

Research on the "Check-in" Style Consumption Experience of Internet-famous Restaurants

-- Taking A Internet-famous Restaurant in Qixingyan, Zhaoqing as an Example

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Abstract

This study investigates the "check-in" style consumption experience of consumers in internet-famous restaurants, using Restaurant A as a case study. It explores consumer experiences in the era of rapid "Internet+" development and provides operational strategies and recommendations for Restaurant A and other internet-famous restaurants. Through field surveys, online review collection, and questionnaire analysis, the study reveals that food preferences, social media influence, environmental experience, service quality, and price perception significantly impact consumer behavior. The findings indicate that enhancing service quality, creating distinctive ambiance, improving cost-effectiveness, and synergistically optimizing social media engagement with food preferences are crucial for the sustainable development of internet-famous restaurants.

Keywords

Net Celebrity Catering; Check-in Style Consumption; Consumer Experience.

1. Introduction

In the era of rapid development of "Internet+", online live streaming and short video platforms have rapidly emerged, transforming many people's dining consumption concepts. Nowadays, consumers no longer merely pursue basic sustenance but regard food consumption as a cultural enjoyment and important means of social interaction, creating unique development conditions for the prosperity of the influencer catering industry. Under the influence of "like culture," people position themselves as guardians of diverse values, using social media to achieve personal satisfaction. Current social media platforms encourage individuals to showcase and promote themselves through various means to attract audience attention. The advent of the internet has interconnected countless independent information devices, enabling people to form interpersonal networks and community relationships both in real society and virtual environments. The emergence of mobile terminals further enriches the connotation of online communication, making round-the-clock, cross-regional information exchange a reality. Influencer restaurants precisely grasp the interactivity of the internet. Through frequent sharing and communication among consumers, the "check-in" phenomenon has emerged. Consumers post exquisite photos taken at influencer restaurants on virtual social platforms like WeChat Moments, Weibo, Xiaohongshu, and short videos to "check in," hoping to gain likes and attention.

This study begins with consumers 'superficial' check-in' needs, using A viral restaurant as a case study. Through online data collection and analysis, it identifies key consumer concerns in viral dining scenarios—such as environmental ambiance, menu items, and service quality. The

collected textual data is then analyzed to explore the deeper significance and value of viral dining consumption.

2. Literature Review

2.1. "Internet Celebrity Restaurants" Check-in Behavior

The term "internet celebrity" (or "web celebrity") was formally defined by Cai Xiaolu in her 2016 article "Three Questions on the 'Internet Celebrity Economy'," which describes individuals or entities who gain widespread public attention through specific actions or events in either the real world or online environments as "internet celebrities" [1]. In 2020, Li Qingpei proposed that internet celebrity dining refers to a culinary phenomenon that achieves online visibility through media platforms, digital marketing, or influencer promotions, significantly enhances its popularity and appeal, and maintains high engagement and attention on the internet[2].

In today's context, the viral environment and exquisite dishes form the defining characteristics of internet-famous restaurants. Their popularity stems from addressing people's growing demand for quality living experiences. The People's Daily once employed the term "check-in" to encourage public visits to its founding site for historical exploration. The official media's use of "check-in" demonstrates its versatility across multiple contexts and rich connotations. Originally applied in workplace scenarios, the term referred to clock-in systems for tracking employee attendance and monitoring tardiness. However, as society evolved, its meaning expanded. Sun Baoxin noted that "check-in" can represent a payment method during card transactions, serve as a habit-forming supervision tool, indicate online participation in interactive activities, or even convey tourism implications—visiting advertised locations [3]. Zhou Mei and Li Guiping argued in 2010 that spatial and temporal elements aren't essential for check-in behaviors, but rather result from users' self-selected combinations based on personal needs [4]. The rise of social media further accelerated the semantic expansion and widespread adoption of "check-in." Today, it can refer to both app check-ins and sharing photos through social media feeds to share positive experiences. This behavior not only enriches online social interactions but also creates new marketing opportunities for businesses [5].

