16
Menu option	1

Figure 19.

19. Have you ever choose a restaurant based on the recommendation from a blogger or influencer ?

Yes	45
No	55

Copy of the questionnaire:

Dear Survey Participants,

My name is Antonela Šabić and I am a senior student doing my senior project at RIT Croatia Dubrovnik, a global campus of Rochester Institute of Technology, based in Rochester, New York.

For my final research project in International Hospitality and Service Management, I am examining "Millennials Eating Habits and Restaurant Brand Loyalty in the City of Dubrovnik." I am inviting you to participate in this research study by completing the survey. It will require approximately 5 minutes to complete.

Your participation is completely voluntary. The information you provide in this survey will be kept completely anonymous and confidential. There is no risk to you. If you choose to participate, please answer all questions as honestly and accurately as possible.

Thank you for taking the time to assist me in my educational endeavors.

If you would like additional information about this survey or my research project, please contact me at +385997991626 and axs8953@croatia.rit.edu or my mentor, Professor Milena Kužnin, at email milena.kuznin@croatia.rit.edu

Sincerely,

Antonela Šabić

1. Are you (currently)?

- Student

- Not a student

2. Gender

- Female

- Male

- Do not want to share

3. Age

- 19-24

- 25-30

MILLENNIALS DINING PREFERENCES

- 31-36

- 37-41

4. What social networks do you use?

- Facebook

- Instagram

- You Tube

- Snap chat

- Twitter

- TikTok

- None

5. How often do you use social networks to check reviews for the restaurant?

- Always

- Usually

- Sometimes

- Rarely

- Never

6. Are you a loyal customer to any restaurant?

- Yes

- No

7. What type of the restaurant do you prefer?

- Fast food

- Casual

- Formal

- Upscale

- Other _____

8. When you go to restaurant you usually

- Eat alone

- Go with a big party (+15 people)

- Eat with a partner only

- Family only

- Couple of friends

- Other Combination

9. Do you dress up when going to a restaurant?

- Yes

- No

10. What day of the week do you usually go to a restaurant?

- Monday

- Tuesday

- Wednesday

- Thursday

- Friday

- Weekend

11. How do you decide where to go?

- Habits

- Recommendations

- Search for new experiences

12. Time wise, you make a decision…

- Walking past a restaurant

- One hour before you want to eat

- On the day

- Several weeks or more before

13. Approximately, Duration of the meal

- 1 hour or less

- -1-2 hours

- 2 or more hours

14. You usually go for a

- Starter

- Dessert

- One course

- Two courses

- Three courses or more

15. Did design and offers from some customized (personalized) and meaningful actions influence you to choose some kind of restaurant?

- Never

- Rarely

- Occasionally

- Almost every time

MILLENNIALS DINING PREFERENCES

16. Which factors impact your choice of a restaurant? Rank with a numbers 1-not at all important 2-Slightly important 3-Important 4-Fairly important 5-very important

	1	2	3	4	5
Health & Safety					
Quality of food					
Price					
Location					
Recommenda-tions from fami-ly/friends					
Positive reviews					
Child friendly					
Sustainability sourced food					
Ability to meet dietary restric-tions					

17. In your opinion, what is the best promotion for a restaurant today, what do you think that the marketing strategy will be the most used in the future?

- Influencer

- Social media

- Traditional marketing

- Recommendations from known or unknown persons based on their experience

- Other _____

18. When choosing a restaurant, which of the following statements defines more closely what you are most looking for?

- I choose restaurant based on the current level of popularity

- I choose restaurant based on the trustworthy recommendation

- I choose restaurant based on the quality of service

- I choose restaurant based on the price

- Other _____

19. Have you ever chosen a restaurant based on the recommendation from blogger or influencer?

- Yes

- No