

# Clicks to Customers: The Power of Google Maps and Social Ads in F&B

Aniket Rai, Vikash Kumar Singh, Yash Dubey, Debanjan Bera

Department of Management

IIEBM Indus Business School, Pune, Maharashtra, India

**Abstract:** *growth of digital platform for marketing in India's has made significant development since the introduction of digital India programme in 2015 the social media has shown a significant growth and such has been a growth opportunity for the outlets serving food and beverage .this study examines how F&B outlets utilize Google maps alongside the social media apps such as YouTube and Instagram for better advertisement and visibility in market . the social media helps the business to advertises the product from various different regions through storytelling it creates awareness of the product attracting local customers who could easily reach the product and the google maps helps with location based services it also shows the distance, availability ,rating and reviews of the product .this study is to highlight the platforms that work together to help meet the customer with service.*

**Keywords:** marketing, Google Maps, social media influence, customer behaviour, F&B industry

## I. INTRODUCTION

Digital marketing has become very important for food and beverage outlets in India. After the launch of the Digital India programme in 2015, many businesses started using online platforms to promote their products. With the growth of smartphones and internet access, food and beverage outlets now depend more on digital tools to reach customers and stay competitive.

Social media platforms like Instagram and YouTube help outlets advertise their food through photos, videos, and stories. These platforms allow businesses to show their products to people in different areas and attract local customers. At the same time, Google Maps helps customers find nearby outlets easily. It provides useful information such as location, distance, ratings, reviews, and availability. When social media advertising is used along with Google Maps, it helps customers discover the outlet online and reach it offline. This study focuses on how food and beverage outlets use both platforms together to improve visibility and connect better with customers.

Objectives of the study

To understand how social media advertisements influence people when choosing food and beverage outlets.

To study how Google Maps helps customers find food outlets and decide where to visit.

## III. REVIEW OF LITERATURE

**Rizqiawan et al. (2024)**

The use of Google Maps has a positive effect on the promotion and online reviews of culinary businesses.

**Dendi et al. (2024)**

Google Maps usage improves digital marketing performance for small and medium enterprises.

**Firmansyah et al. (2025)**

Google Ads and Google Maps significantly influence customer purchase decisions in food businesses.

**Chaffey & Ellis-Chadwick (2019)**

Digital marketing tools increase customer engagement and brand visibility in the food and beverage industry.

**Kurniawan et al. (2021)**

Location-based marketing through Google Maps increases customer visits to local businesses.

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**Nugroho et al. (2021)**

Google My Business profiles positively affect customer trust and online visibility.

**Parahiyanti & Prasasti (2021)**

Instagram marketing has a significant impact on customer engagement for MSMEs.

**Nowell et al. (2017)**

Qualitative thematic analysis helps in understanding customer perceptions of digital services.

**Talukder et al. (2024)**

Digital marketing strategies positively influence restaurant growth and customer retention.

**Kaplan & Haenlein (2010)**

Social media usage enhances interaction between businesses and consumers.

**Sascha et al. (2023)**

Social media engagement strengthens relationships within the food supply chain.

**Globalization and Health (2017)**

Online marketing techniques affect consumer food choices across different countries.

**BMC Research Notes (2021)**

Social media advertising by food brands increased during the COVID-19 pandemic.

**Public Health Nutrition (2020)**

Digital food marketing has a strong influence on young consumers.

**BMC Public Health (2022)**

Children are highly exposed to food and beverage advertisements on social media.

**Buana Sari et al. (2024)**

Google Maps marketing increases revenue for MSMEs.

**Sánchez & Bellogín (2021)**

Location-based recommendation systems improve customer decision-making.

**Shagyrov & Shamoï (2024)**

Emotional marketing elements influence consumer response to advertisements.

**Ma et al. (2016)**

Social media data reflects real-world human activity patterns.

**Ryan & Jones (2009)**

Understanding digital marketing improves business marketing effectiveness.

**Hypothesis**

Food and beverage outlets can improve their visibility, customer reach, and business performance by using social media advertising along with Google Maps, as both platforms work together to help customers discover, trust, and easily access the outlet.

