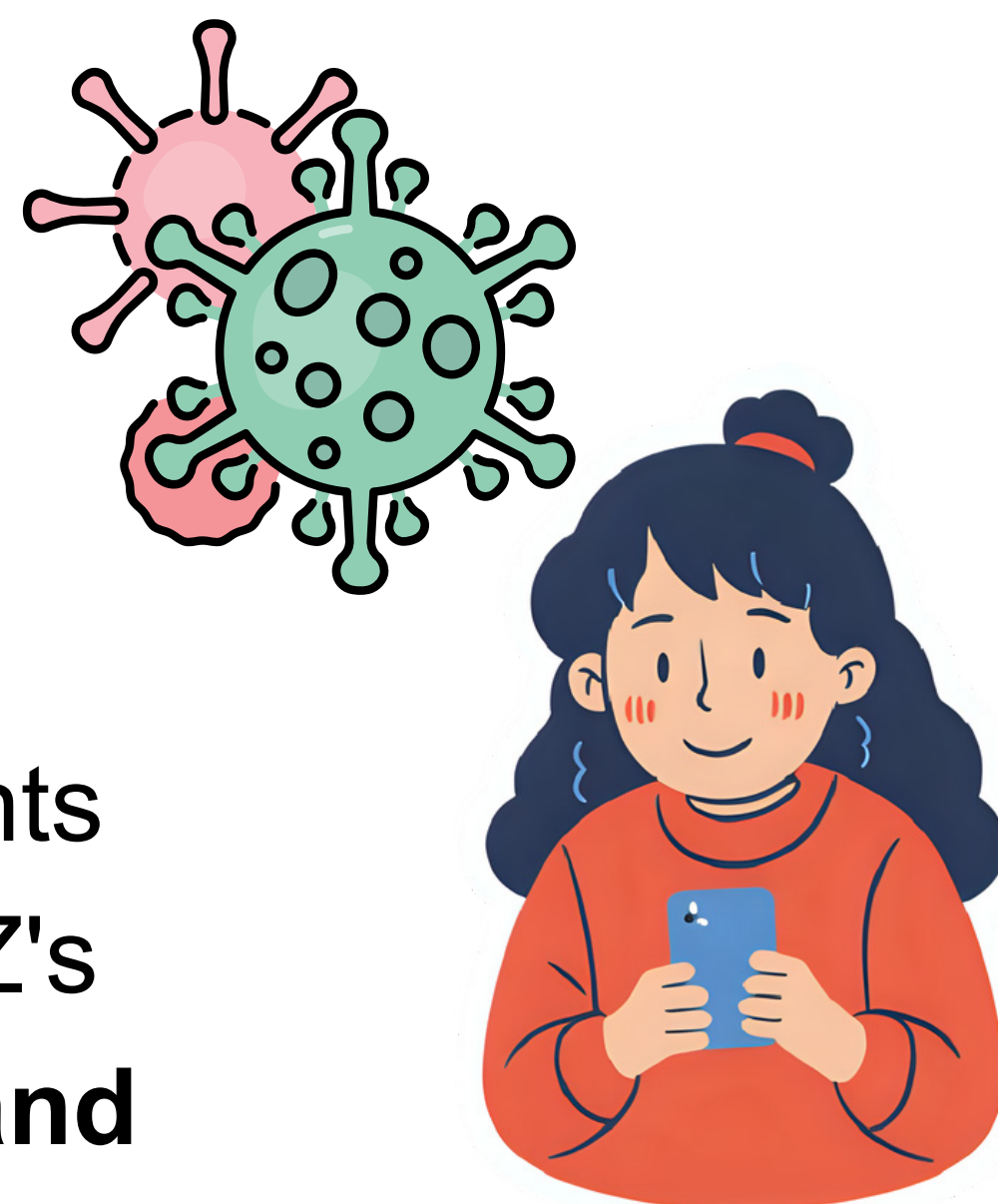


How Social Media Impacts Teenagers' Purchase Intention in the Hong Kong Catering Industry

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Background

- Social media channels such as **Instagram, TikTok** are now household terms for obtaining **dining**, travel, and lifestyle information, with **82%** of Hong Kong's young people using them.
- The advent of **direct messaging (DM)** and **influencer collaborations** has transformed **customer engagement** through instant **conversation** and **personalisation** at scale.
- Teenagers spend more time on social media than any other group.
- After COVID-19**, Hong Kong restaurants report **difficulties** in adapting to Gen Z's preference for **contactless ordering** and **viral food trends**.



