

**A STUDY ON INFLUENCE OF SOCIAL MEDIA'S ROLE  
IN CONSUMER PURCHASE INTENTION OF  
FASTFOOD**

*Dissertation submitted to Mahatma Gandhi University, Kottayam in partial  
fulfillment of the requirements for the award of the degree of*

**BACHELOR OF COMMERCE**

*BY*

**RIYA SUSAN VARGHESE [210021063197]**

**MUHAMMED SANIN AH [210021063191]**

**RENJISHIR [210021063196]**

*Under the guidance of*

**M.s OMAL**

**ASSISTANT PROFESSOR**

**DEPARTMENT OF COMMERCE**

**(COMPUTER APPLICATION)**



***BHARATA MATA COLLEGE, THRIKKAKARA, KERALA (2021-2024)***

## DECLARATION

We, **RIYA SUSAN, MUHAMMED SANIN AH , RENJISHIR**, B. Com Final year students, Department of commerce (Computer Application), Bharata Mata College Thrikkakara, hereby declare that the Dissertation submitted for the award of Bachelor's Degree is our original work. We further declare that the said work has not previously been submitted to any other University or Academic Body.

## **CERTIFICATE**

This is to certify that this Project entitled, “A study on influence of social media’s role in consumer purchase intention of fast-food”. Is a record of genuine work done by **RIYA SUSAN, MUHAMMED SANIN AH and RENJISHIR** of sixth semester **Bachelor of Commerce** programme of Bharata Mata College, Thrikkakara, under my guidance and supervision and it is hereby approved for submission.

Place: Thrikkakara

Date:

**DR OMAL.M**

Assistant Professor  
Department of Commerce  
Bharata Mata College

**Name and Signature of External Examiner:**

**Date:**

## ACKNOWLEDGEMENT

In preparation of this Dissertation “A study on influence of social media’s role in consumer purchase intention of fastfood” We received valuable guidance and encouragement from many quarters: we take this opportunity to thank them all. Firstly, we thank the God Almighty for showering his bountiful blessings without which we would not have completed this Dissertation successfully. We express our deep sense of gratitude to HOD Assistant Professor, Pathmajakhliujk Miss, Head of the Department of Commerce (Computer Application). In the task of preparing Dissertation report we have been assisted by respected teachers of Bharata Mata College, Thrikkakara.

We would like to express our gratitude to our Academic Guide Assistant Professor OMAL.M, Faculty of Commerce (Computer Application), for her meticulous guidance and constant encouragement throughout our Dissertation. We are extremely indebted to our parents and friends for their encouragement given in our task of preparing the Dissertation report. We again extend our whole sincere to all those who has directly and indirectly helped us during our work.

RIYA SUSAN VARGHESE

MUHAMMED SANIN

RENJISH IR

## TABLE OF CONTENTS

SL.NO	CONTENT	PAGE NO
1	LIST OF TABLES	
2	LIST OF CHARTS	
3	INTRODUCTION	
4	LITERATURE REVIEW	
5	THEORETICAL FRAMEWORK	
6	DATA ANALYSIS AND INTERPRETATION	
7	FINDINGS, SUGGESTION AND CONCLUSION	
8	BIBLIOGRAPHY	
9	ANNEXTURE	

## LIST OF TABLES

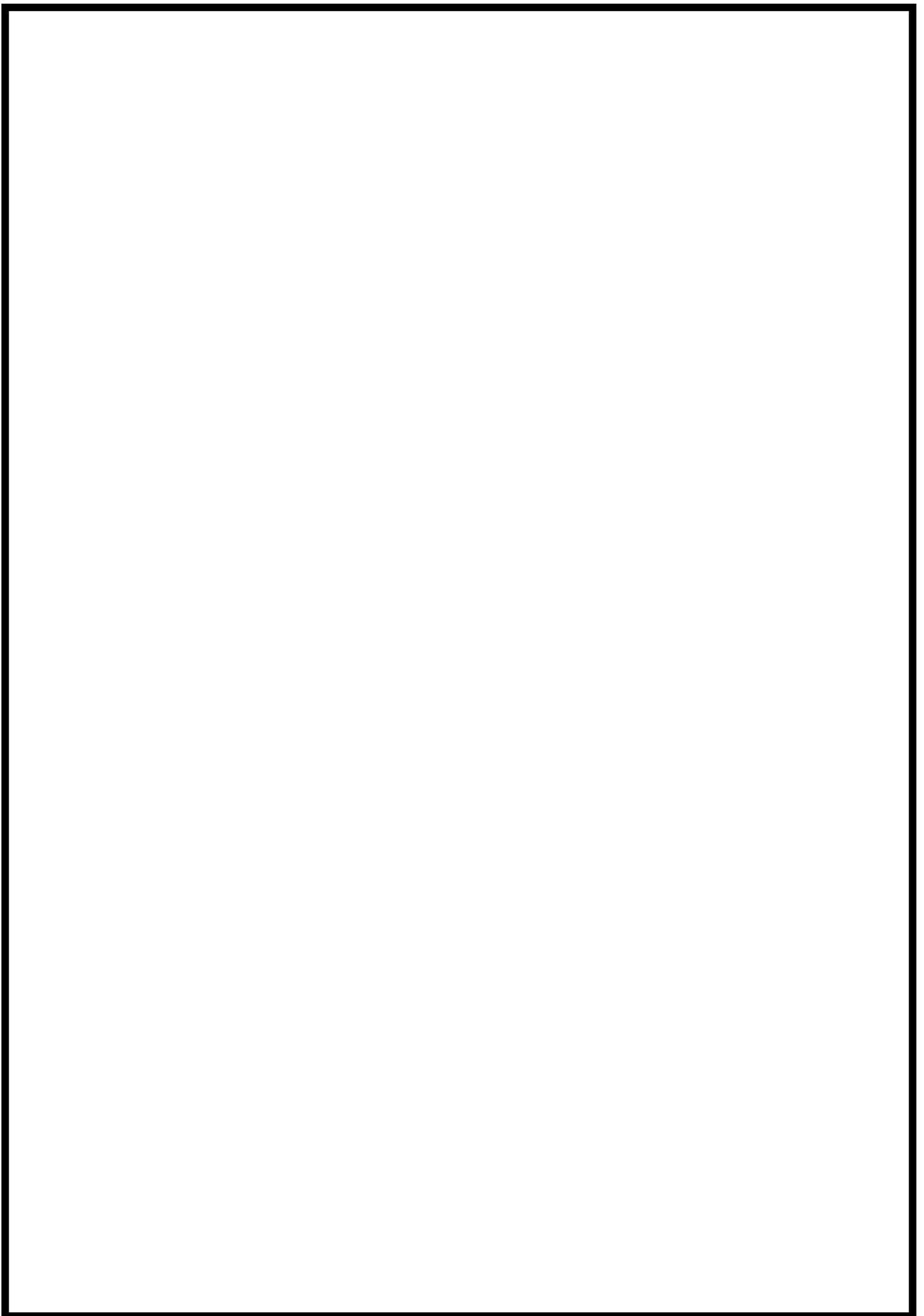
TABLE NO	CONTENT	PAGE NO
4.1	CLASSIFICATION ON THE BASIS OF GENDER	
4.2	CLASSIFICATION ON THE BASIS OF AGE	
4.3	ARE YOU WORKING OR STUDYING	
4.4	USAGE OF SOCIAL MEDIA PLATFORM	
4.5	USAGE OF FASTFOOD APPS	
4.6	OCCURRENCE OF FAST FOOD POSTS BY REGULAR USERS ON SOCIAL MEDIA	
4.7	FREQUENCY OF TRYING OUT VIRAL FOOD TRENDS	
4.8	IMPACT OF ONLINE REVIEWS ON FAST FOOD PURCHASE DECISIONS	
4.9	UTILIZATION OF SOCIAL MEDIA DISCOUNTS FOR FAST FOOD PURCHASES	
4.10	ASSESSING THE IMPACT OF SOCIAL MEDIA INFLUENCERS ON FAST FOOD PURCHASE DECISIONS	
4.11	FACTORS INFLUENCING FAST FOOD PURCHASE DECISIONS ON SOCIAL MEDIA	
4.12	IMPACT OF NEGATIVE FOOD REVIEWS ON SOCIAL MEDIA	
4.13	TYPES OF ADS WHICH INFLUENCE THE PURCHASE DECISIONS	
4.15	CUSTOMER PREFERENCES REGARDING TRUST IN INFLUENCERS' FAST FOOD RECOMMENDATIONS ON SOCIAL MEDIA	
4.16	MOST PREFERRED SOCIAL MEDIA IN SHAPING FASTFOOD CHOICES	
4.17	ANALYSING THE ROLE OF SOCIAL MEDIA IN SHAPING THE FUTURE OF FAST FOOD INDUSTRY	
4.18	INFLUENCE OF SOCIAL MEDIA ADS	
4.19	EVALUATING THE FREQUENCY OF SHARING FAST-FOOD FINDS FROM SOCIAL MEDIA OR APPS WITH FRIENDS AND FAMILY.	