"Check-in" consumption at internet-famous restaurants is a consumption behavior born in the digital age, encompassing consumers' online search, purchase, usage, and evaluation of products and services. Unlike traditional consumption models, this practice integrates online information sharing with offline experiences, offering innovative strategies for the catering industry. The "check-in" consumption of internet-famous restaurants refers to a new consumption pattern where consumers, influenced by social media promotions or recommendations, proactively visit these trendy eateries for exploratory experiences [6]. Current literature indicates that research on this phenomenon remains in its infancy, with most studies focusing on macro-level aspects like causes and contextual features, while empirical analyses of the specific consumption behaviors of "check-in" consumption in internet-famous restaurants remain scarce.

2.2. Consumer Experience

"Experience" refers to the insights or feelings gained through firsthand engagement. In his 2023 article, Fu Linxin systematically reviewed existing literature and summarized experiences from multiple perspectives. From a psychological standpoint, experience denotes subjective psychological sensations, perceptions, or impressions generated through interactions with objects. Economically, it represents activities created or provided by businesses as tangible economic offerings [7]. The book *Experience Economy* defines consumer experience as "experience consumption" —the emotional and cognitive responses consumers develop when

purchasing or using products. The consumer, as the primary agent, experiences positive sensations when their emotional, physical, intellectual, or even spiritual states reach specific thresholds [8]. Renowned American marketing scholar Bernd H. Schmitt categorizes experiences into five strategic modules in *Experiential Marketing*: sensory, emotional, cognitive, action, and relational experiences. Integrating these modules enhances effectiveness for both businesses and consumers [9]. Ren Zhanchen's 2024 research highlights that in the food service industry, user experience encompasses environmental design, facility quality, service attitude, and dish flavor. Thoughtfully designed dining spaces create pleasant environments that boost both user satisfaction and overall experience [10].

2.3. Research Hypothesis Model Construction

Sun Xiaoran (2024) posits that physiological needs encompass food requirements, which constitute the fundamental demands of food influencers and represent the core essence of the catering industry [6]. Xu Wen (2021) noted in her research that influencer restaurants interact with the internet through mutual reinforcement, forming an inseparable ecosystem [11]. Online reviews and visibility in digital platforms significantly influence consumer decision-making [12]. Influencer restaurants should strategically design store locations and interior styles to create visual and psychological stimulation, providing users with pleasant dining environments [13]. A 2022 study by Sun Jitong, Huang Wenjing, and Gu Zheng revealed that consumer check-in frequency, dining frequency, and spending patterns positively correlate with average spending at influencer restaurants, with each additional visit doubling the average expenditure [14]. Dong Yu (2025) summarized service quality as comprising three elements: tangible resources (hardware facilities), service ambiance (comfortable environments), and service behaviors (staff attitudes, efficiency, and attentiveness) [15].

Based on the relevant literature, the study identifies the following variables: independent variables and dependent variable. The independent variables for the "check-in" style consumption experience of internet-famous restaurants include five factors: food preference (FM), social media influence (SMI), environmental experience (EM), service experience (SE), and price perception (PP). The dependent variable is consumer behavioral intention (RI). Four control variables are included: gender, age, occupation, and monthly income of the respondents. Based on the above analysis, this study proposes the following hypotheses:

H1: The restaurant's food and beverage (FM) positively influences consumer intention (RI).

H2: The restaurant's environmental attractiveness (EM) positively influences consumer intention (RI).

H3: The restaurant's service quality (SE) positively influences consumer intention (RI).

H4: Consumers' perceived price (PP) positively influences consumer intention (RI).

H5: Social media visibility and reviews (SMI) positively influence consumer intention (RI).

3. Research Methods

3.1. Research Subjects

Nestled in the Seven Star Rock Scenic Area—a renowned local attraction—this trendy restaurant enjoys prime location. The area's annual influx of visitors ensures steady customer flow, while its proximity to public transit and convenient parking facilities make it ideal for self-driving guests. Diners can enjoy panoramic views of the Seven Star Rock and its adjacent lakes during meals. The spacious, bright, and cozy interior features a main hall and outdoor seating area that comfortably accommodates up to 100 guests.