**Research methodology**

This study adopts a descriptive research design to examine how digital platforms, particularly social media and Google Maps, influence customer behaviour in the food and beverage (F&B) sector. The approach focuses on understanding real-world patterns in customer interaction, visibility, and decision-making without introducing any external changes.

**Research Design**

This study follows a **descriptive approach**, as the main goal is to understand how digital platforms influence customer behaviour in the food and beverage sector. Instead of testing a controlled experiment, the study focuses on observing how people discover and choose outlets using platforms like Instagram, YouTube, and Google Maps.



The idea behind choosing this design is simple, customer decisions today are influenced by multiple small factors, and this method helps capture those factors easily.

**Data collection**

The data for this study is collected from both primary as well as secondary sources.

Primary Data -is collected through a questionnaire/survey from people who regularly visit food and beverage outlets and use platforms like Instagram, YouTube, and Google Maps

Secondary Data -is collected from research papers, articles, journals, and online sources related to digital marketing and consumer behaviour.

**Sampling method**

The study uses a **convenience sampling method**, where respondents are selected based on ease of access.

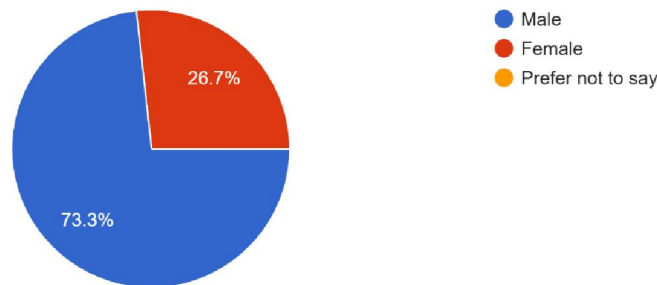
Sample includes students, working professionals, and general consumers

Target group: people who use smartphones and digital platforms for food discovery

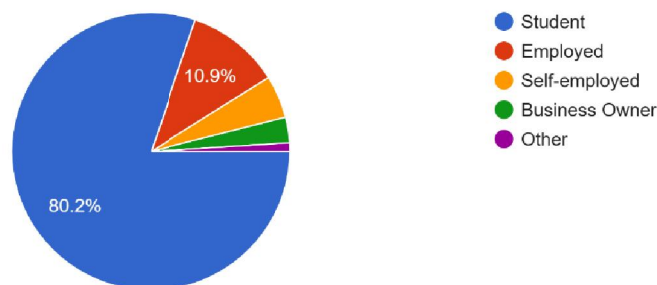
Sample size 101 participants

**Data Collection**

Gender  
101 responses

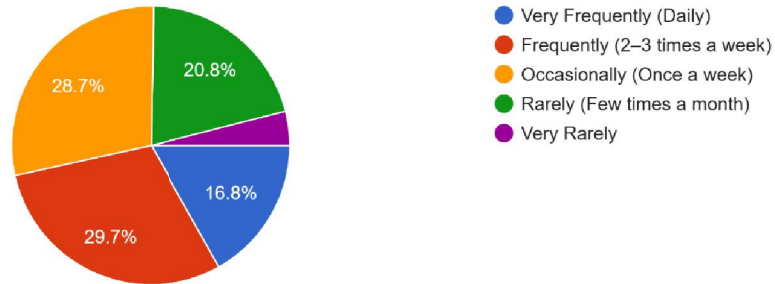


Occupation  
101 responses



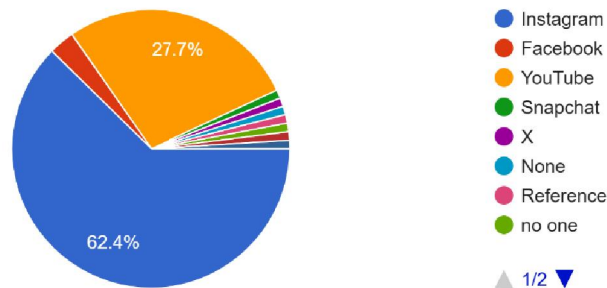
How frequently do you visit restaurants or food outlets?