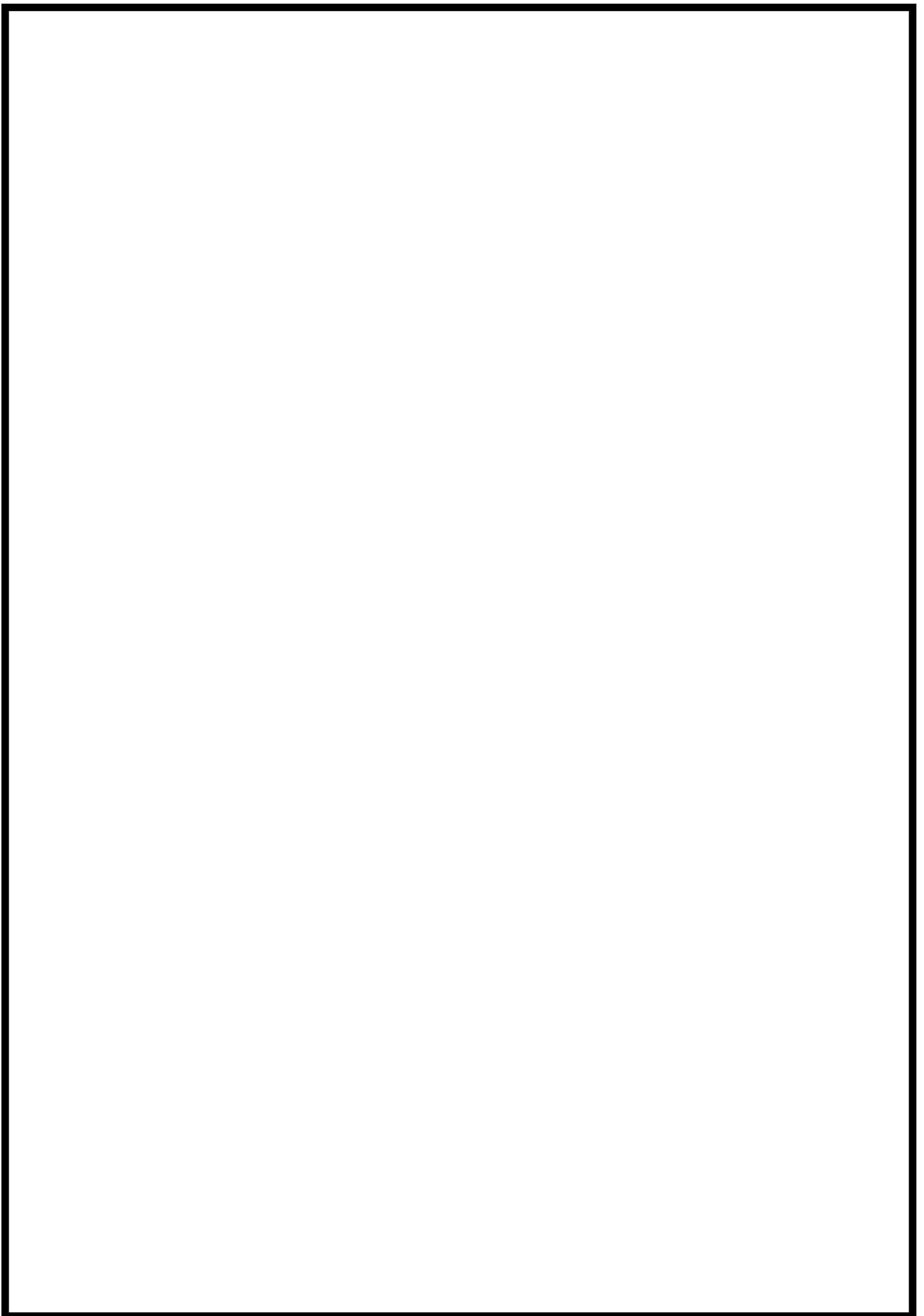
## LIST OF CHARTS

TABLE NO	CONTENT	PAGE NO
4.1	CLASSIFICATION ON THE BASIS OF GENDER	
4.2	CLASSIFICATION ON THE BASIS OF AGE	
4.3	ARE YOU WORKING OR STUDYING	
4.4	USAGE OF SOCIAL MEDIA PLATFORM	
4.5	USAGE OF FASTFOOD APPS	
4.6	OCCURRENCE OF FAST FOOD POSTS BY REGULAR USERS ON SOCIAL MEDIA	
4.7	FREQUENCY OF TRYING OUT VIRAL FOOD TRENDS	
4.8	IMPACT OF ONLINE REVIEWS ON FAST FOOD PURCHASE DECISIONS	
4.9	UTILIZATION OF SOCIAL MEDIA DISCOUNTS FOR FAST FOOD PURCHASES	
4.10	ASSESSING THE IMPACT OF SOCIAL MEDIA INFLUENCERS ON FAST FOOD PURCHASE DECISIONS	
4.11	FACTORS INFLUENCING FAST FOOD PURCHASE DECISIONS ON SOCIAL MEDIA	
4.12	IMPACT OF NEGATIVE FOOD REVIEWS ON SOCIAL MEDIA	
4.13	TYPES OF ADS WHICH INFLUENCE THE PURCHASE DECISIONS	
4.15	CUSTOMER PREFERENCES REGARDING TRUST IN INFLUENCERS' FAST FOOD RECOMMENDATIONS ON SOCIAL MEDIA	
4.16	MOST PREFERRED SOCIAL MEDIA IN SHAPING FASTFOOD CHOICES	
4.17	ANALYSING THE ROLE OF SOCIAL MEDIA IN SHAPING THE FUTURE OF FAST FOOD INDUSTRY	
4.18	INFLUENCE OF SOCIAL MEDIA ADS	
4.19	EVALUATING THE FREQUENCY OF SHARING FAST-FOOD FINDS FROM SOCIAL MEDIA OR APPS WITH FRIENDS AND FAMILY.	

# **CHAPTER 1:**

## **INTRODUCTION**





# INTRODUCTION

## 1.1 INTRODUCTION

The ubiquitous effect of social media has had a major impact on our lives in recent years, influencing our purchasing decisions among other parts of our lives. One noteworthy sector where this influence is most noticeable is the fast-food sector. The purchase intention is a measure of customer retention and is impacted by a variety of external factors, including product quality, customer satisfaction, brand image, and many more.

Social media usage is the most common digital activity worldwide. There are many different social media platforms, such as Facebook, Instagram, YouTube, Tiktok, Twitter, and more. These days, it's a useful and approachable instrument for customer promotion and sales. With a major influence on consumer behavior and purchase intentions in the fast-food industry, social media has evolved into a crucial component of the modern marketing mix. Making comparisons between our daily lives Using images, videos, stories, and status updates to share our everyday lives, businesses, and experiences. Developing original content, disseminating films, and attracting attention with eye-catching visuals are all popular strategies for food product advertising. Customers have found it to be a very useful tool as they can buy directly from merchants on social media sites where a range of food products are listed with their prices. In the restaurant industry, social media followers' purchase intentions are significantly positively impacted by social media marketing activities such as customisation, entertainment, trendiness, and interactivity. In the restaurant business, the relationship between purchase intention and social media marketing activity is mediated by customer happiness. This research attempts to explore the dynamic relationship between social media and the purchase intention of fast food.

These days, all you need to be a food critic is a smartphone to review restaurants and post opinions using an app. Applications that promote restaurants are a wonderful way to analyse and enhance performance because it is well known that consumers trust the opinions of others even complete strangers more than the marketing methods of service providers. Given that Facebook is the most widely utilized social media site, online food businesses and merchants use it. Connecting with current and potential customers through this method is the quickest. A solid client relationship is the primary goal of the majority of online food businesses that often update their website in an attempt to be more engaging. Positive reviews are a resource that nearly all online food

businesses use of their advertising campaigns. At the same time they all appear to be attempting the recommendations of the clients.

Facebook and Instagram are the two primary social media platforms used by restaurants. Word-of-mouth marketing is another crucial element. Conversely, social media provides readily available and reasonably priced marketing that can swiftly reach a sizable audience.

## **1.2 SIGNIFICANCE OF STUDY**

The purpose of this study is to investigate the influence of social media on people's decisions to purchase fast food. We are continuously exposed to fast-food brands through sponsored posts, user reviews, and influencers on platforms like Facebook, Instagram, and TikTok, which play a significant role in our everyday lives.

In order to better understand how these factors affect consumer decisions in the fast-food industry, we will focus on particular areas such as digital marketing tactics and online reviews. We would like to know, for example, if someone's decision to try a certain fast-food option is influenced by positive or negative online evaluations. We also aim to investigate the impact of digital marketing efforts on people's attention spans and dietary habits. Additionally, we'll be thinking about how different demographics might be impacted, acknowledging that people from diverse backgrounds might react differently to fast food-related social media material.

The report essentially aims to offer useful advice to fast-food companies attempting to negotiate the social media landscape. Businesses can customize their marketing by knowing these dynamics. Businesses in the digital age can adjust their marketing strategies to better engage their audience, enhance their online presence, and eventually satisfy consumers' ever-evolving requests.

## **1.3 STATEMENT OF THE PROBLEM**

The purpose of this study is to investigate how people's decisions about where and what to eat are influenced by these virtual exchanges. The problem of the study is that when it comes to fast food suggestions on social media, people are finding it harder and harder to believe influencers. Customers become

scepticism of the advertising and endorsements made by these internet celebrities because they are unsure of the authenticity and dependability of these influencers. Customers may become confused by conflicting reviews and find it harder to make selections when it comes to selecting fast food options. On social media, there is a significant issue with recommendations for fast food, though. Influencers who support these foods are losing credibility with the public. They begin to question whether the influencers are being fair or truthful about the expenses. Influencers may present options that are simply too costly for the majority of individuals. In addition, customers frequently discover that the fast food they try that has been recommended by influencers is not as excellent as it appears in the photos. The discrepancy between expectations and reality leads consumers to question the reliability of recommendations from influencers.

Influencers should emphasize real experiences over promotional content and be open about any business ties they may have in order to restore public confidence in their fast food recommendations on social media. Rebuilding credibility can also be facilitated by expanding the variety of fast food options and interacting with followers' preferences. Informing customers about the biases associated with influencer marketing promotes critical thinking and well-informed choices.

## 1.4 OBJECTIVES

- To determine the usage of fast food apps.
- To determine the types of ads that effectively influence fast food purchase decisions
- To check if people trust social media influencers for fast food suggestions.
- To Investigate the Influence of Social Media on Consumer Behaviour  
Assessing the Frequency of Trying Viral Food Trends and Dishes

## 1.5 SCOPE OF THE STUDY

This study investigates the dynamic interaction between fast food purchasing intentions and social media. Fast food is renowned for being quick and easy, and in order to interact with consumers, it now heavily depends on social media. We analyze survey responses using a data-driven methodology to see if online reviews, advertisements, and promotions on social media sites such as Instagram or Twitter affect people's decision to eat fast food. Understanding how social media influences our eating decisions is our main objective. We also

want to assist businesses in using this information to improve customer relations and make more informed marketing decisions.

Customer behaviour in the fast food sector is ever-changing, particularly online. Social networking sites give users a place to express their opinions, preferences, and experiences. Businesses can learn more about consumer patterns, new preferences, and opportunities for product or service enhancement by examining these virtual exchanges.

Recognizing the many psychological components at play is necessary to understand why people purchase fast food when influenced by social media. People are frequently influenced by their peers and visually appealing content, for example, which might result in impulsive buying.

## **1.6 RESEARCH METHODOLOGY OF THE STUDY**

### **➤ Primary data**

It is the data that is collected for the first time. It is the raw data that is collected. The survey method was employed as the convenience sampling technique to collect data with the use of tables and charts, the data was gathered and evaluated. The key data used in this study Respondents are given a questionnaire both directly and via online media in order to collect primary data. Charts, percentages, tabulation. Are examples of analytical tools. Table format, pie charts, and bar diagrams are presenting tools. It is noteworthy that all the data utilized in this study is entirely derived from primary sources, ensuring a first-hand representation of the perceptions and responses of the individuals sampled in the city of Ernakulum.

### **➤ STATISTICAL TOOLS USED**

- Diagram
- Table
- Percentage analysis

### **➤ HYPOTHESIS**

H<sub>0</sub>: There is no significant relationship between online reviews & ratings on social media apps and fast food purchasing decisions in Ernakulum district.

H<sub>1</sub>: There is significant relationship between online reviews & ratings on social media apps and fast food purchasing decisions in Ernakulum district.

H<sub>0</sub>: There is no significant relationship between customer engagement and social media influencers.

H<sub>1</sub>: there is significant relationship between customer engagement and social media influencers

## 1.7 LIMITATIONS OF THE STUDY

- Error occurred from faulty questionnaire may affect the study.
- A few clients were hesitant to provide the information
- The study suffers from inherent limitation of sampling techniques.
- Complexity of Influence: Social media has a variety of effects on consumers' intentions to make purchases. It might encompass a variety of content kinds, such as pictures, videos, and reviews, making it difficult to identify the exact drivers.

## 1.8 CHAPTERISATION

**CHAPTER 1:** The First chapter deals with the introduction to the topic.

**CHAPTER 2:** The second chapter deals with Review of Literature of the study.

**CHAPTER 3:** The third chapter deals with Theoretical Framework of the study.

**CHAPTER 4:** The fourth chapter deals with Data Analysis and Interpretation of the study.

**CHAPTER 5:** The fifth chapter deals with Findings, Suggestion, And Conclusion of The Study.

**CHAPTER 2:**  
**LITERATURE REVIEW**

## Literature Review

Reviewing the literature is the process of examining the most popular resources that are relevant to the research topic. The researcher is better able to comprehend the specific field as a result. Ensuring the researcher completes the research successfully is essential. Furthermore, the aim is to promote communication among participants in order to hinder them from discovering what has previously been discovered by comparable studies. Understanding previous research publications is essential for marketing research. A certain amount of published papers have been reviewed and listed in order to either confirm or contradict his conclusions.