The trendy restaurant has strategically created Instagrammable hotspots like the "Parisian Street Bear" and regularly rotates themed events. These creative campaigns cultivate a whimsical and romantic ambiance, attracting crowds of social media enthusiasts. The viral

photo and video content significantly boosts the restaurant's visibility and influence. The menu showcases authentic Chaoshan cuisine, featuring signature dishes like Chenghai Lion-Head Goose – tender, succulent, and richly marinated with premium ingredients. The restaurant's signature Chaoshan-style marinated broth, crafted with unique recipes, offers a rich and savory flavor. Freshly pickled seafood preserves the natural umami of ingredients while delivering a smooth texture. The seafood congee, simmered with premium rice and fresh seafood, is both nutritious and delicious. Additionally, the chef's daily freshly ground tofu blended with rich abalone sauce forms a unique specialty dish, perfectly combining wholesome ingredients for a healthy and flavorful experience.

3.2. Text Analysis Method

As a leading B2C e-commerce platform, Dianping has established itself as a key player in China's lifestyle services sector, supported by its extensive user base and strong market reputation. Leveraging the platform's credibility and rich data resources, this study selected 142 user reviews for Restaurant A as research samples. Using Octopus Data Collection Tool to gather post-consumption feedback, the research systematically analyzed customer experiences during visits to this trending restaurant.

This study utilizes Dianping as its data source, employing Octopus Data Collection Software to gather consumer reviews from September 30, 2023 to February 1, 2025. To ensure data scientific rigor, the text screening process filtered out official promotional materials and evaluations, removed overly simplistic content that failed to reflect consumer experiences, and analyzed high-frequency keywords.

3.3. Questionnaire Analysis Method

To gain deeper insights into consumers' perceptions of the 'check-in' style consumption experience in viral food trends, this study collected feedback through an online questionnaire survey. The survey covered multiple dimensions including corporate image, consumption motivations, service experience, price-to-performance ratio, and social media influence, aiming to provide empirical evidence for the sustainable development of viral dining. To ensure data authenticity and objectivity, all participants answered anonymously, resulting in 302 valid responses.

After conducting a study on customer behavior at A's viral restaurant through online review collection, we developed a questionnaire framework. Analysis of online reviews revealed that environmental quality, service, menu offerings, photo check-in features, and cost-effectiveness were the most frequently mentioned keywords. Accordingly, the questionnaire focused on six core dimensions: Food Pursuit (FM), Social Media Influence (SMI), Environmental Experience (EM), Service Experience (SE), Price Perception (PP), and Consumer Intent (RI). The questionnaire comprised four sections: Section 1 assessed purchase behavior awareness; Section 2 evaluated purchase preferences; Section 3 gathered evaluations of the viral restaurant and consumption experiences; and Section 4 collected demographic data including gender, age, occupation, income, and geographic location.

To ensure the reliability of the survey data, the questionnaire design and distribution method were carefully planned. The specific measures include: First, the selection of the sample. The sample was mainly composed of consumers with a certain level of knowledge, who could fill out the questionnaire conscientiously and effectively express their opinions.

Second, the distribution channels for the questionnaire. It was primarily distributed through the online platform "Wenjuanxing" and widely shared via WeChat social media to expand coverage and enhance data collection efficiency.

4. Data Analysis

4.1. Consumer Group Profile

Our high-frequency word analysis reveals that "environment" appears 120 times among the 142 online reviews of A's viral restaurant, the highest frequency (Table 1). This indicates that customers highly value the dining environment when dining at A's restaurant. Terms like "taste," "menu," and "delicious" also rank prominently, showing that customers prioritize both the ambiance and the food quality. The next most frequent terms are "photography" and "check-in," which indirectly reflect the dining purposes and needs of customers at A's restaurant.