101 responses



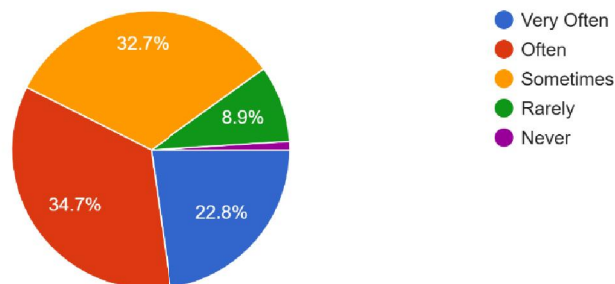
Which social media platform most influences your food outlet choices?

101 responses



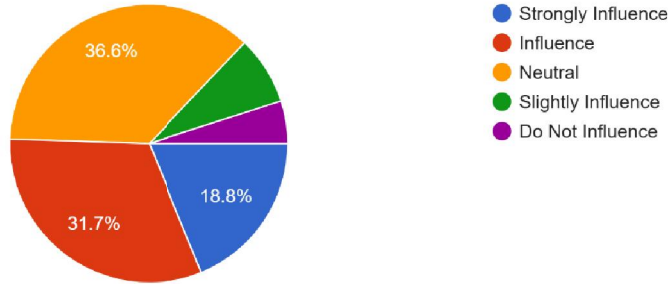
How often do you notice advertisements for restaurants or food outlets on social media?

101 responses



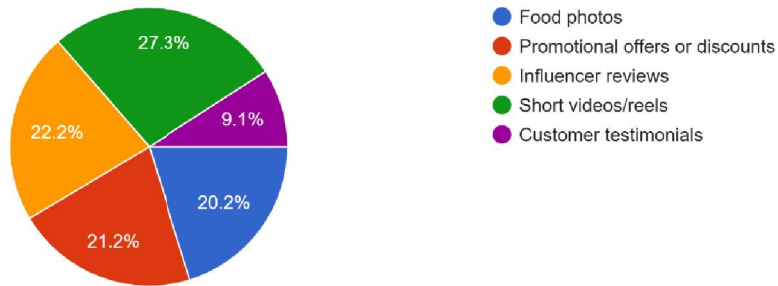
To what extent do social media advertisements influence your decision to try a new restaurant?

101 responses



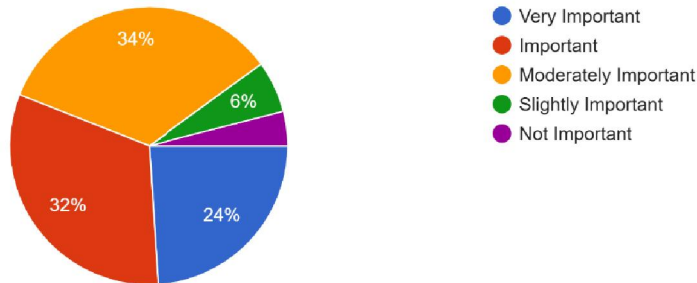
Which type of social media content attracts you most when exploring food outlets?

99 responses



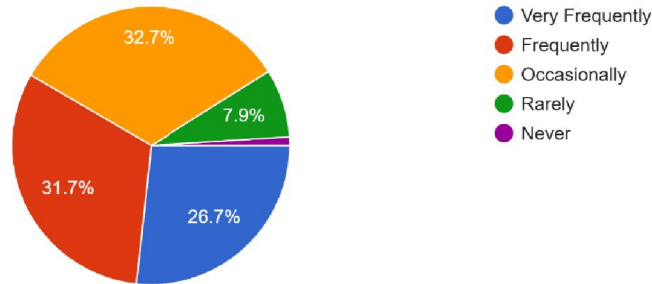
Please rate the following statement: "Social media advertisements create curiosity to try new restaurants."

