

What is the impact of mobile applications on different generations as the information age advances?

W202008 Ehime University Senior High School

Overview

We will study on how restaurants adapt to the developing information society and what kind of sales strategies they are working out.

Purpose

To guide restaurants on the use of IT or social media in managing restaurants, focusing on the "food" service.

Investigation ①

We conducted a survey questionnaire among students and their guardians for qualitative research.

<Target> Students and guardians of our school

Investigation ②

We also conducted an interview at Asunaro shop, which is in Matsuyama City, in order to investigate the purpose and the results of using both apps for the restaurant

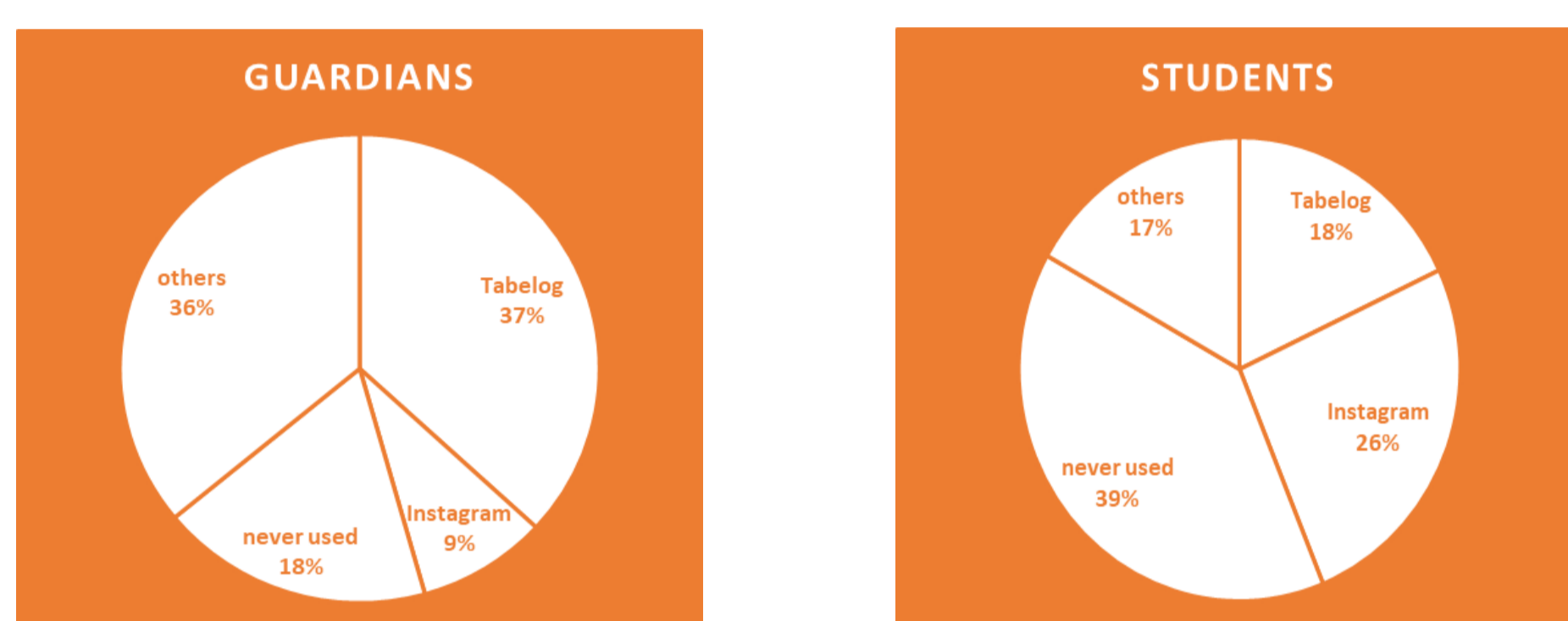


Photographed by the author

Result ①

<Number of respondents>
