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MODERN MARKETING INFORMATION TECHNOLOGIES AND THEIR USE IN THE RESTAURANT BUSINESS

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Abstract

The restaurant industry is a service-oriented sector that aims to enhance individuals' quality of life. Effective marketing strategies, public relations tactics, and customer loyalty management are essential components of this industry. This research aims to examine the current landscape of innovative marketing approaches used to strengthen customer loyalty in catering establishments. The study's methodology is based on scientific theories and conceptual frameworks in enterprise analysis and marketing. The key findings highlight the importance of integrating innovative marketing methods to promote consumer loyalty towards restaurant services. In conclusion, it is emphasized that leveraging marketing innovations is a crucial approach to strengthening consumer loyalty. To effectively implement these innovations, it is necessary to develop robust strategies for managing and incentivizing customer loyalty. The practical significance of these findings lies in the viability of employing both traditional and unconventional marketing techniques, coupled with novel customer communication methods, within catering establishments. Such approaches are vital for optimizing service sales and maintaining competitiveness amidst challenging market dynamics.

Key words: *restaurant business, restaurant entities, innovative marketing methods, management, marketing.*

1. Introduction

The restaurant business, as a service industry, involves not only providing high-quality food but also building strong relationships with customers, implementing effective marketing and PR strategies, and commercializing innovative developments. Finding new ways to

communicate with customers and reach new audiences is a key area of focus for the restaurant industry in the coming years.

2. Literature review

The issues of development and application of information technologies and their importance in marketing activities have been paid much attention to and discussed in scientific papers and publications by such researchers as: S Karpova [1], D Ryndyuk [2], V Peshko [2], J Kietzmann [3], N Wiers [4], M Rekha [5] and S Asharaf [5], and many others.

Most researchers on information technology believe that the use of modern information and communication technologies will provide enterprises with a much more rational and successful solution to the tasks facing the business. However, given the rapid development of information technology and trends, the latest approaches to marketing, these issues require constant research and monitoring

3. Methodology

Based on the work of Y I Zharkovskyi [6], a survey was conducted to analyze the integration of information technology in the hospitality and food industries. The study examined various restaurant enterprises that use information technology. The results indicate that most restaurants have widely adopted POS systems and online food ordering services. Additionally, mobile apps are favored by both customers and restaurants, while social media platforms play a crucial role in promoting brands and acquiring customers for restaurants.

The research shows that using information technology can help restaurant businesses improve their operations, customer service, and profits. For example, implementing POS systems allows restaurants to manage inventory and monitor financial performance, which helps with effective business administration. Online food ordering services allow restaurants to increase order volumes and speed up food delivery, leading to higher customer satisfaction and revenue.

Additionally, restaurants must ensure the security and privacy of customer data due to the large amount of information they collect. Businesses must comply with relevant laws, data protection regulations, and industry standards. Additionally, it is crucial to provide adequate training to staff on data security protocols.

4. Data analysis and results

In essence, information technology stands as a pivotal factor in the advancement of restaurant businesses, necessitating proactive adoption of novel technologies and innovations for success within the hospitality market. This pivotal aspect determines their trajectory and viability in the market. Drawing from the study, several recommendations can be proposed for restaurant enterprises regarding the utilization of information technology:

1. Implement POS systems and other software solutions to automate operations and monitor financial performance, thereby facilitating efficient business management and profit augmentation.

2. Embrace online food ordering services and mobile applications to streamline customer service, ensuring convenience and promptness, consequently boosting order volume and enhancing customer satisfaction.

3. Harness social media platforms to bolster brand visibility and attract fresh clientele, utilizing content such as food and beverage imagery alongside promotional offers.

4. Prioritize the security and confidentiality of customer data, adhering to data protection standards diligently.

5. Invest in staff training and development initiatives to uphold service excellence and maximize customer contentment.

Table 1

The most common information technologies used in the restaurant business used in the restaurant business

Technology	Description
Mobile applications	Apps that allow you to order food and reserve tables on mobile devices
Online services ordering	Services that allow you to order food online from the restaurant's website
POS systems	A point-of-sale system used to collect information and payment
Wi-Fi technology	Wireless Internet in restaurants, allowing customers to stay connected and use online services in touch and use online services
Media	Platforms that allow restaurants to interact with customers and promote their brand on social media
Cloud technologies	Data storage and sharing systems that allow restaurants to access their data from any device and from any location

5. Discussion

In the future, restaurants will continue to use information technology to improve customer service quality and efficiency, and to remain competitive in the hospitality market. The development of the Internet of Things and artificial intelligence will allow restaurants to automate most processes while maintaining high service quality and efficient business management.

Furthermore, the popularity of mobile applications and online food ordering services is expected to continue to increase, providing customers with greater convenience and speed. In addition, social media is expected to play an increasingly significant role in promoting and marketing restaurants.

Overall, the advancement of information technologies enables restaurant enterprises to secure competitiveness in the market, increase profits, and improve the quality and efficiency of customer service. To succeed in the hospitality market, restaurant establishments must continually evolve and embrace the latest trends and innovations in information technology (refer to Table 2).

Table 2

**Advantages and disadvantages of using information technologies
in the restaurant business**

Advantages	Disadvantages
Increase work efficiency	The need for investment in IT
Improving the quality of service	Dependence on technology
Process automation	The need for staff training
Online food ordering	Risk of data loss
Improving marketing	The need for constant updating
Increasing competitiveness	Risk of technical failures

6. Conclusions

Therefore, it is evident that information technologies can enhance the efficiency and quality of customer service in the restaurant business. However, it is important to address any negative consequences that may arise from their usage.

In conclusion, information technologies play a crucial role in the development of the restaurant business by improving customer service quality, increasing profits, and maintaining competitiveness in the market.

Restaurants commonly use POS systems, online food ordering services, mobile applications, and social media.

To succeed in the market, restaurant enterprises must be prepared to adopt new technologies and continually improve. Their success and future in the hospitality market depend on how effectively they leverage information technologies.

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