100 responses



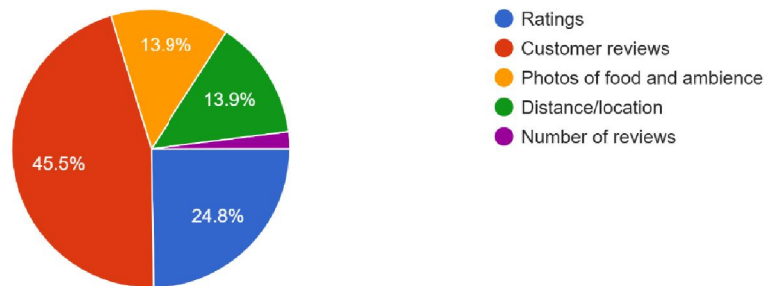
How frequently do you use Google Maps while searching for restaurants?

101 responses



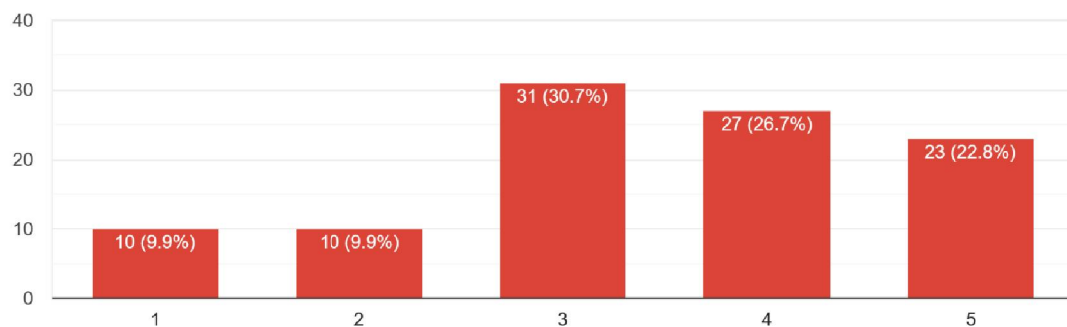
Which feature of Google Maps influences your restaurant selection the most?

101 responses



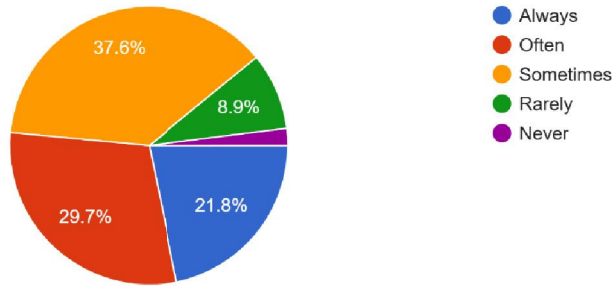
How important are restaurant ratings on Google Maps when deciding where to eat?

101 responses



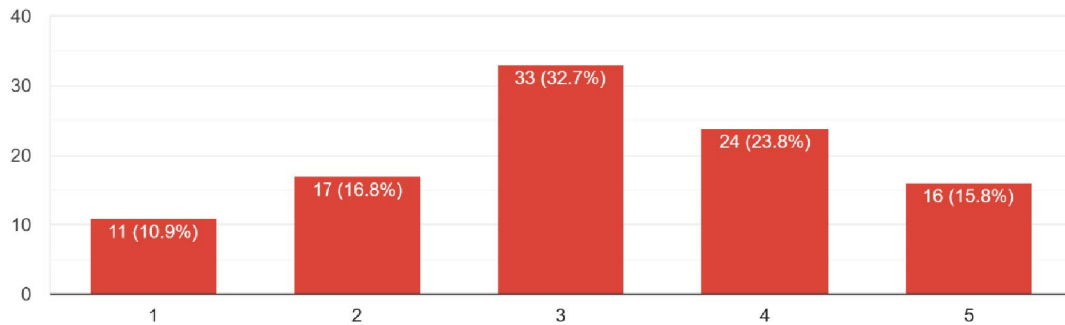
How often do you read reviews on Google Maps before visiting a restaurant?

101 responses



Please rate the following statement: "Google Maps helps me discover new food outlets easily."