Table 1. Keyword Weighting Table

Keywords	Frequency	Explanation
Environment	123	Most reviews highlight the restaurant's beautiful ambiance, particularly its lake views and distinctive decor, which are major highlights.
Dishes/Flavors	101	Dish reviews are mixed. Chaoshan cuisine is generally considered authentic, though some dishes are criticized for being bland or lacking value for money.
Service	50	The service evaluation is polarized, some customers think the service is attentive, but many customers report poor service attitude or insufficient staff.
Taking photos/checking in	42	The restaurant's decor and lake view make it a perfect spot for Instagram-worthy photos, attracting many customers.
Cost-effectiveness	30	Some customers find the price too high and the value for money average, while others find the environment worth the price.
Speed of serving dishes	22	Some customers have reported slow service, especially on weekends or holidays.
Insect/Mosquito	10	Some customers dining outdoors complained about a high mosquito population, which negatively impacted their dining experience.
Parking	11	The convenience of parking is a major advantage of the restaurant, and customers generally expressed satisfaction with it.

Consumers choose the A viral restaurant for multiple reasons, with "environment" being a key factor. Dianping reviews highlight its picturesque lakeside setting and unique decor as major draws. Visitors can enjoy the scenic views while snapping photos to share on social media, fulfilling their social needs. The authentic Chaoshan cuisine also attracts food enthusiasts, whose taste buds are captivated by the distinctive flavors and exquisite dishes. The photo-sharing feature further enhances social interaction, as customers take memorable photos and post them online to connect with others.

The check-in posts of food bloggers and influencers on social media have significantly influenced consumer choices. Their recommendations have attracted numerous customers to visit popular restaurants for dining experiences. However, when selecting dining venues,

consumers also consider cost-effectiveness. While some find the prices at these trendy restaurants relatively high with average value for money, others appreciate the value for money due to the restaurant's ambiance. Service quality remains another crucial factor, with polarized reviews: while some praise attentive service, many complain about poor service attitudes or staff shortages.

4.2. Analysis of Questionnaire Data

(1) Descriptive Statistics

Descriptive analysis serves as a vital tool for examining the overall characteristics of quantitative data, providing comprehensive insights into data distribution patterns, demographic traits, and consumer preferences. The survey sample comprised 302 participants with a balanced gender distribution: 133 males (44.04%) and 169 females (55.96%), demonstrating strong gender representativeness. Age-wise, 47.02% of respondents fell within the 26-35 age bracket, while 29.14% were in the 26-35 age group. Occupationally, students constituted the largest group (31.46/95), followed by commercial, service, and military/educational sectors at 16.23%, 13.58%, and 14.57% respectively. This occupational distribution closely mirrors the consumer demographics of Hujing Restaurant's catering industry. Monthly income levels followed a near-normal distribution, with 28.81% in the second income bracket, 26.49% in the third, and only 6.95% in the fifth bracket for high-income groups.

(2) Reliability analysis

This study assessed the reliability of the data using Cronbach's α coefficient. After conducting reliability tests on 20 measurement items of the questionnaire, the results showed an overall Cronbach's α coefficient of 0.911, significantly higher than the benchmark value of 0.9. This data indicates that the questionnaire possesses excellent reliability, providing a solid data foundation for subsequent in-depth analysis.

The analysis reveals that the Cronbach's alpha coefficients for the Food Pursuit (FM) variable are 0.763, while those for social media (0.764), environment (0.793), service experience (0.77), price perception (0.787), and consumer behavioral intention (0.771) variables are 0.764, 0.764, 0.793, 0.77, 0.787, and 0.771 respectively. All variables demonstrate strong stability in the questionnaire, and their reliability meets the research requirements.

(3) Validity analysis

The data analysis revealed a KMO value of 0.915, well above the 0.7 threshold. The Bartlett's test showed a significant chi-square statistic of 2873.013 ($p=0.000$), confirming statistically significant correlations among variables and demonstrating strong structural validity of the questionnaire. Factor analysis demonstrated that the scale could be effectively condensed into five factors, with each factor accounting for less than 50% of the variance. The rotated factors exhibited a more balanced variance explanation.

(4) Correlation Analysis

This study employed correlation analysis to examine the relationships between food pursuit, social media engagement, environmental experience, service experience, price perception, and consumer behavioral intentions, with Pearson correlation coefficients quantifying the strength of these associations. The analysis revealed significant correlations across all variables: Food pursuit showed a positive correlation with consumer behavioral intentions (correlation coefficient: 0.605; all values > 0), as did social media engagement (0.630; all values > 0). Environmental experience demonstrated a significant positive correlation (0.683; all values > 0), while service experience exhibited a strong positive correlation (0.730; all values > 0). Price perception also demonstrated a significant positive correlation (0.539; all values > 0) with consumer behavioral intentions.