Guardians: 92 Students: 263

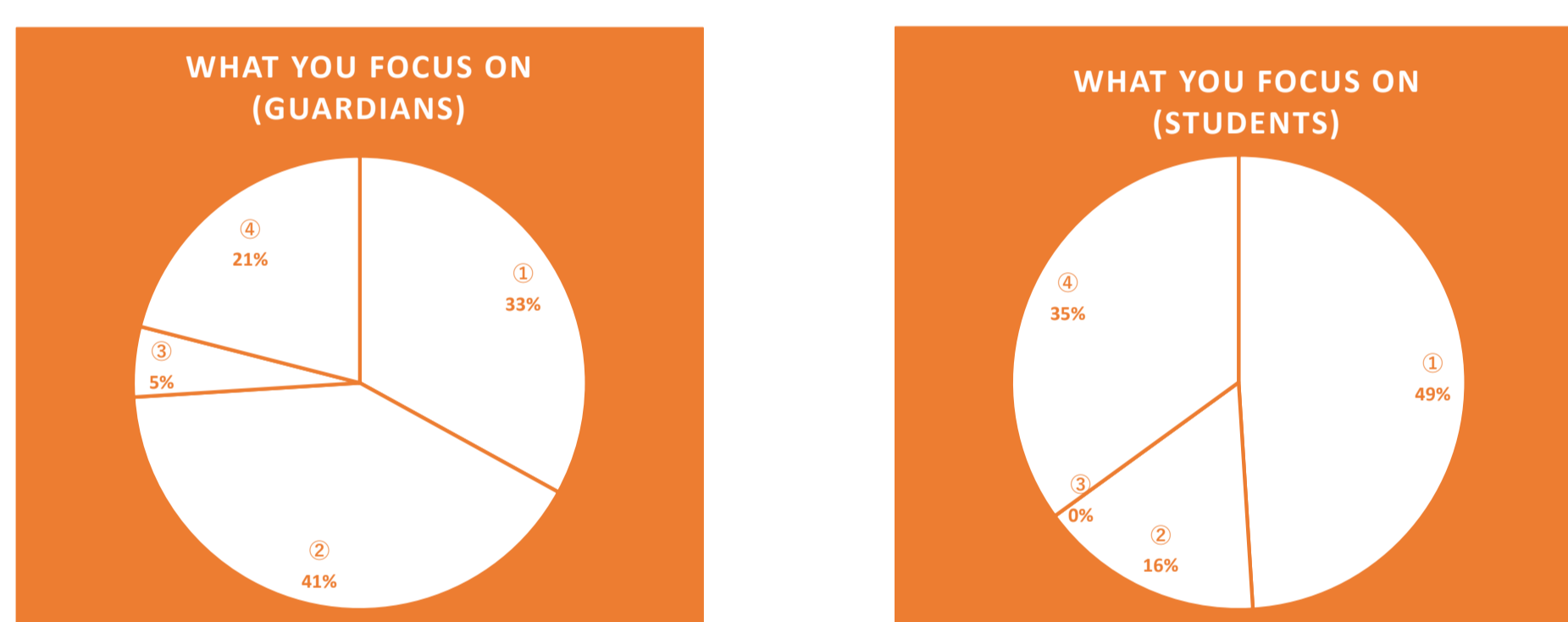
Most used applications when researching restaurants



Criteria for choosing the target restaurant:

- uses both Instagram and Tabelog.
- serves both lunch and dinner to avoid bias in the generations of customers.
- must be located within 800m from the Matsuyama City Station.

What do you focus on when using Tabelog?



① Word of mouth
② Appearance of the restaurant and photos of the food
③ Number of likes and stars rating
④ Details of the restaurant (location, number of customers, operating hours)

Result ②

Q How did you start using Tabelog and Instagram?

A Tabelog was used at the company I used to work for. Originally, Instagram was for personal use.

Q Why did you start using Tabelog and Instagram?

A Tabelog is to promote the restaurant. Instagram can advertise without paying for advertising.