101 responses



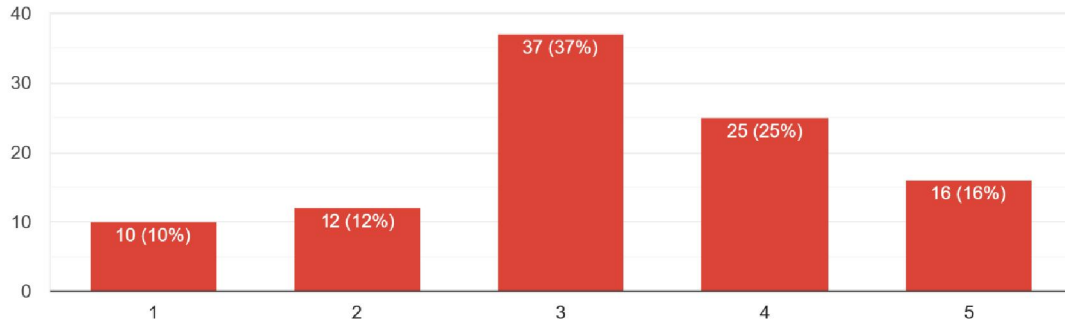
Which factor influences your restaurant choice the most?

101 responses



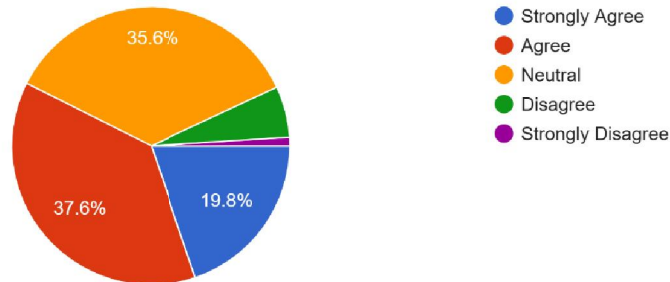
How much do online reviews affect your trust in a restaurant?

100 responses



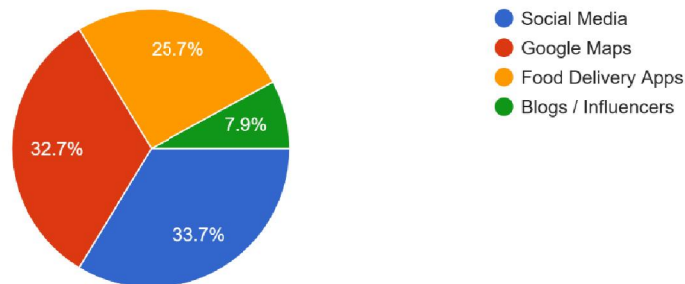
Please rate the following statement: "Google Maps ratings increase my confidence in choosing a restaurant."

101 responses



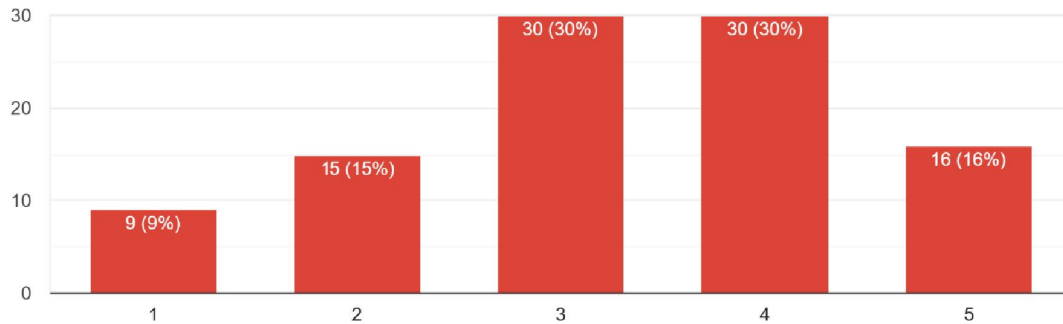
Which digital platform do you trust the most for choosing food outlets?

101 responses



To what extent have digital platforms changed the way people choose restaurants?

100 responses



### Data Analysis And Interpretation

The survey data shows a clear shift in how people choose food and beverage outlets today. Most respondents feel that Google Maps makes it easier to discover new places, with many relying on it regularly during their search process.