Social networking has become a potent tool for shaping customer behavior, especially in the fast food sector. With the popularity of social media sites like Facebook, Instagram, and Twitter, customers are using them more and more to get advice, experiences, and information about eating fast food. This review of the literature attempts to investigate current research on how social media affects consumers' intentions to purchase fast food, emphasizing significant findings.

**Benavides et al. (2018)** states that the purchasing choice, which is characterized as a representation of the numerous situations that customers confront, is a crucial component of consumer behavior. Customer awareness of a product's need is the first step, and the purchase process is the last.

**As stated by M. Isa, Rita, and Claudia (2020).** Reachability of the content, or how well it is liked and disliked, is a key performance indicator for marketing with Instagram influencers. As a result, marketers are currently overly thrilled with influencers' large followings.

**According to Carnejo (2017).** On social media, users can also post their own images and videos. These considerations make hearing and seeing the most important senses for using social media. The public will view the photograph that other people post on social media. They will be able to listen to the music being played and see videos that have been posted. Hence, this is one method of encouraging people to try the food. People will be tempted by the

sound of the cuisine in the movie. Food cravings are a typical occurrence in humans.

**According to Mayordomo-Martinez et al. (2019)**, there are four key reasons why people use these apps. Customers initially believe that there is no wait time or hold time. Additionally, clients can grab lunch on the move. Thirdly, clients get access to the entire menu, including items they may not have been aware of. Finally, the majority of eateries give out customer loyalty reward points. Most of the time, these points are simple to manage directly through applications and, if a consumer orders regularly, they result in significant savings. The mobile ordering apps are advantageous to the business as well.

**According to Xiao et al 2018 study**, examined the purchasing intentions of Generation Y students with regard to quick service restaurants and the fast food business. When it comes to negotiation and long-term planning, purchase intentions are crucial. The strategies and goods used in industry competition

**According to Peterescu (2020)**, when consumers evaluate the quality of food, they mostly consider freshness, flavor, and appearance. The study discovered that consumers' overall assessments of food quality were frequently influenced more by internal quality criteria, such as flavor, color, and freshness, than by external factors, such as cost, trademark, and packaging.

**According to Nasir et al. (2021)**, there is a positive association between internet advertising and customer perception because these two factors rise at the same time. According to one study, amusement and information were key components of the social media advertisement.

**Meza et al. (2020)** states that the global consumption of various fast food varieties is rising in both developed and developing nations.

Owing to the shifts and adjustments made to people's eating and lifestyle patterns, a growing number of individuals of all ages, but especially teenagers and young adults, have a propensity to eat fast food

**Real et al. (2018)** states that social networks allow for more direct communication between the vendor and the customer, which is essential for fast food businesses since it allows them to reach a wider audience and offer

a satisfying experience for both the purchase and consumption of their things.

**According to (Fathel rahman & Basarir, 2018)**, the knowledge and information that can be communicated with others has an impact on how popular each type of cuisine is. People today use the internet to learn more about various food types, and this knowledge can assist them in making better decisions.

**According to Benavides et al, 2018**, the purchase decision is an essential part of consumer behaviour and is defined as the representation of the various circumstances that consumers encounter. It begins when the customer realises the demand for a certain product and ends when the customer actually buys the item.

**According to researchers Seongseop Kim, Ja Young Choe, and Suna Lee (2018)**, was to determine the impact of food tourism video clips made for prospective travellers. The traveller's desire to eat at the destination. The purpose of travel is to familiarise oneself with the local cuisine and social milieu. To produce significant research on topics like how to identify appealing cuisine, cuisine from around the world, and realistic dining establishments because these topics would significantly affect viewer behaviour. Overall, the findings demonstrated that they successfully persuaded potential visitors to travel to the sites with the aid of video clips.

**According to Demetris, Makrides, Christofi, & Thrassou, 2021** claim that social media influencers who post original content and information that is timely, entertaining, and frequently used by customers. It's asserted that Influencer marketing might be advantageous for some. the volume of brand marketing while instant Sales are inefficient. The Powerful Influencers followers with a large following are more likeable and popular.

**According to Trivedi & Ramzan, 2020**). Organisers are more beneficial when choosing potential or expert influencers rather than focusing on attractive influencers the aural and visual senses are the two primary senses employed in social media.

**According to Hee-Min-Lee & Young, in 2021**, Customers are increasingly engaged in sophisticated purchasing, which is why they spend more time on social media and read reviews before deciding. Food content that considers scalability, source legitimacy, and

source dependability has an important connection to information utility accessible via the internet.

**The study by Kim Dang et al. (2018)** on customer preferences and attitudes toward online food goods looks at how the Internet has affected people's food buying habits. The study is important because it identifies the underlying customer concerns regarding food safety information, particularly for online food products.

**According to Zakiyyah et al. (2020)**, a factorial study found pricing, quality, branding, and tangibility as the four main elements influencing customer preferences. The company's decision to cut the price is a wise one. They are thought to be competitive. Yet, if the cost is large, the organization must prioritize other objectives. Advantages for the company to increase customer spending through promotion.

**According to Wang et al. (2020)**, will influence the online food delivery market in 2020 and beyond. Future research must therefore identify and evaluate the important trends in online food buying that both consumers and businesses need to be aware of.

**Rummo et al. (2020)** investigated the connection between social media followers' demographics and food marketing spending aimed at young consumers. The authors looked at the connections between firms' youth targeted marketing strategies and the general percentages of adolescent followers in order to determine the extent to which teens follow food brands on Twitter and Instagram. According to the study's findings fast food and sugary drinks, in particular, have a higher following among teenagers on social media.

**According to Linder et al. (2018)**, processing new distribution choices frequently gives food marketers more opportunity to offer ease to the final consumer. However, adding in overhead expenses like marketing and processing leads to noticeably greater costs (Lou and Kim, 2019).

**According to Hwang et al. (2020)**, a restaurant's fundamental business is food preparation, not relying on technology is its primary focus. As a result, integrating technology into a food start-up's business process will always be seen as a high risk, even if an investor believes in it. It is more difficult for researchers to personalize their studies to produce vital insights that aid in better business decisions because there is insufficient knowledge regarding how businesses see technology and online platforms.

**According to Afshar Jahanshahi and Brem (2018)**, the first step in developing a relationship with customers is to actively listen to them. Finally, future research must be able to offer suggestions for how online food businesses may increase customer respect and trust. Future studies can use the prepositions made in relation to the company and customer perspectives as background data. Additionally, closing the current research gaps would assist companies in implementing an online strategy that enhances customer pleasure while buying food.

From the perspective of the customer, one problem is that most of the things listed in the online meal menus are usually unavailable. Rather, as stated by **Lara-Navarra et al. (2020)**, they function as attention-grabbing content meant to convince users of a website to continue interacting with their platform and promotional materials. Sometimes, clickbait links will take users to pages where they must register, pay, or even enter payment details. When people make restaurant reservations over the phone or online, there is consequently a significant communication gap between businesses and customers. While many studies focus on customers' intentions to purchase food when they go grocery shopping, very few address the underlying challenges faced by consumers as they go about their daily lives.

**According to Mao et al. (2018)**, online food firms should keep track of how long it takes their delivery personnel to transport the food of their customers in order to determine whether the food is being handled with the proper care. The customer's complaint, which may easily be directed at the companies when the delivery concerns are neglected, needs to be highlighted in additional studies, though.

**According to Chen et al. (2019)**. When making an online purchase decision for food, people frequently think about packing and delivery options. The current customer is more interested in food goods that use sustainable packaging and delivery technologies. Setting restaurant commission rates is a significant issue within the internet food sector, claim Chen et al.

**According to Aristana & Putra, 2020** Purchase intention refers to the demand that clients have when they transact to acquire a good or service in the future. Due to the company's strong social media marketing management, high purchase intention is generated.

**According to Xiao, Yang, & Iqbal, 2018**, Increasing purchase intention can lead to a more profitable sector, particularly when customers are satisfied with the buy intention has thus been regarded as one of the most important factors in the business area production.

**According to research by Arif dan Purwanti (2018)**, there is a connection between social media marketing and brand awareness. His findings demonstrate that social media marketing significantly raises brand awareness of tour and travel companies' services businesses .

**According to (Maria, Pusriadi, Permadi, & Darma, 2019)**, It is demonstrated that word-of-mouth significantly increases brand recognition based on study on the subject done at the Gojek company .

**According to Priatni, Hutriyana, and Hindarwati (2019)**, Social Media Promotion and Intention to Buy Purchase intention is correlated with social media marketing. The study's findings, which demonstrate that social media marketing significantly and favorably influences purchases, support this intention that was discovered in a study, which claimed that social media has a significant impact on marketing in building relationships with customers in order to aid enhance buy intention.

**According to, Rahmy & Ismail's research from 2020** indicates that purchasing intentions are influenced by social media influencers. 2020 study findings indicate that social media influencers have a positive influence on the buying intentions of customers.

**According to Research by Purwianti & Ricarto (2018)**, Rachmandanu & Danibrata (2021), and Hargowiseno (2021) indicates that customers' inclinations to buy are influenced by perceived value. It suggests that a person's sense of value might increase intent to buy.

According to García et al., (2022) The "Influencer Reviews" approach is important since it includes influencer assessments and opinions about the products offered by the brand. This type of advertising successfully influences consumers' purchases by providing them with reliable and useful product insights decision-making while strengthening brand trust.