(5) Linear regression analysis

This study uses SPSS 23.0 software to analyze the linear regression of the four variables, which are food pursuit, social media, environmental experience, service experience and price perception, and the dependent variable is consumer behavioral intention.

First, we analyze the regression relationship between Food Motivation (FM) and consumer behavioral intention. The regression model shows an R^2 of 0.364, with an R value of 0.367, indicating that food motivation (FM) accounts for 36.4% of the variance in consumer behavioral intention. This suggests that food motivation (FM) significantly influences the level of consumer behavioral intention. The F-test ($F=173.599$, $p<0.01$) confirms the model's statistical significance. The model yields a constant term of 0.942 and a regression coefficient of 0.713. A t-test on the regression coefficient ($t=13.176$, $p<0.01$) demonstrates that food motivation (FM) has a statistically significant positive impact on consumer behavioral intention. This indicates that enhancing food motivation (FM) quality is a crucial factor in the catering industry for attracting consumers and fostering positive behavioral intentions such as repeat visits and recommendations.

Secondly, we analyze the regression relationship between social media influence (SMI) and consumer behavioral intention. The regression model shows an R^2 of 0.396 with adjusted R^2 at 0.394, indicating that social media influence (SMI) accounts for 39.4% of the variance in consumer behavioral intention. This suggests that social media influence (SMI) exerts a measurable impact on consumer behavioral intention. The F-test ($F=197.024$, $p<0.01$) confirms the model's statistical significance. The model yields a constant term of 2.034 and a regression coefficient of 0.604. A t-test on the regression coefficient ($t=14.037$, $p<0.01$) demonstrates that social media influence (SMI) has a statistically significant positive effect on consumer behavioral intention. Social media influence (SMI) shows a significant positive impact on consumer behavioral intention, explaining 39.4% of the variance in behavioral intention. This indicates that in the catering industry, consumers may use social media influence (SMI) to access restaurant information, view reviews, or engage in interactions, thereby influencing their behavioral intentions.

Third, the regression analysis of environmental experience (EM) and consumer behavioral intention reveals an adjusted R^2 of 0.465, with an R^2 of 0.466 in the regression model. This indicates that environmental experience (EM) accounts for 46.5% of the variance in consumer behavioral intention, suggesting that social media influence (SMI) partially affects the level of consumer behavioral intention. The F-test ($F=262.124$, $p<0.01$) confirms the model's statistical significance. The model yields a constant term of 0.59 and a regression coefficient (B-value) of 0.752. A t-test of the regression coefficient ($t=16.19$, $p<0.01$) demonstrates that environmental experience (EM) has a significant positive impact on consumer behavioral intention. Consumers are likely to prefer restaurants with comfortable environments and pleasant atmospheres, which in turn generates stronger behavioral intentions (such as repeat visits and recommendations).

Fourth, the regression analysis of service experience (SE) and consumer behavioral intention reveals an R^2 of 0.534 (adjusted R^2 : 0.532) in the model, indicating that service experience accounts for 53.2% of the variance in consumer behavioral intention. This suggests that service experience exerts a measurable influence on consumer behavior. The F-test ($F=343.211$, $p<0.01$) confirms the model's statistical significance. The model yields a constant term of 0.949 and a regression coefficient (B-value) of 0.753. A t-test of the regression coefficient ($t=18.526$, $p<0.01$) further demonstrates the significant positive relationship between service experience and consumer behavioral intention. Service experience quality serves as the core driver of consumer behavioral intention, with consumers showing high sensitivity to service quality. Improvements in service quality directly and significantly enhance consumption willingness and loyalty.

