



# To Study the Reward and Recognition Practices on Employee Motivation and Performance with Reference To it Industry in Pune Region

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**Abstract** – This study focuses on understanding how digital promotions influence customer behaviour in restaurants in Pune. With the expanding use of smartphones, social media and food delivery apps, customers presently find and choose restaurants primarily through online platforms. This research studies how components like Instagram reels, online evaluations, discounts and influencer content affect customer decisions. The study is based on primary information collected from restaurant guests and secondary information from online sources. The findings show that digital promotions are very effective in making mindfulness and attracting first-time customers. In any case, repeat visits depend more on food quality and overall experience rather than online offers.

**Keywords** – Digital Promotion, Restaurants, Customer Behaviour, Pune, Social Media, Online Ratings, Discounts.

## I. INTRODUCTION

In recent years, the eatery industry has changed a part due to digital platforms. Earlier, customers chosen restaurants based on area, suggestions or visibility. But now, most decisions are taken online before visiting. Customers check Instagram reels, Google ratings, Zomato surveys and online offers before choosing a restaurant. This means restaurants are not only competing on food quality but also on their online presence. In Pune, particularly in regions like FC Street, Baner and Wakad, many restaurants ended up popular because of viral content, while others stay unnoticed. This shows that digital promotion plays an important part in attracting customers. However, one important question is whether these promotions make long-term customers or just temporary visits due to discounts. This study tries to understand this behaviour.

## II. REVIEW OF LITERATURE

### 1.Shift to Digital Platforms

Earlier studies show that customers presently depend more on online platforms instead of traditional methods like word-of-mouth.

### 2.Role of Ratings and Reviews

Research proposes that customers believe online surveys since they are based on genuine experiences. Higher ratings increase believe and choice.

### 3.Impact of Visual Content

Food photographs and reels create interest and attract customers, particularly first-time visitors.

### 4.Effect of Discounts

Discounts increase trial visits but do not guarantee loyalty.

### 5.Influencer Marketing

Influencers offer assistance in increasing awareness rapidly, but repeat visits depend on real experience.

### Objectives of the Study

- 1.To identify how customers find restaurants through digital platforms
- 2.To study the affect of online ratings on restaurant choice
- 3.To examine the impact of discounts on customer behaviour
- 4.To understand the part of social media and influencers
- 5.To examine whether digital promotions make repeat customers.

## III. RESEARCH METHODOLOGY RESEARCH DESIGN

### Research Design

A Descriptive and Analytical Research Design will be used. This study will be primarily quantitative, focusing on primary data collected from restaurant customers who actively use digital platforms such as social media and food delivery applications in Pune.

- Sampling Technique: Non-probability convenience sampling.
- Target Population: Customers aged 18–40 residing in Pune city who use digital platforms for restaurant selection.
- Sample Size: N = 106 respondents.
- Data Collection Tool: A structured questionnaire using multiple choice questions and a 5-point Likert Scale (1 = Strongly Disagree, 5 = Strongly Agree).

### Data Analysis Plan

The data will be analyzed using percentage analysis to understand customer behaviour patterns related to digital promotions. Simple comparative analysis will be used to examine the relationship between digital factors such as



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social media influence, online ratings, discounts, and customer visit decisions. The analysis will also help identify whether digital promotions contribute to repeat visits or only influence first-time trials.

### Data analysis and Interpretation

#### 1. How did you discover restaurants?

Options	No. of Response	Percentage
a) Instagram / Facebook	52	49.1%
b) Zomato / Swiggy	20	18.9%
c) Google search	15	14.2%
d) Friends / Family	8	7.5%
e) Walking Nearby	11	10.4%

#### Interpretation:

The data shows that Instagram and Facebook are the main sources of restaurant discovery, contributing 49.1% of responses. This highlights the strong influence of social media on customer behaviour. Food apps like Zomato and Swiggy also play a significant role. Traditional methods such as word-of-mouth and physical visibility are less impactful. This clearly indicates that digital presence is essential for attracting customers.

#### 2. Do you check online ratings before visiting?

Options	No. of Response	Percentage
a)Always	60	56.6%
b)Sometimes	25	23.6%
c)Rarely	10	9.4%
d)Never	11	10.4%

#### Interpretation:

A majority of respondents (56.6%) always check online ratings before visiting a restaurant. This shows that ratings are a key factor in decision-making. A smaller group checks occasionally, while very few ignore ratings completely. Customers rely on ratings to judge quality and reliability. Therefore, maintaining good ratings is important for restaurant success.

#### 3. What attracts you most online?

Options	No. of Response	Percentage
a) Food Photos	35	33.0%
b) Discount Offers	30	28.3%
c) Influencer Videos	20	18.9%
d) Customer Reviews	21	19.8%

#### Interpretation:

Food photos are the most attractive factor, accounting for 33% of responses, which shows the importance of visual appeal. Discounts also influence a large number of customers. Influencer videos and customer reviews play a moderate role. This indicates that customers are first attracted visually and then influenced by supporting information like reviews and offers.

#### 4. Social media posts influence my visit decision

Options	No. of Response	Percentage
a) Strongly agree	40	37.7%
b) Agree	30	28.3%
c) Neutral	15	14.2%
d) Disagree	10	9.4%
e) Strongly Disagree	11	10.4%

#### Interpretation:

The data shows that around 66% of respondents are influenced by social media while choosing restaurants. This highlights the strong role of platforms like Instagram in shaping customer decisions. A smaller portion remains neutral or unaffected. This indicates that restaurants need to maintain active and engaging social media presence.

#### Findings of the Study:-

- Social media is the main source of restaurant discovery
- Online ratings strongly influence customer trust
- Discounts attract customers but do not ensure loyalty
- Visual content like reels is highly effective
- Customer experience is the key factor for repeat visits
- Digital promotions create awareness but not always long-term value

## IV. CONCLUSION

The study concludes that digital promotions play an critical role in attracting customers to restaurants in Pune. Platforms like Instagram, Google and food delivery apps offer assistance restaurants gain visibility and increment footfall. However, digital advancements primarily bring first-time customers. Long-term success depends on food quality, service and overall experience. Restaurants should not depend as it were on discounts but should focus on building a strong brand image and customer satisfaction.

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