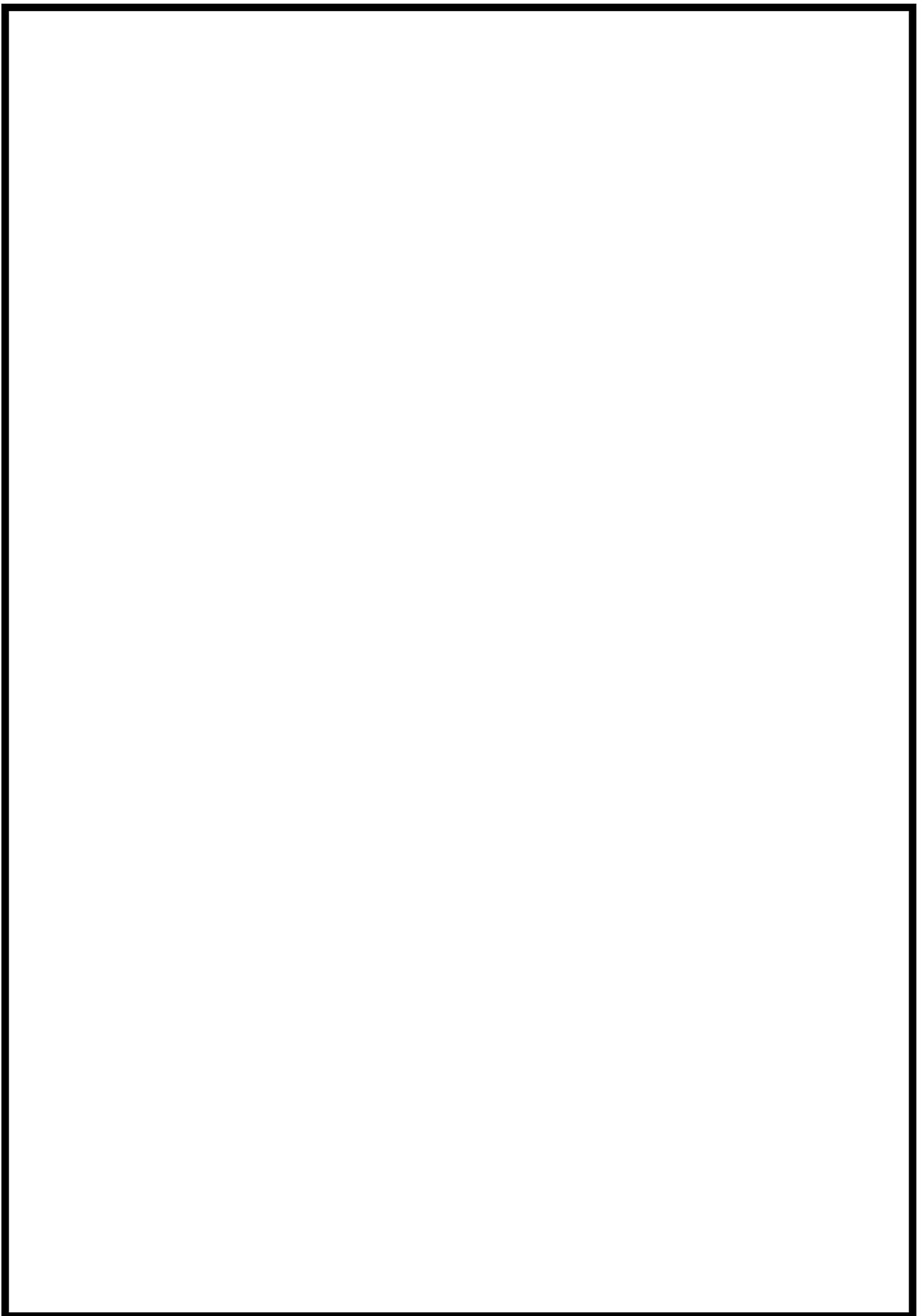
Essentially, the variety of techniques accessible in influencer marketing allows organizations to creatively customize their tactics, aligning with their goals and easily adjusting to the always changing digital tastes and behaviors of their target audience.

According to García, López, and Martínez (2022), "Content Collaboration" is a well-known influencer marketing tactic. This collaborative effort between the influencer and the company creates synergy that results in the co-creation of original content that is in line with the brand's Ethos. The resulting content strengthens the relationship between the parties and develops a compelling story that connects with viewers, increasing interaction and brand affinity.

According to Leung, Gu, Li, Zhang, & Palmatier, (2022), It's interesting to note that micro-influencers—who often have 100,000 or less followers—have the most sway over their audience. Companies usually pay influencers on a per-view or per-post basis after the selection process.

According to Doe (2019), social media sites such as Instagram, Facebook, Twitter, and TikTok—a more recent addition—have become essential resources for obtaining information. Research convincingly confirms that these social users view networks as trustworthy and regularly updated resources in addition to their role as dynamic information stores .

According to Wielki, 2020 ,Since food is regarded as necessary, food establishments continue to operate in various locations of Manipur and accept online orders from offering delivery services to homes. Spending on digital media marketing is rising along with the consumption of digital media, but because there is fierce competition in the online marketing space, the effectiveness is declining



**CHAPTER 3:**

**THEORETICAL FRAMEWORK**

## THEORETICAL FRAMEWORK

Several fundamental ideas can be found in theoretical frameworks for researching how social media affects consumers' intentions to purchase fast food:

**Perceived Value:** The term "perceived value" describes how customers evaluate the advantages of a product or service in relation to its expenses. When it comes to fast food, people are more likely to plan to buy if they think they are getting a good deal.

**Perceived Risk:** This refers to how customers feel about the possible unfavorable effects of a choice they make. Customers' intentions to purchase fast food may be influenced by perceived risks associated with health issues or quality difficulties.

**Social Media Attitudes and Fast Food Attitudes:** A consumer's intention to purchase is greatly influenced by their attitudes toward fast food, whether they are favorable or negative. Also, a consumer's propensity to purchase fast food may be influenced by their views regarding social media platforms and how they affect buying decisions.

**Social Media-Driven Customer-Brand Interactions:** Entertainment, brand engagement, promptness of information and service replies, product information, incentives and promotions, and customer-brand interactions on social media can all serve as driving forces. The opinions that customers have about fast food and, ultimately, their intention to buy can be influenced by these exchanges.

**Reasons for Using Social Media:** The reasons why people use social media, such as for brand engagement, social contact, entertainment, and information seeking, have an impact on how they interact with fast food brands and how likely they are to make a purchase.

**Social Identity idea:** According to this idea, people get their feeling of self and belonging from the groups they are a part of, and they work to uphold the rules and values of those groups in order to preserve a good social identity. This theory, when applied to the investigation of social media's impact on fast food consumers' purchase intentions, implies that people could be swayed by peer behaviors and group norms seen on social media platforms. A person may be more likely to match their purchasing intents with the tastes of that group if they follow influencers who support particular fast food chains or identify with a particular online community.

According to the cognitive dissonance theory, people feel uncomfortable psychologically when their attitudes, behaviors, or beliefs don't align with each other. When it comes to the health, flavor, or moral implications of fast food goods, customers may face contradicting information or experiences when consuming it on social media, which can lead to cognitive dissonance. For instance, customers striving to make healthier food choices may experience cognitive dissonance when they encounter influencers advocating both health and wellness material and fast food products. Gaining insight into consumers' purchasing intentions and decision-making processes can be achieved by analyzing how they handle cognitive dissonance and balance contradicting information.

According to the Elaboration Likelihood Model (ELM), depending on their level of motivation and ability for cognitive elaboration, individuals would perceive persuasive messages through a central or peripheral channel. Customers can interact with fast food marketing information on social media in two ways: centrally, through meticulous, logical processing, or peripherally, through superficial, emotional processing. A few elements that influence buyers' cognitive elaboration and final intention to purchase are the persuasiveness of the message, the argument's quality, and the authority of the source. According to the Elaboration Likelihood Model (ELM), depending on their level of motivation and ability for cognitive elaboration, individuals would perceive persuasive messages through a central or peripheral channel. Regarding social media marketing for fast food, consumers.

Through taking these elements into account, scholars can get a thorough grasp of how social media affects customer behavior and intention to buy in the fast food sector. The correlations can be investigated through additional empirical investigation.

#### Advantages of study

**Understanding Consumer Behavior:** In the context of social media, the study offers insightful information about the variables influencing consumers' intentions to purchase fast food. Researchers can learn more about the mechanisms influencing consumer decision-making processes by looking at the roles of influencers, user-generated content, and social media platforms.

**Practical Implications for Marketing Strategies:** The study's conclusions can influence the marketing plans that fast food chains use. Businesses can more successfully target particular demographic groups, adjust their promotional

efforts, and optimize their social media content to increase engagement and conversion rates by knowing how social media affects consumer attitudes and behaviors.

**Opportunities and Challenges:** By using a thorough analysis, the study is able to pinpoint new developments in the fast food business as well as opportunities and problems.

**Drawbacks of the Research:**

**Possibility of Bias in Data Collection:** If the study uses online questionnaires or self-reported data, there may be biases in the data collection procedure itself. Results and conclusions may be influenced if participants give socially acceptable answers or misremember their prior actions.

**Complexity of Variables:** The study may have difficulty separating out and accounting for the wide range of factors that affect how consumers behave in the fast food sector. The complicated interactions between variables including personal preferences, contextual conditions, and outside influences make it challenging to pinpoint causes and reach firm conclusions.

## **CHAPTER:4**

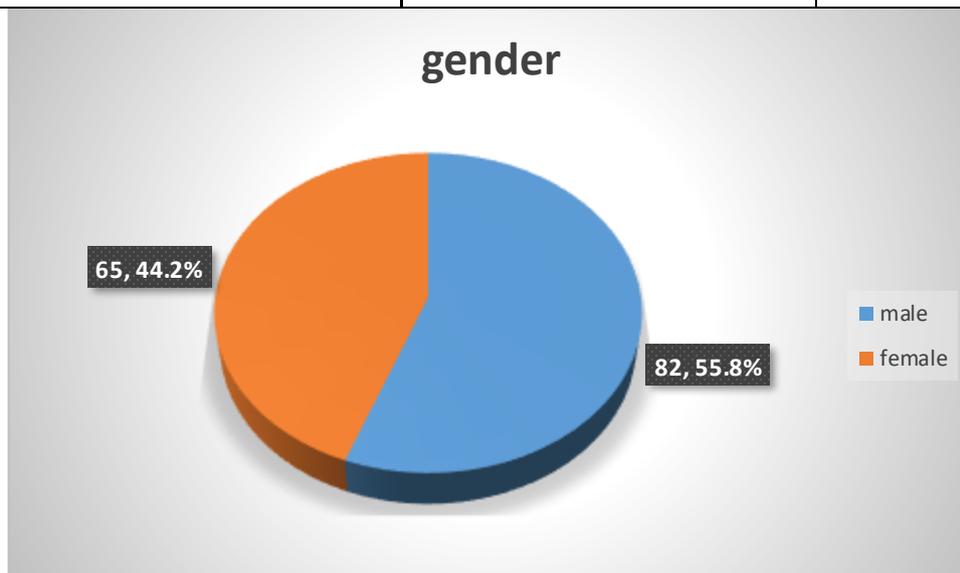
### **DATA ANALYSIS AND INTERPRETATION**

## GENDER WISE CLASSIFICATION

The respondents are classified on the basis of gender. Details are shown in the table 4.1

**Table 4.1 gives the gender wise classification of respondents**

particulars	No: of respondents	percentage
male	82	55.8%
female	65	44.2%



### **INFERENCE;**

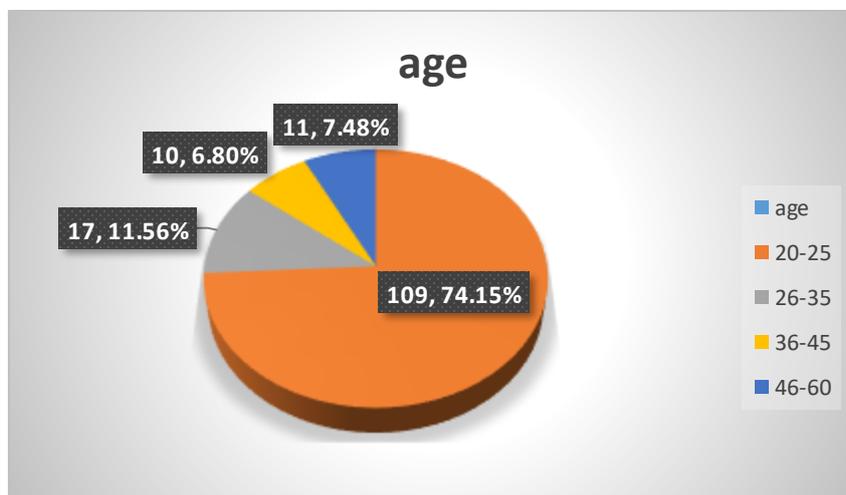
Table no 4.1 shows that respondents who belongs to male category account about 55.8 % that is 82 among 147 responses and female category about 44.2% which is 65 among the 147 responses. It shows that majority of the respondents are belonging to male category.