Research Objectives

1. Trend analysis:

Identify dominant social media trends and their connection to teen consumption in Hong Kong's catering sector.

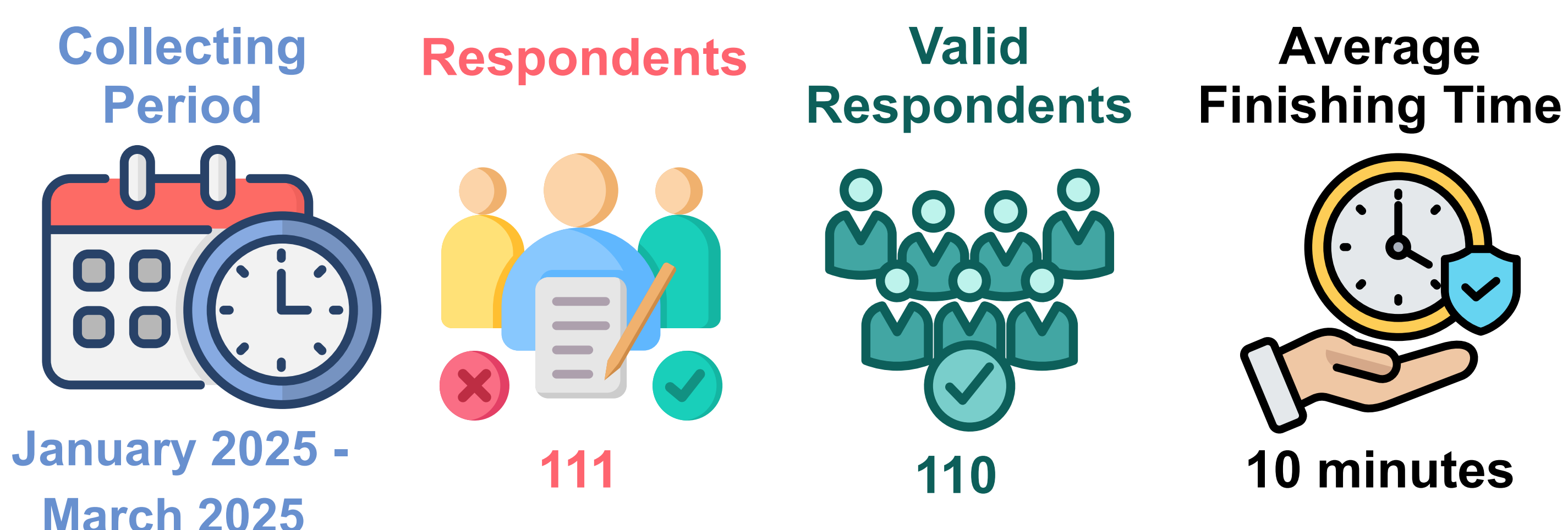
2. Strategic suggestions:

Develop evidence-based social media strategies for neighborhood restaurants.

