

# Eating Out: The Digital Consumer - UK - April 2015

Report Price: £1750.00 | \$2834.04 | €2223.04

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“As the mobile platform remains a relatively underdeveloped part of the restaurant market in the UK, there is much scope for operators to use smartphone apps to push more impulsive eating out habits, such as through ‘push’ marketing techniques.”

– Helena Childe, Senior Foodservice Analyst

This report looks at the following areas:

- Digital discounting opportunities
- Restaurant apps must fit into customers' lifestyles
- Using digital services to tap into consumer demand for immediacy
- Trends towards more digital dining rooms

Social media use is now well ingrained among UK consumers. Foodservice operators are now beginning to explore these channels, though their presence remains limited. For example, digital technology is helping brands to insert themselves more seamlessly into consumers' lifestyles.

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## Table of Contents

### Introduction

Definition

Abbreviations

### Executive Summary

Market factors

Companies, brands and innovation

The consumer

Frequency of eating out

Figure 1: Frequency of eating out in the last three months, February 2015

Factors influencing venue choice

Figure 2: Factors influencing venue choice, February 2015

Online restaurant/takeaway research habits

Figure 3: Online restaurant/takeaway research habits, February 2015

Interest in smartphone services for restaurant apps

Figure 4: Interest in smartphone services for restaurant apps, February 2015

Interest in restaurant website features

Figure 5: Interest in restaurant website features/content, February 2015

Attitudes towards restaurant/takeaway websites

Figure 6: Attitudes towards restaurant/takeaway websites, February 2015

What we think

### Issues and Insights

Digital discounting opportunities

The facts

The implications

Restaurant apps must fit into customers' lifestyles

The facts

The implications

Using digital services to tap into consumer demand for immediacy

The facts

The implications

Trends towards more digital dining rooms

The facts

The implications

### Trend Application

Immaterial World

Influentials

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Life Hacking

## Market Drivers

Key points

Demographic challenges and opportunities

Figure 7: Trends in the age structure of the UK population, 2009-19

Social media usage

Consumers' usage of social media in regards to restaurants remains underdeveloped

More reasons to visit restaurants' social media pages needed

Smartphone usage

Mobile apps

'Push' marketing techniques

Encouraging diners to 'check in'

Connecting with a 'captive audience' on the go

Payment methods

A 'cashless' society?

Figure 8: Use of payment methods, by selected types of transactions, September 2014

Usage of mobile apps

## Who's Innovating?

Key points

Online sales and bookings

New app developments

Engaging loyalty features

Frictionless mobile experiences

Mobile payment technology

Other convenient payment opportunities

Incentivising usage of new technology

Streamlining the process

One-stop shop apps

Digital dining options

Prepaid tables coming to the UK

In-store developments

Wi-Fi

Charging stations

Digital signage and ordering

Queue-busting apps

MyCheck

Orderella

Q App

QikServe

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SwipeStation

## The Consumer – Frequency of Eating Out

Key points

Frequency of eating out

Figure 9: Frequency of eating out in the last three months, February 2015

Digitally catering to consumers' bargain-hunting mentality

Fostering impulsiveness

Opportunities for social media sites to be used as another purchasing platform

Figure 10: Diners who eat out more than once a week, by frequency of visiting Twitter, February 2015

## The Consumer – Factors Influencing Venue Choice

Key points

Factors influencing venue choice

Figure 11: Factors influencing venue choice, February 2015

Direct mail is still relevant in the digital age

Price promotions

## The Consumer – Online Restaurant/Takeaway Research Habits

Key points

Online restaurant/takeaway research habits

Figure 12: Online restaurant/takeaway research habits, February 2015

Jumping on the selfie bandwagon

Gamification

Rewarding customers for sharing with cashback

Collective intelligence

Recommendations via social media

## The Consumer – Interest in Smartphone Services for Restaurant Apps

Key points

Increasing the usefulness of restaurant apps

Figure 13: Interest in smartphone services for restaurant apps, February 2015

Deals applied through apps appeal to more than a quarter of diners

Digital loyalty schemes provide opportunities for further prompts

Gamification techniques can help improve engagement with apps

Student venues play on youths' interest in apps

Using apps to garner useful feedback

## The Consumer – Interest in Restaurant Website Features

Key points

Interest in restaurant website design features

Figure 14: Interest in restaurant website features/content, February 2015

Using food imagery online to build transparency and create buzz

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Video content can also help build familiarity and authenticity

It's not just about the food as marketing the atmosphere comes to the fore with video content online

Creating more emotive connections with consumers through digital marketing

Guiding choice to create upselling opportunities

Attitudes towards restaurant/takeaway websites

Figure 15: Attitudes towards restaurant/takeaway websites, February 2015

A third of diners like to browse restaurant websites in their leisure time

Video content is helping make the research process more engaging

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