## AGE WISE CLASSIFICATION

The respondents are classified on the basis of age. Details are shown in the table 4.2

**Table 4.2 gives the Age wise classification of Respondents**

particulars	No of respondents	percentage
20-25	109	74.48%
26-35	17	11.56%
36-45	10	6.80%
46-60	11	7.48%



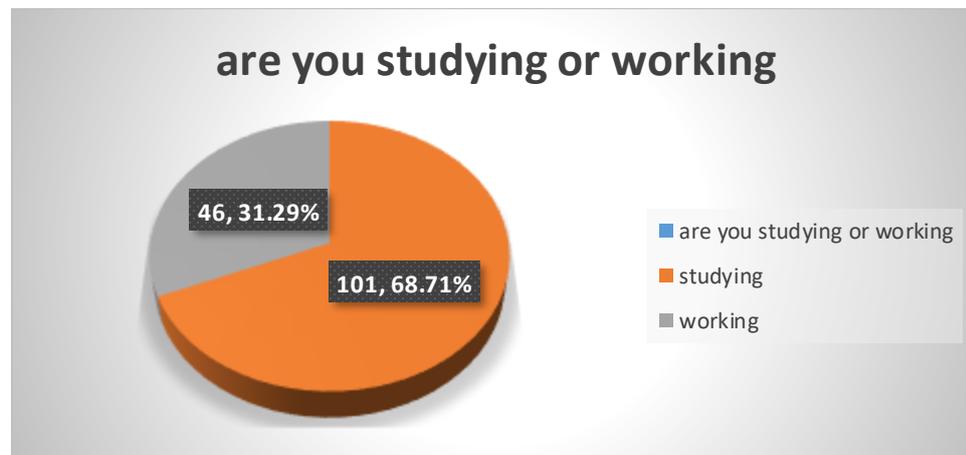
**INFERENCE** :Table 4.2 shows that respondents who are from 20-25 -old account for 74.15%, 11.56% respondents are arising from 26-35 and the minority respondents are from 36-45 and 46-60 which is 6.80% and 7.48% which indicates that majority of the respondents are from the age category of 20-25.

## ARE YOU WORKING OR STUDYING?

To know the data of respondents who are working or studying. Details are shown in the table 4.3

**Table 4.3 gives the data of respondents who are working or studying**

particulars	No of respondents	percentage
working	46	31.29%
studying	101	68.71%



### INFERENCE;

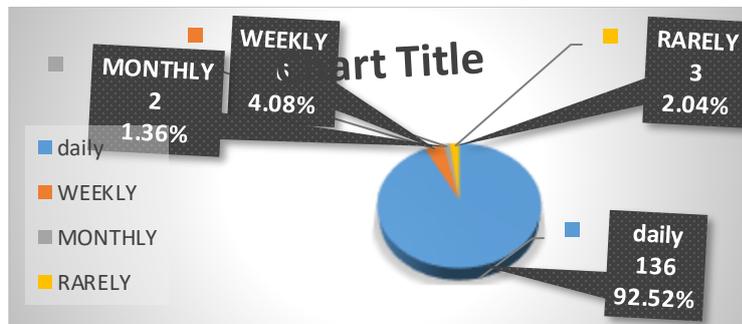
Table 4.3 shows that respondents who belongs to the working category account about 31.29% that is 46 among 147 responses and studying category account about 68.71 % that is 101 among 147 responses. The majority is from the studying category

## HOW FREQUENTLY DO YOU USE SOCIAL MEDIA PLATFORM?

To know the data of respondents who frequently use social media platform

**Table 4.4** gives the data of respondents who frequently you use social media platform?

particulars	No of respondents	percentage
DAILY	136	92.52%
WEEKLY	6	4.08%
MONTHLY	2	1.36%
RARELY	3	2.04%



### INFERENCE:

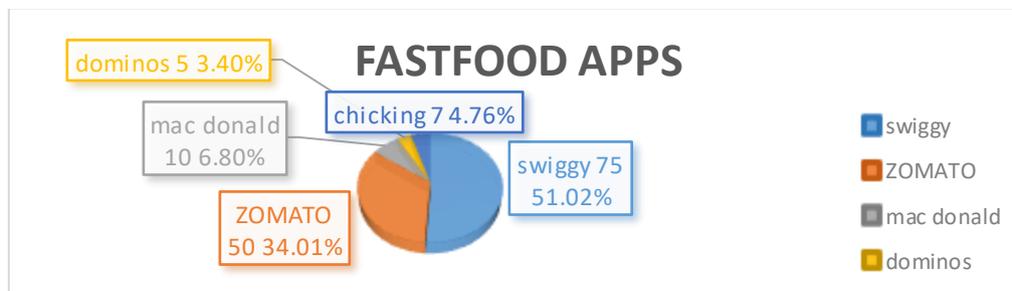
Table 4.4 shows that almost all respondents 92.52% use social media daily, Only a small percentage of respondents use social media on a weekly (4.08%), monthly (1.36%), or rare (2.04%) basis. This data suggests that the vast majority of the respondents are frequent users of social media

## USAGE OF FASTFOOD APPS

To know the data of respondents who use fast food apps seen from social media.

**Table 4.5** gives the data of respondents who use fast food apps

Particulars	No of respondents	percentage
SWIGGY	75	51.02%
ZOMATO	50	34.01%
Mac Donald's	10	6.80%
DOMINOS	5	3.40%
CHICKING	7	4.76%



### INFERENCE :

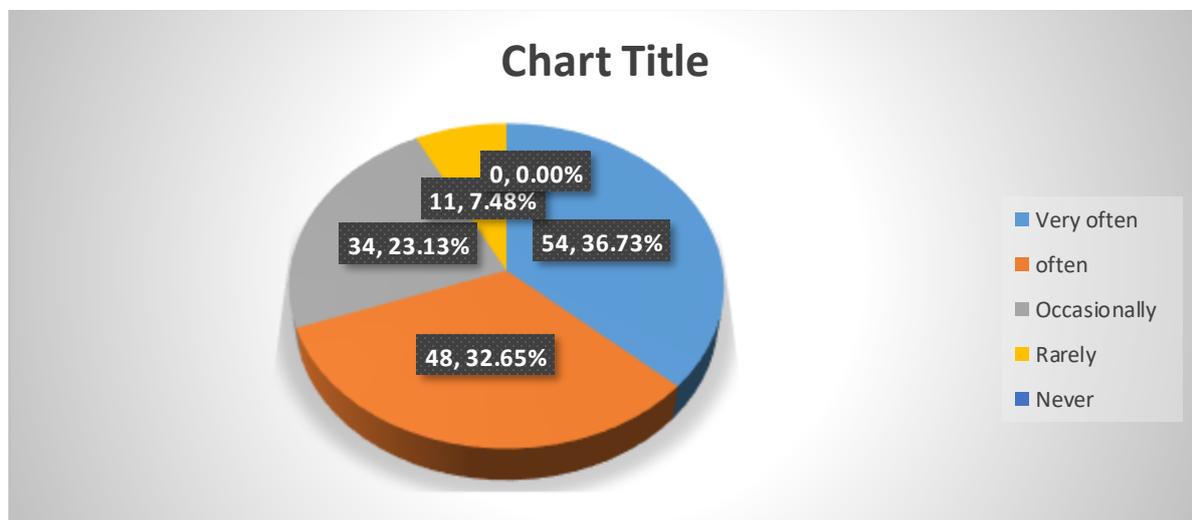
With 51.02% of respondents selecting it as their preferred option, Swiggy leads the pack as the most popular meal delivery platform. Zomato is also very popular; 34.01% of respondents said that was their preferred platform, placing it as the second most desired option. In comparison to specialized delivery platforms, Mac Donald's, Dominos, and Chicking are less popular fast-food businesses for delivery. 6.80% of respondents favoured Mac Donald's, followed by Chicking (4.76%) and Dominos (3.40%).

## OCCURRENCE OF FAST FOOD POSTS BY REGULAR USERS ON SOCIAL MEDIA

To know the data of respondents about Frequency of Encountering User-Generated Content on Social Media Pertaining to Fast Food Experiences.

**Table 4.6** gives the data of respondents about occurrence of fast food posts by regular users on social media

particulars	No of respondents	percentage
Very often	54	36.73%
often	48	32.65%
Occasionally	34	23.13%
Rarely	11	7.48%
Never	0	0



## INFERENCE

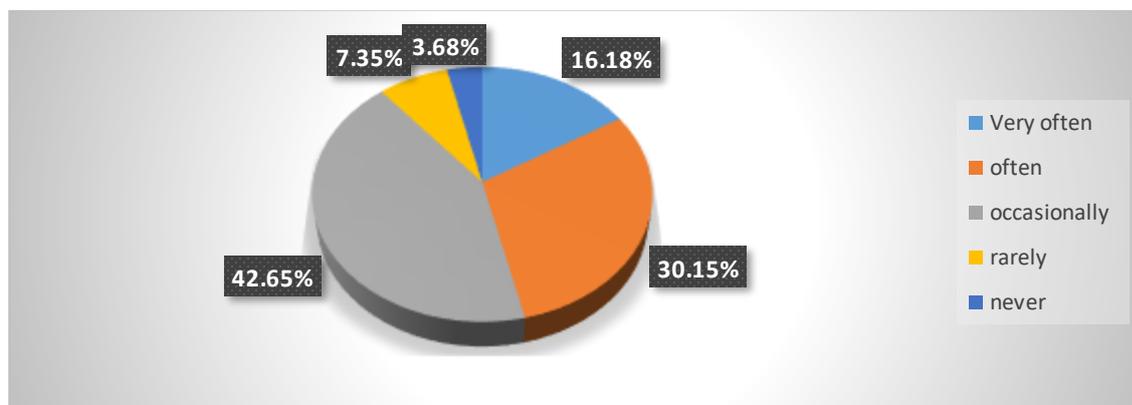
36.73% of the respondents see posts about fast foods very often. 32.65 % of the respondents see posts about fast foods often, 23.13% of the respondents occasionally see posts about fast foods. 7.48% of the respondents rarely see posts about fast foods. No respondents indicated never seeing posts about fast foods.