Fifth, the regression analysis of price perception (PP) and consumer behavioral intention revealed an R^2 of 0.491 (adjusted R^2 : 0.489), indicating that price perception (PP) accounts for 48.9% of the variance in consumer behavioral intention. This suggests that price perception (PP) exerts a measurable influence on consumer behavior. The F-test ($F=123.057$, $p<0.01$) confirms the model's statistical significance. The regression model yielded a constant term of 2.367 and a coefficient (B-value) of 0.5. A t-test of the regression coefficient ($t=11.093$, $p<0.01$) further demonstrates that price perception (PP) has a statistically significant positive impact on consumer behavioral intention. Notably, the constant term of 2.367 for price perception (PP) is the highest among all variables.

Through regression analysis, all coefficients (B) in the relationships were positive, confirming that Food Motivation (FM), Social Media Influence (SMI), Environmental Experience (EM), Service Experience (SE), and Price Perception (PP) significantly positively influence consumer behavioral intention (SMI), as shown in Table 2. The study identified service experience (SE) as the core driver: it demonstrated the strongest explanatory power (53.2%) and highest effect strength (Beta=0.73), indicating that service quality improvements directly and significantly enhance consumption willingness. Environmental experience (EM) and price perception (PP) played key roles: both EM ($R^2=0.465$) and price ($R^2=0.489$) explained nearly 50% of the variance, revealing consumers' high sensitivity to dining environment comfort and price perception. Social media influence (SMI) and food motivation (FM) showed moderate explanatory power (Beta=0.63 and 0.605 respectively), but their explanatory strength was relatively low, requiring optimization when combined with other variables.

Table 2. Summary of Regression Analysis

variable	R^2	Beta	Regression coefficientB	t	Ranking
SE	0.532	0.73	0.753	18.526	1
EM	0.465	0.63	0.752	16.190	3
PP	0.489	0.539	0.500	11.093	2
SMI	0.394	0.63	0.604	14.037	4
FM	0.364	0.605	0.713	13.176	5

5. Conclusion

5.1. Research Findings

(1) Service experience (SE) is the primary driver, yet service efficiency requires improvement. Among the 42 online reviews of the A influencer restaurant, service-related comments appeared 50 times, with mixed feedback. While some customers praised the attentive service, negative reviews mainly focused on "slow food delivery" and "poor service attitude," indicating that service efficiency and consistency need enhancement.

The questionnaire data analysis reveals that service experience (SE) demonstrates the strongest explanatory power for consumer behavioral intentions ($R^2=0.532$, Beta=0.73), serving as the key variable influencing check-in-style consumption experiences. Theoretically, this finding validates Burt Schmidt's "action experience" theory, which posits that efficient and professional services directly motivate consumers to engage in repeat purchases and positive behavioral intentions to recommend to others. Therefore, influencer-driven food brands should prioritize refining their service systems as a core competitive advantage, enhancing service quality through optimized processes and enhanced staff training.

(2) Environmental Experience (EM) is the key to differentiation, but homogenization should be avoided

In the analysis of online reviews for Restaurant A, the term 'environment' appeared 123 times across 142 reviews, the highest frequency. This indicates that customers highly value the restaurant's ambiance, making the environment the top factor in attracting them.

The analysis of questionnaire data reveals that environmental experience significantly influences consumer behavior intentions, accounting for 46.5% of the variance (Beta=0.63). However, the survey indicates that most trendy restaurants currently exhibit repetitive interior design styles, which fails to sustain customer engagement. From the perspective of experiential marketing theory, relying solely on visual impact is insufficient. Restaurant environments should incorporate distinctive elements, such as incorporating local cultural features or periodically rotating themed settings, to consistently deliver fresh experiences to customers.

(3) Price Perceptions (PP) exhibit value sensitivity characteristics, requiring enhanced cost-effectiveness

An analysis of online reviews for an internet-famous restaurant shows that 'value for money' was mentioned 30 times across 142 reviews. Some consumers found the prices too high, which they felt didn't match the quality of dishes or service. This suggests that certain customers feel there's a gap between the current service quality, environment, and pricing.

