

Eating Out: The Decision Making Process - UK - July 2014

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“Recommendations from family/friends are key influencers in venue choice, whilst online review sites populated with customer-generated content are also now popular among diners. Operators are encouraged to embrace the new era and promote peer-to-peer reviews and, where possible, create their own legion of brand ambassadors.”

– Helena Spicer, Senior Foodservice Analyst

This report looks at the following areas:

- Relaxation is a key consumer demand when dining out
- Discounting – The double-edged sword
- Creating brand ambassadors

The eating out market is well placed to benefit from rising consumer confidence in 2014 as a popular discretionary spending area. However, operators in the market also have to contend with consumers' saving mentality, putting the onus firmly on restaurants to more proactively give them a reason to purchase. As a result, the market is seeing the continued development of areas such as all-day dining and multifaceted/multiservice formats. More targeted concepts such as fast casual dining which appeal to the time-pressed consumer are also gaining ground.

Trends such as pre-ordering, prepayment and other online/mobile services are gaining ground as operators look to make it increasingly easy for consumers to choose their brand. This is fuelled by the need for brands to increase their relevance to consumers' wider lifestyles.

Meanwhile, other online marketing techniques such as video content are also increasingly significant as operators look to create standout and develop more personalised relationships with consumers. The need to build brand loyalty is a particularly pressing concern for the industry after a long period of heavy discounting. This has fuelled promiscuity amongst diners.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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