## FREQUENCY OF TRYING OUT VIRAL FOOD TRENDS

To know the data of respondents about Frequency of trying out viral food trends in social media

**Table 4.7** gives the data of respondents about Frequency of trying out viral food trends in social media

Particulars	No of respondents	percentage
Very often	22	16.18%
often	41	30.15%
occasionally	58	42.65%
rarely	10	7.35%
never	5	3.68%



### INFERENCE:

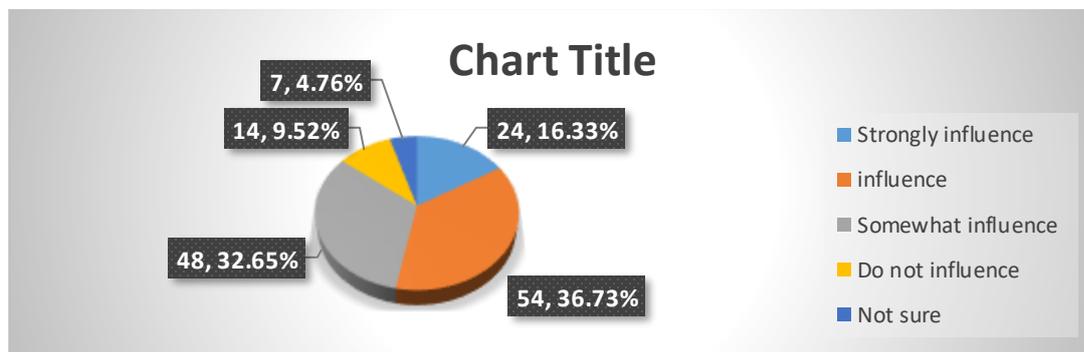
- 16.18% of the respondents try out food trends or dishes seen on social media very often indicating a keen interest in exploring new and trendy foods showcased on social media platforms.
- 30.15% trying them out often and 42.65 % occasionally showcases a widespread tendency among the respondents to engage with viral food trends, 7.35% rarely try out trends and 3.68% never get influenced to try out viral foods seen in social media This suggests that while there is a substantial influence.

## IMPACT OF ONLINE REVIEWS ON FAST FOOD PURCHASE DECISIONS

To know the data of respondents about the impact of online reviews on fast food purchase decisions.

Table 4.8 gives the data of respondents about the impact of online reviews on fast food purchase decisions.

Particulars	No of respondents	Percentage
Strongly influence	24	16.33%
influence	54	36.73%
Somewhat influence	48	32.65%
Do not influence	14	9.52%
Not sure	7	4.76%



### INFERENCE:

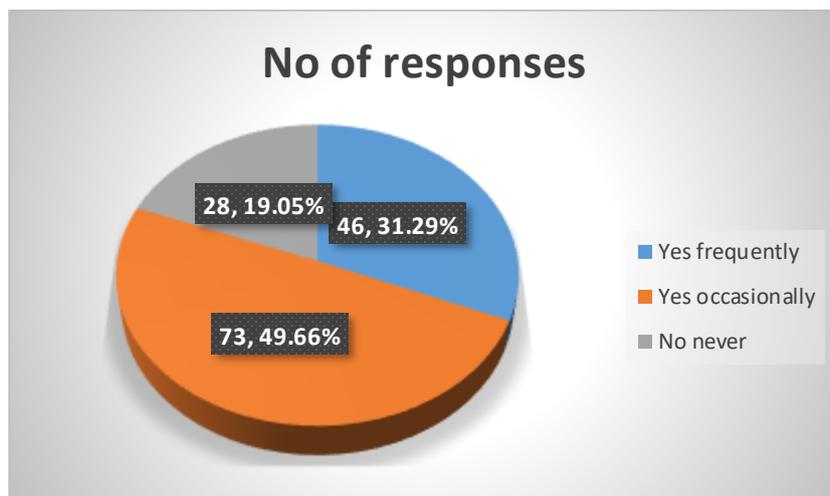
- 16.33% of the respondents are strongly influenced by online reviews and ratings on social media, 36.73% of the respondents are influenced by them. 32.65% of respondents find online reviews and ratings to somewhat influence their decisions, suggesting a moderate impact. These individuals may consider online reviews but might weigh other factors as well.
- 9.52% are not influenced by online reviews and ratings, indicating that there are individuals who rely on other factors, such as personal experiences or recommendations, when making fast food purchasing decisions. 4.76% are unsure about the influence, indicating a degree of uncertainty among this group about the impact of online reviews and ratings on their fast food choices.

## UTILIZATION OF SOCIAL MEDIA DISCOUNTS FOR FAST FOOD PURCHASES

To know the data of respondents about the utilization of social media discounts for fast food purchases.

Table 4.9 gives the data of respondents about the utilization of social media discounts for fast food purchases.

particulars	No of responses	percentage
Yes frequently	46	31.29%
Yes occasionally	73	49.66%
No never	28	19.05%



Inference:

31.29% of the respondents use discounts or special offers on social media for fast food frequently. Suggesting that a substantial portion of individuals frequently takes advantage of these offers, potentially indicating a preference for cost-effective dining options.

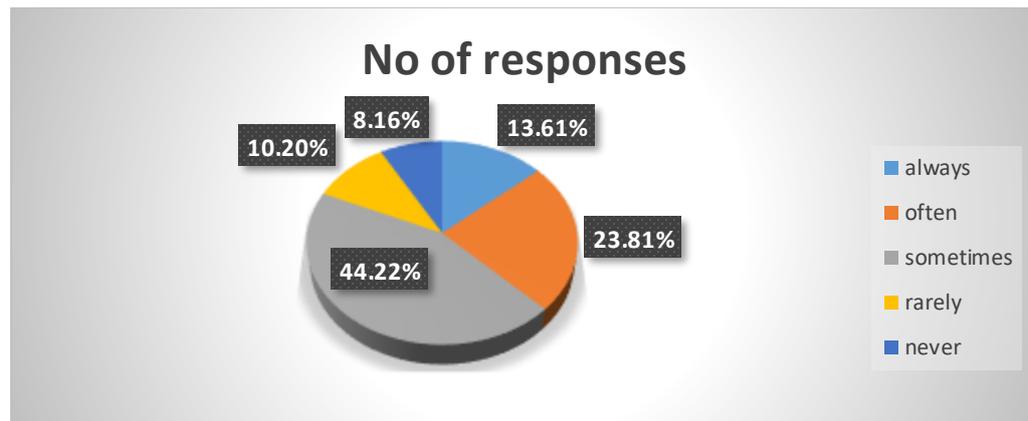
49.66 % of the respondents use them occasionally. 50% use them occasionally, indicating a significant group that occasionally engages with these discounts. These individuals might use social media offers when available but do not do so on a regular basis. 19.05% never use these offers, suggesting that there is a minority of individuals who do not rely on social media discounts or special offers when purchasing fast food.

## ASSESSING THE IMPACT OF SOCIAL MEDIA INFLUENCERS ON FAST FOOD PURCHASE DECISIONS

To know the data of respondents about the impact of social media influencers on fast food purchase decisions

Table 4.10 gives the data of respondents about the impact of social media influencers on fast food purchase decisions

particulars	No of responses	percentage
always	20	13.61%
often	35	23.81%
sometimes	65	44.22%
rarely	15	10.20%
never	12	8.16%



### Inference

**Reliance on Influencers:** A significant portion of the population (13.61%) consistently exhibits influence from influencers.

**Influencers consistently impact the choices of others (23.81%),** indicating that they are frequently influenced. Influencers may not always have an impact, as indicated by the majority (44.22%) who report being affected occasionally. **Minimal Impact:** A smaller percentage (10.20%) are seldom swayed, indicating that influencers have little effect on their choices.

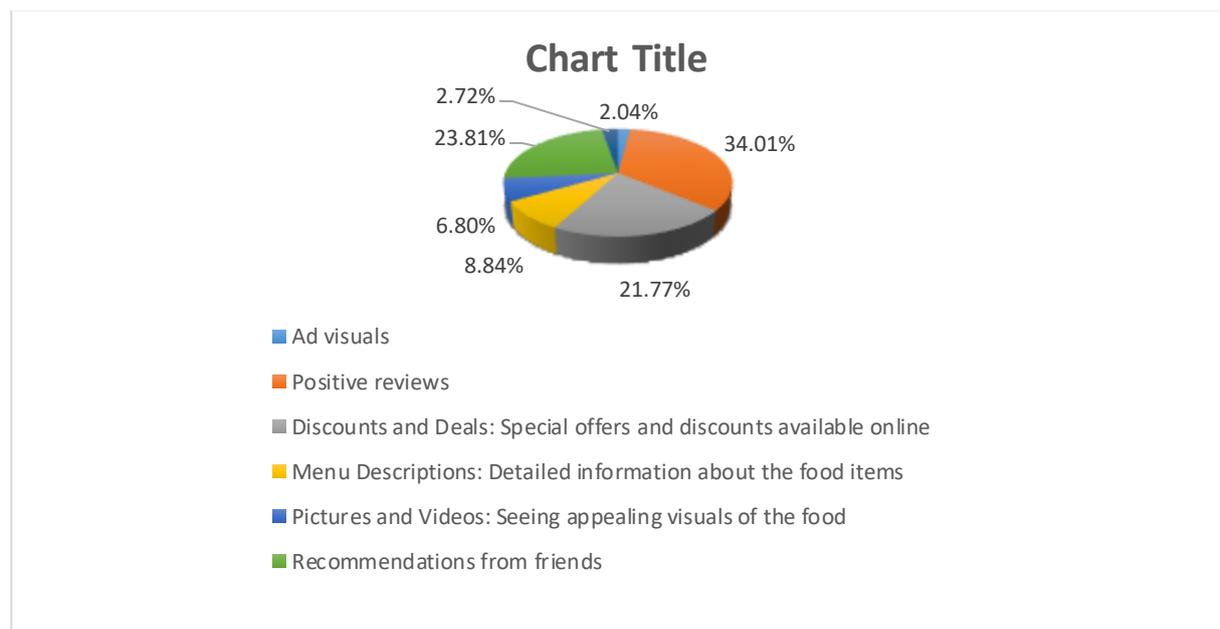
**No Impact:** Remarkably, 8.16% of respondents never allow influencers to affect their decisions in any way.

## FACTORS INFLUENCING FAST FOOD PURCHASE DECISIONS ON SOCIAL MEDIA

To know the data of respondents about factors influencing fast food purchase decisions on social media

Table 4.11 gives the data of respondents about factors influencing fast food purchase decisions on social media

Particulars	No of respondents	Percentage
Ad visuals	3	2.04%
Positive reviews	50	34.01%
Discounts and Deals: Special offers and discounts available online	32	21.77%
Menu Descriptions: Detailed information about the food items	13	8.84%
Pictures and Videos: Seeing appealing visuals of the food	10	6.80%
Recommendations from friends	35	23.81%
Delivery Time Estimates: Information about how long delivery takes.	4	2.72%



## INFERENCE:

2.04% of the respondents are influenced by ad visuals on social media and apps.

34.04% of the respondents are influenced by positive reviews. Positive reviews play a significant role in influencing the purchase decisions of respondents, with 34% indicating their impact. This suggests that online reputation and customer feedback are crucial factors when it comes to choosing fast food options.

21.77% of the respondents are influenced by discounts and deals: special offers and discounts available online. Is counts and deals (21%) and menu descriptions (9%) also influence a considerable portion of respondents, indicating the importance of attractive offers and detailed information about the food items in driving purchase decisions.

8.84% of the respondents are influenced by menu descriptions: detailed information about the food items.

6.80% of the respondents are influenced by pictures and videos: seeing appealing visuals of the food. Pictures and videos (7%) have a moderate impact, indicating that visual appeal is a factor, albeit not as significant as other factors like positive reviews and recommendations from friends.

23.81% of the respondents are influenced by recommendations from friends. Recommendations from friends are also influential, with 24% of the respondents considering them. Personal referrals and word-of-mouth recommendations are valuable in shaping fast food preferences.