The analysis of questionnaire data reveals that the regression coefficient for price perception reaches 0.5, with its constant term of 2.367 standing out among all metrics. This indicates that while customers are sensitive to price fluctuations, they prioritize the tangible value derived from consumption experiences over mere cost reduction. This finding validates the core tenet of the "experience economy" — modern consumers are willing to pay premium prices for premium experiences.

(4) Social media and food pursuit need to be optimized together to avoid "one-time check-in"

An analysis of online reviews for Restaurant A reveals that 'photo-taking/check-in' was mentioned 42 times across 142 reviews, highlighting the significant role of social display needs and the influencer effect in customers' motivations for visiting. However, the frequent contradictory comments like 'the environment is great for photos but the food is mediocre' in these reviews indicate a gap between visual appeal and actual taste experience.

The questionnaire data analysis reveals that while social media influence (SMI) and food appeal (FM) significantly impact consumer behavior (with regression coefficients of 0.63 and 0.605 respectively), their explanatory power remains relatively limited (R^2 values of 0.394 and 0.36). This suggests these factors require synergy with other elements to maximize their impact. Theoretically, this phenomenon validates the holistic nature of experiential marketing: influencer-driven restaurants must develop signature dishes and implement online interactive strategies (e.g., hosting food blogger tasting events) to transform "check-in" customers into loyal patrons.

5.2. Research Implications

(1) Optimize service processes and staff training to improve restaurant efficiency and customer satisfaction.

Survey results indicate relatively low satisfaction with service efficiency aspects such as food delivery speed and service procedures. To address this, restaurants should optimize service processes by streamlining kitchen operations, enhancing interdepartmental collaboration to reduce wait times, and implementing the "3-minute response" standard. Staff training programs should be strengthened to improve service professionalism and adaptability, including monthly "Service Star" awards linked to performance bonuses. Specialized training in polite language and communication skills should be provided to ensure staff deliver warm, professional, and attentive service. Personalized services like birthday surprises, customized dishes for dietary preferences, and tailored dining suggestions should be offered. A dedicated

service emergency team should handle customer complaints, while feedback channels such as suggestion boxes and online platforms should be utilized. Regular analysis of customer feedback should drive service improvements, with timely recognition and rewards for valuable suggestions to better understand needs and enhance satisfaction and loyalty.

(2) Optimize the design of dining environment, strengthen the comprehensive attraction of "environment + food + social", and improve the consumer behavior intention.

Survey results demonstrate that environmental factors exert a significant positive influence on consumer behavior intentions, accounting for 46.5% of behavioral changes. This indicates that in the food service industry, dining environments such as interior design styles and ambiance have the most pronounced impact on consumer behavior, even surpassing culinary quality and social media engagement. Restaurants should prioritize environmental comfort and aesthetics through well-designed decor to create inviting dining atmospheres. Regular inspections and improvements of facilities are essential to ensure enjoyable dining experiences. Highlighting unique environmental features through marketing campaigns—such as sharing high-quality environmental photos or videos on restaurant accounts—can effectively attract customers. Creating distinctive themed environments like holiday decorations or IP collaborations helps maintain freshness. While environmental factors dominate, restaurants should still leverage culinary excellence and social media advantages to deliver comprehensive services. For instance, introducing signature dishes in comfortable settings and sharing them via social media can create a multi-dimensional appeal combining "environment + cuisine + social interaction."

(3) Deepen the operation of social platforms, and promote the development of restaurants with the "delicious food + sharing" model.

Survey data confirms that social media has a significant impact on customer decision-making, with accurately targeting the right audience being the core element of successful marketing. Catering businesses should focus on the following tasks: First, fully utilize mainstream social platforms (such as WeChat, Weibo, Xiaohongshu, TikTok, etc.) for promotion, attracting customers' attention through carefully crafted content like dish highlights, environmental displays, and authentic reviews. Second, design interactive marketing activities such as check-in rewards and promotional discounts to encourage customers to actively share their dining experiences. Additionally, maintain positive interactions with fans by promptly responding to comments and inquiries, and boost user engagement through regular live streams and prize draws. Finally, skillfully integrate product features with social sharing by highlighting dish highlights in content creation and leveraging influencer promotions to create a "delicious + social" synergy, thereby effectively expanding brand awareness.

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