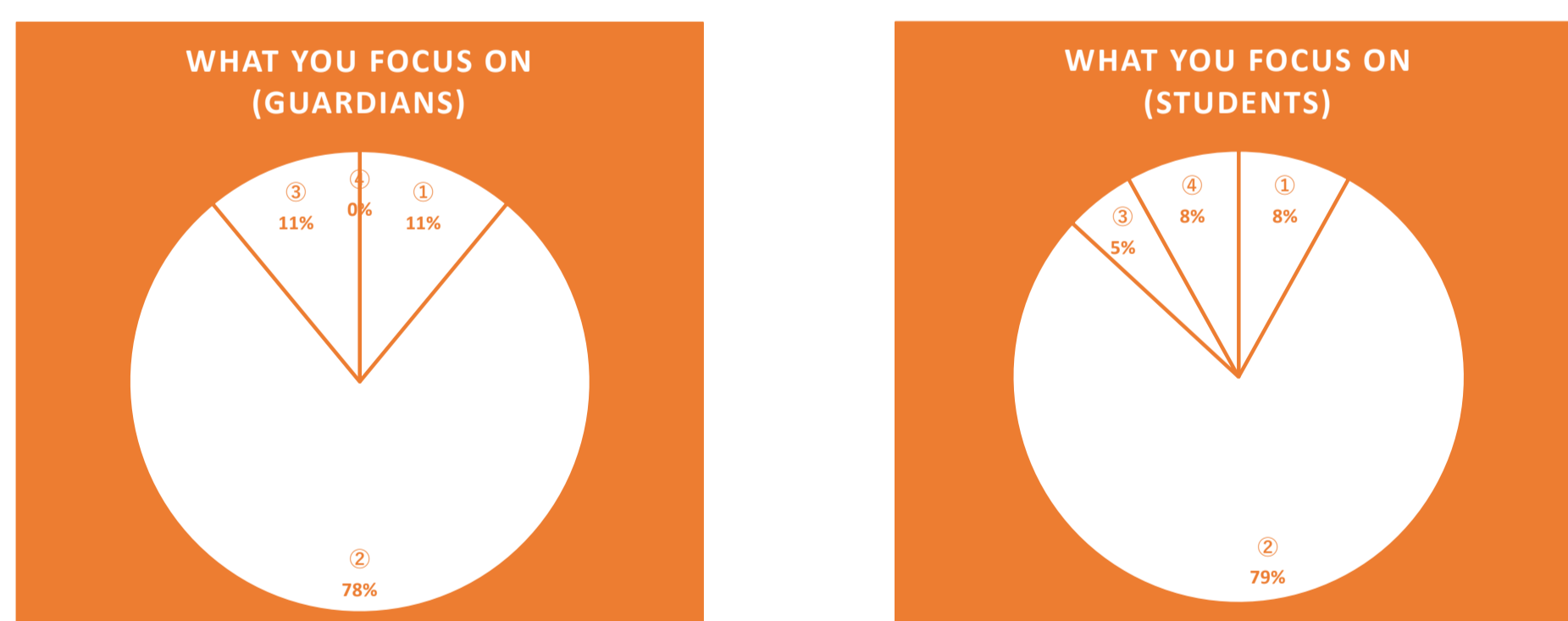
Q What are the benefits of using Tabelog and Instagram?

A What many customers knew.

Q What do you focus on when using each app?

A Photo

What do you value when using Instagram?



① Word of mouth
② Appearance of the restaurant and photos of the food
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④ Details of the restaurant (location, number of customers, operating hours)

Discussion ①

From the results of the questionnaire survey, it was found that the applications used by each generation are different, and the reasons and importance for using them are also different. In addition, it was found that the characteristics of each application, both tabelog and Instagram, matched the points of emphasis of each user and satisfied their needs.

Discussion ②

From the results of the interview at Asunaro shop, it was found that the number of customers has increased after using Tabelog and Instagram. However, Tabelogs are a medium similar to magazines and telephone directories, while Instagram is a Platform that delivers timely information. Tabelog and Instagram are used for different purposes, and are thought to increase the number of customers.

Conclusion

It was found that the modern information society requires a management strategy that understands the advantages of each mobile app and utilizes them skillfully to increase the number of customers. In addition, we learned that it is important to pay attention to the differences in the generations of consumers who use these apps, and to devise and use them according to their target customers' preferences.

Acknowledgments

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