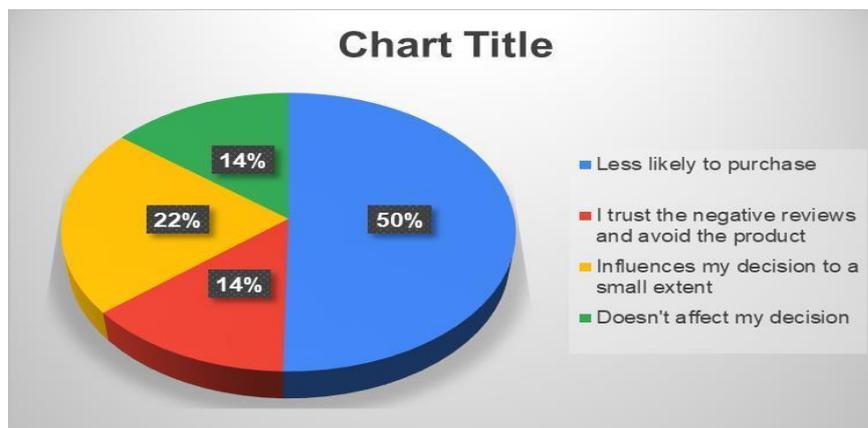
2.72% of the respondents are influenced by delivery time estimates: information about how long delivery takes. Delivery time estimates (3%) and ad visuals (2%) have a relatively lower impact, suggesting that while delivery time is considered, it is not a primary driving factor. Similarly, ad visuals have the least influence among the listed factors.

## IMPACT OF NEGATIVE FOOD REVIEWS ON SOCIAL MEDIA

To know the data of respondents about when you see negative reviews about food on social media, how does it make you feel?

Table 4.12 gives the data of respondents about impact of negative food reviews on social media

Particulars	No of respondents	Percentage
Less likely to purchase	74	50%
I trust the negative reviews and avoid the product	32	14%
Influences my decision to a small extent	20	22%
Doesn't affect my decision	21	14%



Inference:

50% of the respondents feel less likely to purchase when they see negative reviews about food on social media. 14% of the respondents trust the negative reviews and avoid the product. A notable portion (14%) trusts negative reviews enough to completely avoid the product, showcasing the powerful impact of online criticism on certain individuals' choices. 22% of the respondents are influenced to a small extent by negative reviews suggesting that while they might consider the criticism, it may not be a decisive factor in their purchasing decisions.

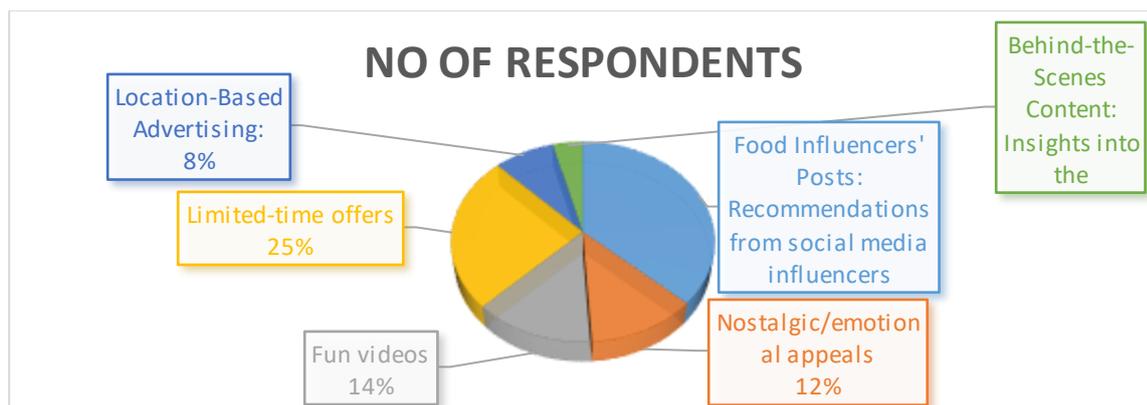
14% of the respondents are not affected by negative reviews and their decision remains unchanged.

## TYPES OF ADS WHICH INFLUENCE THE PURCHASE DECISIONS

To know the data of respondents about types of ads which influence the purchase decisions

Table 4.13 gives the data of respondents about types of ads which influence the purchase decisions

Particulars	No of respondents	Percentage
Food Influencers' Posts: Recommendations from social media influencers	54	37%
Nostalgic/emotional appeals	18	12%
Fun videos	20	14%
Limited-time offers	37	25%
Location-Based Advertising:	12	8%
Behind-the-Scenes Content: Insights into the restaurant's operations.	6	4%



Inference:

37% of the respondents are influenced by food influencers' posts: recommendations from social media influencers indicating the substantial impact of social media influencers on fast food purchase decisions.

Influencers play a significant role in shaping consumer preferences in the context of food choices.

12% of the respondents are influenced by nostalgic/emotional appeals. Nostalgic/emotional appeals (12%) have a moderate impact, indicating that emotional connections or memories associated with specific food items can influence purchasing decisions to some extent.

14% of the respondents are influenced by fun videos. Fun videos (14%) contribute to the influence, suggesting that engaging and entertaining visual content can capture the attention and interest of potential customers. Creative and enjoyable advertisements are attractive to consumers.

25% of the respondents are influenced by limited-time offers. Limited-time offers (25%) are also highly influential, indicating the effectiveness of time-bound promotions in enticing consumers to make fast food purchases. Scarcity and urgency in offer drive a sense of immediacy, encouraging purchases.

8% of the respondents are influenced by Location-Based Advertising: Users' geographic location can be used to target ads that promote fast food restaurants or special deals that are available nearby, encouraging impulsive purchases.

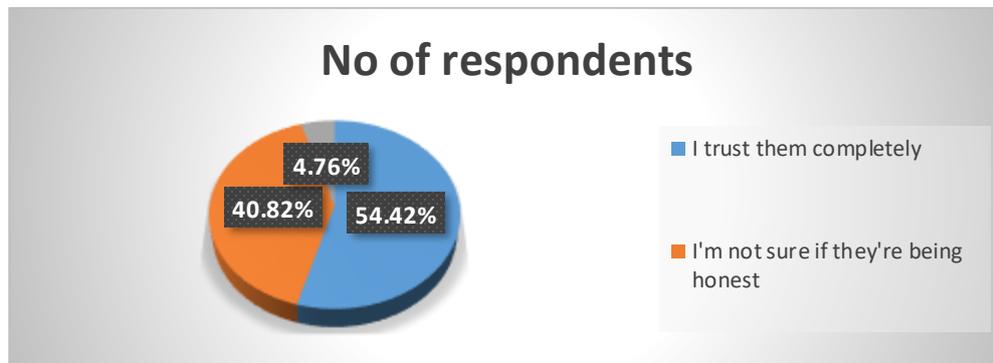
4% of the respondents are influenced by behind-the-scenes content: insights into the restaurant's operations

CUSTOMER PREFERENCES REGARDING TRUST IN INFLUENCERS' FAST FOOD RECOMMENDATIONS ON SOCIAL MEDIA

To know the data of respondents about trust in influencers' fast food recommendations on social media

Table 4.14 gives the data of respondents about trust in influencers' fast food recommendations on social media

particulars	No of respondents	percentages
I trust them completely	80	54.42%
I'm not sure if they're being honest	60	40.82%
I don't really care about what influencers say about fast food.	7	4.76%



Inference:

When it comes to fast food suggestions, the majority of respondents (54.42%) show a high degree of trust, suggesting that consumers heavily rely on influencers' advice when making judgments.

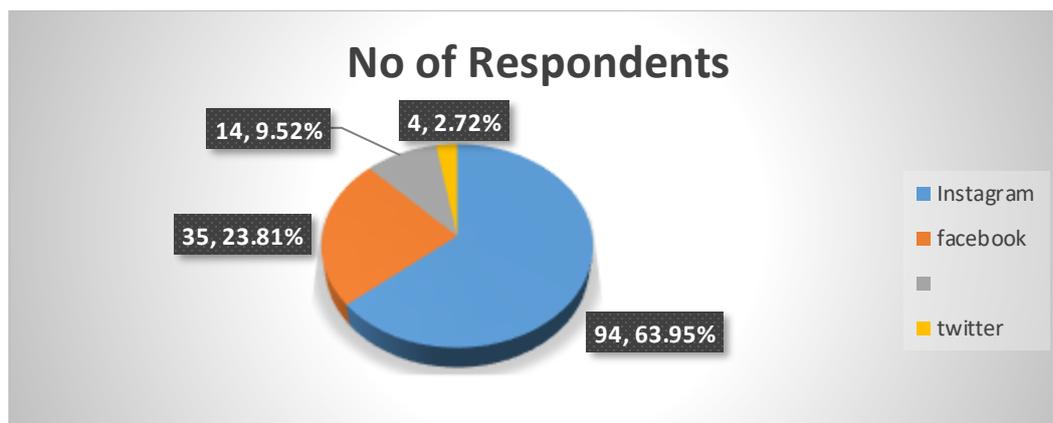
Uncertain Perception: Nonetheless, a sizeable fraction of participants (40.82%) convey apprehension regarding the veracity of influencers' suggestions, implying a degree of distrust or ambiguity over the veracity of the data presented. The minority that expresses indifference to influencer recommendations is modest (4.76%), indicating that they do not think influencer opinions matter or are relevant when it comes to decisions about fast food.

## MOST PREFERRED SOCIAL MEDIA IN SHAPING FASTFOOD CHOICES

To know the data of respondents about most preferred social media in shaping fast food choices

Table 4.15 shows data of respondents about most preferred social media in shaping fast food choices

Particulars	No of Respondents	Percentage
Instagram	94	63.95%
Facebook	35	23.81%
YouTube	14	9.52%
twitter	4	2.72%



### INFERENCE:

63.95% of the respondents are influenced by Instagram for visually appealing food posts.

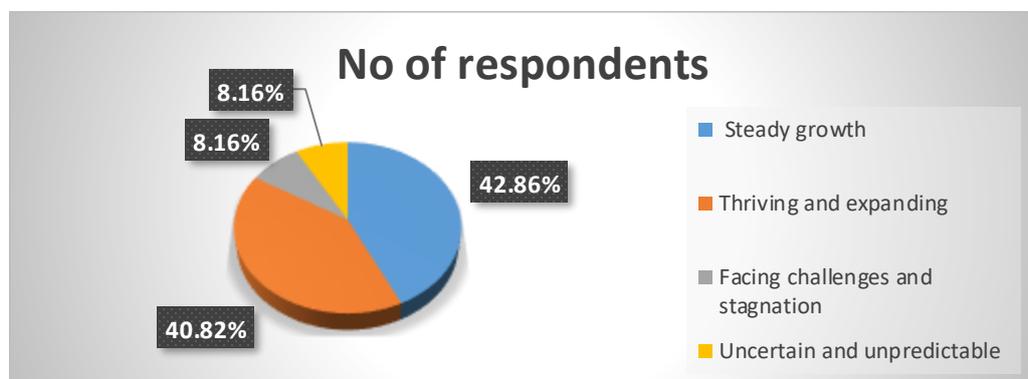
23.81% of the respondents are influenced by Facebook

9.52% of the respondents are influenced by YouTube for recipe sharing and recommendations. 2.72% of the respondents are influenced by twitter

## ANALYSING THE ROLE OF SOCIAL MEDIA IN SHAPING THE FUTURE OF FAST FOOD INDUSTRY

Table 4.16

Particulars	No of respondents	Percentage
Steady growth	63	43%
Thriving and expanding	60	41%
Facing challenges and stagnation	12	8%
Uncertain and unpredictable	12	8%



### Inference:

43% of the respondents believe the fast food industry will experience steady growth.