At the same time, visually driven platforms like Instagram play a strong role in creating interest. People are more influenced by food photos, videos, and offers, and frequent exposure to such content often encourages them to try new restaurants.

When it comes to making the final decision, practical factors take over. Reviews, ratings, and photos on Google Maps are among the most important elements shaping customer choices. Many respondents also mentioned that they check reviews before visiting, showing how trust is built through shared experiences.

Overall, the data suggests a simple pattern: social media creates the initial attraction, while Google Maps helps people feel confident enough to act on it.

### Hypothesis testing

Q. How important are restaurant ratings on Google Maps when deciding where to eat?

Hypothesis

**H<sub>0</sub> (Null Hypothesis):** Customer opinions are equally distributed (ratings have no significant importance).

**H<sub>1</sub> (Alternative Hypothesis):** Customer opinions are not equally distributed (ratings significantly influence decisions)

Observed Data

| Rating Scale | Responses |
|--------------|-----------|
| 1            | 10        |
| 2            | 10        |
| 3            | 31        |
| 4            | 27        |
| 5            | 23        |
| Total        | 101       |

Expected Frequency(E)

$$E = \frac{\text{Total}}{\text{Categories}} = \frac{101}{5} = 20.2$$



Formula used

$$\chi^2 = \sum \frac{(O-E)^2}{E}$$

Calculation table

| Rating | O  | E    | (O-E) <sup>2</sup> /E |
|--------|----|------|-----------------------|
| 1      | 10 | 20.2 | 5.15                  |
| 2      | 10 | 20.2 | 5.15                  |
| 3      | 31 | 20.2 | 5.78                  |
| 4      | 27 | 20.2 | 2.29                  |
| 5      | 23 | 20.2 | 0.39                  |

Chi Square Value

$$\chi^2 = 5.15 + 5.15 + 5.78 + 2.29 + 0.39 = 18.76$$

Degree of freedom

$$Df = n - 1 = 5 - 1 = 4$$

Critical value

At 5% significance level and df = 4

$$\text{Critical Value} = 9.49$$

Decision Rule

$$\text{Calculated Value} = 18.76$$

$$\text{Critical Value} = 9.49$$

Since  $18.76 > 9.49$ , we reject  $H_0$

### Conclusion

The Chi-square test shows that customer responses are not evenly spread across the different rating levels. In simple terms, this suggests that Google Maps ratings do play an important role in how customers choose a restaurant. Because of this clear difference, we reject the null hypothesis and accept the alternative hypothesis

### Findings

Social media plays a noticeable role in building awareness and curiosity, especially when content is visually appealing. Platforms like Instagram tend to influence users more when they are exploring new food options.

Regular exposure to online advertisements often encourages customers to try new or unfamiliar outlets.

Google Maps is commonly used to search for nearby places and compare choices.

Factors such as ratings, reviews, photos, and distance naturally guide customer decisions.

Online reviews have become an important source of trust for customers.

Overall, digital platforms have made the selection process more visual and convenient

Taken together, these findings show that customer decisions are not based on a single factor. Social media usually sparks the initial interest, while Google Maps helps customers feel more confident about their choice and makes it easier to act on that interest.

### Limitation of study

The study is limited to a **small sample size**, so results may not represent the entire population.

Responses are based on **personal opinions**, which may be biased.

The study focuses mainly on **urban users**, so rural behaviour may differ



## **II. CONCLUSION**

This study highlights how digital platforms have quietly become a part of everyday decision-making in the food and beverage space. Social media often acts as the first point of contact, where people discover new places and develop an interest through visual content. From there, Google Maps helps them take the next step by offering practical details like reviews, ratings, and location, making the decision feel more certain and convenient.

What stands out is how naturally these platforms work together. One builds curiosity, the other builds confidence. This connection makes it easier for customers to move from simply noticing a place online to actually visiting it.

In that sense, success for F&B outlets today goes beyond just good food. It also depends on how well a business shows up online, how it is perceived through reviews, and how easy it is for customers to find and reach it.