3. Perception test:

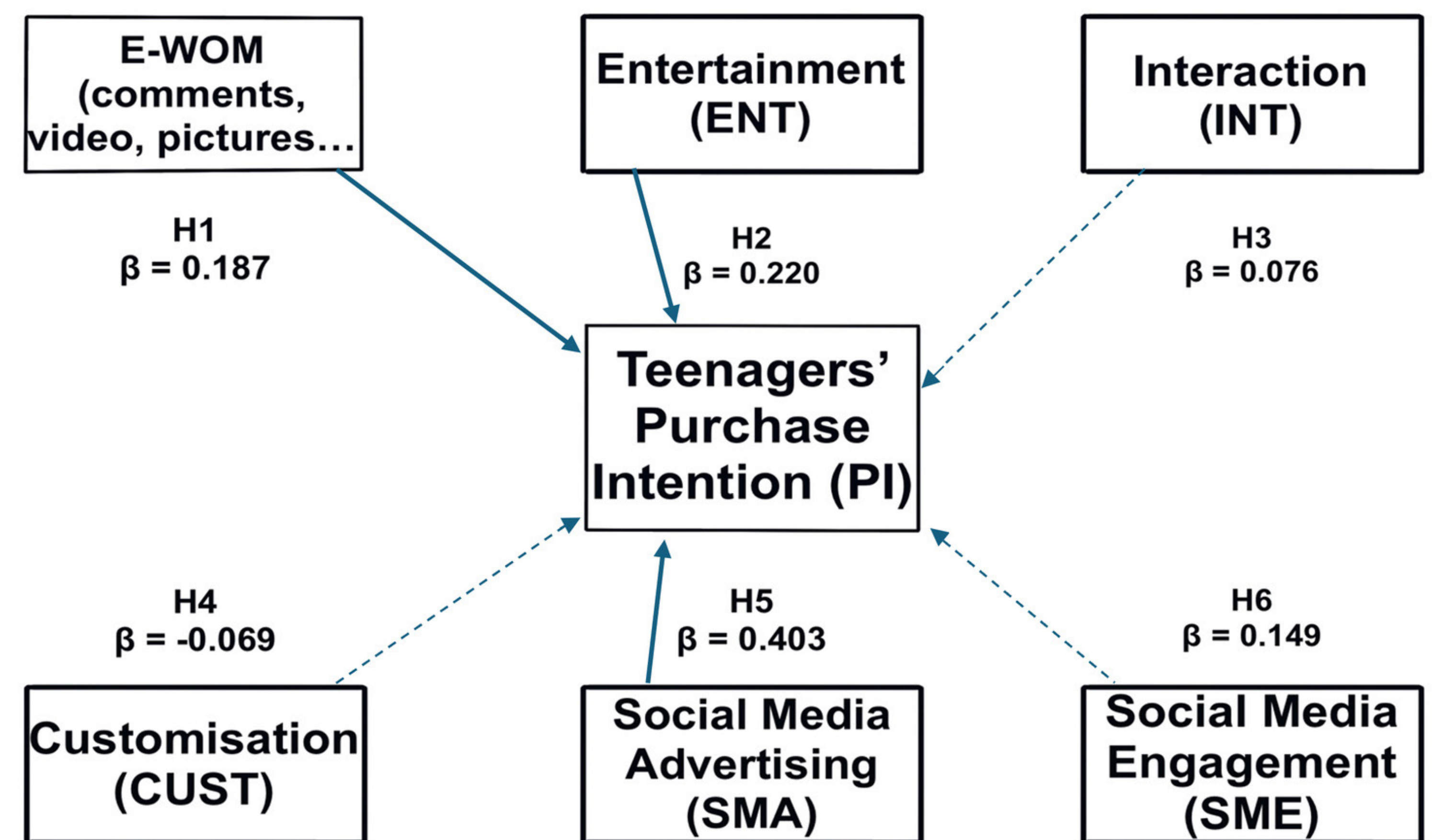
Determine how teens' eating habits are affected by online content and potential biases.

Methodology



- Quantitative Methods** (110 valid responses)
- Using **Google Form** was distributed via Instagram and WhatsApp **snowball sampling**. (Jan-Mar 2025)
- Average Completion: **10 minutes**
- Statistical Tools: **Regression Analysis, T-Test Analysis and Correlation Analysis**

Findings



→ Represents significant relationship between the variables

---> Represents no significant relationship between the variables

Strongest Predictor: Social Media Advertising has the **strongest effects** ($\beta = 0.403$, $p < 0.001$).

Secondary Influences: E-WOM ($\beta = 0.187$, $p = 0.045$) & **Entertainment** ($\beta = 0.220$, $p = 0.037$) also **significantly impact** teenagers' decisions.

Non-significant factors: Customisation, Interaction & Social Media Engagement have no **direct impact** on Purchase Intention to teens.

Gender Differences: Female value customisation 23% more than males, impacted by **Customisation**. ($P=0.015$)

Conclusion & Recommendations

- Social media ads, entertaining content, and online reviews strongly affect teens' dining choices.
- Females **care more** about **personalised experiences**, while Males prefer **discounts**.
- Trends **change fast**, making long-term strategies hard.

Recommendations:

- ✓ **Utilise** emphasis on Instagram/Tik Tok with **visual-oriented** ads **A/B test** them all first.
- ✓ Make **snackable content** entertainment (e.g., **15-second** recipe reels or do social media **challenging** to get **extra discount**).
- ✓ Encourage **reviews** (e.g. **offer discounts** for posting pictures on social media).
- ✓ **Themed menus** for women, **Temporary offers** for men