41% of the respondents believe the fast food industry will thrive and expand.

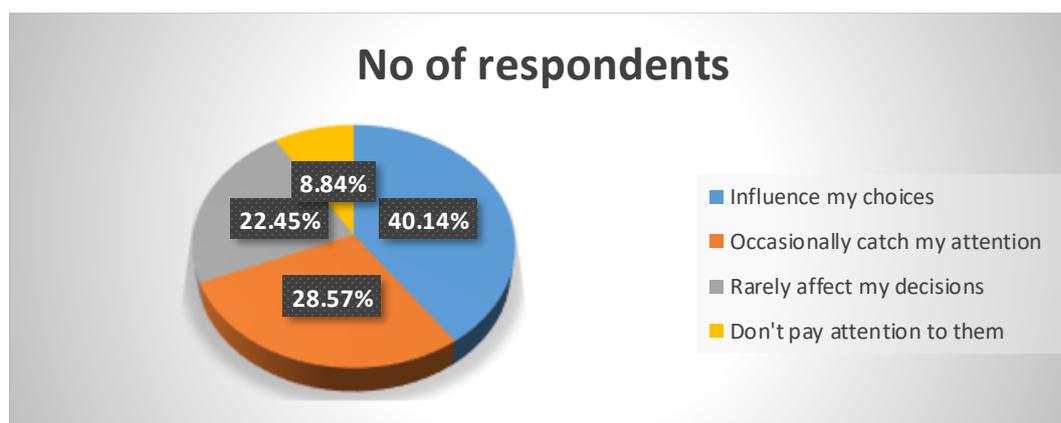
8% of the respondents find the future of the fast food industry uncertain and unpredictable.

8% of the respondents believe the fast food industry will face challenges and stagnation in the future.

## HAVE SOCIAL MEDIA ADS INFLUENCED YOUR FAST FOOD BUYING CHOICES?

Table 4.17 shows influence of social media ads

Particulars	No of respondents	Percentage
Influence my choices	59	40.14%
Occasionally catch my attention	42	28.57%
Rarely affect my decisions	33	22.45%
Don't pay attention to them	13	8.84%



**Inference:**

40.14% of respondents reported that social media advertisements have an influence on their decision to eat fast food.

**Frequent Notice:** 28.57% of respondents report seeing these advertisements from time to time, indicating that they occasionally draw their attention.

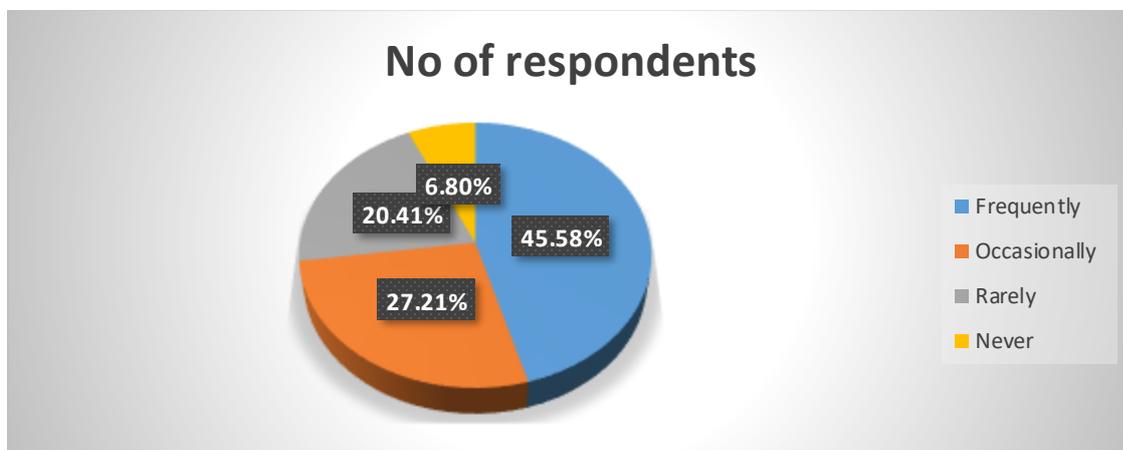
**Limited Impact:** Of those surveyed, 22.45% claim social media advertisements don't commonly influence their choice of fast food.

**Ignorance:** Just 8.84% of respondents don't give these advertisements any thought, indicating that they have no influence over their decisions.

EVALUATING THE FREQUENCY OF SHARING FAST-FOOD FINDS FROM SOCIAL MEDIA OR APPS WITH FRIENDS AND FAMILY.

Table 4.18

Particulars	No of respondents	Percentage
Frequently	67	45.58%
Occasionally	40	27.21%
Rarely	30	20.41%
Never	10	6.80%



Inference:

Regular Sharing: 45.58% of participants said they regularly tell friends and family about their fast food discoveries. Sharing Occasionally: 27.21% of respondents indicate that they share occasionally.

Extremely Seldom Sharing: 20.41% of respondents said they don't often share.

6.80% of people would rather keep their discoveries to themselves rather than share them.

CHI SQUARE TEST BETWEEN ONLINE REVIEWS & RATINGS ON SOCIAL MEDIA APPS AND FAST FOOD PURCHASING DECISIONS IN ERNAKULAM DISTRICT

H<sub>0</sub>: There is no significant relationship between online reviews & ratings on social media apps and fast food purchasing decisions in Ernakulum district.

H<sub>1</sub>: There is significant relationship between online reviews & ratings on social media apps and fast food purchasing decisions in Ernakulum district.

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	379.194 <sup>a</sup>	30	.006
Likelihood Ratio	453.314	30	.008
N of Valid Cases	299		

**INFERENCE:**

According to this analysis, the p value is lesser than 0.05 ( $\alpha$ -value). Hence, there is relation between online reviews and ratings on social media and types of social media ads inferred that both online reviews and ratings on social media apps as well as social media ads influence fast food purchasing decisions.

Therefore, h<sub>1</sub> is accepted and h<sub>0</sub> is rejected

. CHI SQUARE TEST BETWEEN CUSTOMER ENGAGEMENT AND SOCIAL MEDIA INFLUENCERS

H<sub>0</sub>: There is no significant relationship between customer engagement and social media influencers.

H<sub>1</sub>: there is significant relationship between customer engagement and social media influencers

**Chi-Square Tests**

	Value	df	Asymptotic Significance (2sided)
Pearson Chi-Square	387.491 <sup>a</sup>	20	0.0072
Likelihood Ratio	452.945	20	0.0081
N of Valid Cases	299		

**INFERENCE:**

According to this analysis, the p value is lesser than 0.05 ( $\alpha$ -value). Hence, there is relation between customer engagement and social media influencers.

Therefore, h<sub>1</sub> is accepted and h<sub>0</sub> is rejected

**CHAPTER 5:**

**FINDINGS, SUGGESTIONS AND  
CONCLUSIONS**

## FINDINGS

### Demographic Perspectives:

- Male responses make up the majority (55.8%), suggesting a predominance of men in the sample.
- The majority of responses (74.15%) are between the ages of 20 and 25, with 26 to 35 coming in second (11.56%), indicating a younger demographic.
- The majority of responders (68.71%) are students, suggesting that the study primarily includes younger participants.

### Use of Social Media:

- Nearly all respondents (92.52%) use social media regularly, suggesting significant involvement.
- Swiggy is the preferred meal delivery platform (51.02%), followed by Zomato (34.01%), indicating their popularity.

### Fast Food Engagement:

- A sizeable fraction (45.58%) regularly discusses fast food discoveries with friends and family.
- Fast food is prevalent on social media, as seen by the large percentage of responders (36.73%) who regularly see posts about it.
- The impact of social media marketing on the fast food selections of respondents is indicated by 40.14% of respondents.
- Fast food decisions are heavily influenced by limited-time offers (25%) and positive ratings (34.04%).

### Impact of Influencers:

- 13.61% of respondents said that influencers had a major impact on their choices, demonstrating their power.
- Facebook (23.81%) and Instagram (63.95%) are the main social media sites that affect fast food preferences.

## Views regarding the Fast Food Sector:

Significantly, 43% of respondents expect the fast food business to grow steadily, while 41% expect it to expand.

### Sharing Practices:

- Fast food findings are frequently shared (45.58%), suggesting a culture of experience sharing.
- But different people have different sharing tendencies; 6.80% prefer not to share at all, while 20.41% share infrequently.

### By summarizing

The results show that social media, especially through advertisements and influencers, has a significant impact on people's decisions about fast food. The population surveyed is younger and overwhelmingly male in terms of demographics. Although people frequently share their newfound knowledge about fast food, opinions and involvement with the industry's future differ widely. The data as a whole highlights how important social media and influencers are in influencing the tastes and behavior of consumers in the fast food industry.

# SUGGESTIONS

Recommendations based on the Results:

1. Tailored Marketing Strategies: - Given their significant influence on fast food selections, use social media sites like Facebook and Instagram for tailored advertising efforts.
2. Involvement with Influencers: - Work together with influencers to market fast food options by taking use of their considerable sway over purchasing decisions
3. Positive Reviews and Offers: - Given their significant influence in decision-making, encourage positive reviews from happy customers and provide temporary promotions to draw in additional customers.
4. Diverse Menu Descriptions: - Improve menu descriptions to include comprehensive details about food products, making them more enticing to the 8.84% of respondents who felt that this issue affected them.
5. Engagement with Younger Demographics: - Take note of the survey's preponderance of younger respondents and adjust marketing tactics to suit their tastes and routines.
6. Promoting a Sharing Culture: - Encourage patrons to post about their experiences at fast food restaurants on social media, reaching out to the 45.58% of users who do so on a regular basis.
7. Adaptation to Changing Perceptions: - Keep an eye on how people see the fast food sector and adjust your tactics appropriately, taking into account the uncertainty that 8% of respondents indicated
8. Offering Unique and Nostalgic Experiences: - To connect with the 12% of respondents influenced by these criteria, provide unique and nostalgic experiences through emotional appeals or entertaining films
9. Constant Trend Monitoring: - Keep up with new culinary fads and Instagram-worthy recipes, as they have a significant impact on customer tastes.
10. Enhanced Customer Engagement: - Use interactive social media campaigns, surveys, and contests to communicate with customers and build brand awareness.

## CONCLUTIONS

1. Using Social Media Influence: - Using Facebook and Instagram in particular for influencer partnerships and focused marketing campaigns can have a big impact on consumers' decisions to buy fast food.
2. Importance of favorable Reviews and Offers: - Given their significant influence on purchasing decisions, promoting favorable reviews and providing brief promotions are essential methods for drawing in customers.
3. Understanding Consumer Demographics: - Marketing techniques must be adjusted to effectively engage target audiences in light of the younger demographics' predominance
4. Promoting Sharing Culture: - By encouraging social media interaction and sharing among users, brands may increase their reach and build stronger bonds with their followers.
5. Adapting to Changing views: - To stay relevant and competitive, it is imperative to continuously monitor views of the fast food business and make quick adjustments in response to changing trends and preferences.
6. giving Unique Experiences: - Differentiating fast food products in a congested market by giving distinctive and nostalgic experiences via emotional appeals and entertaining content can resonate with consumers
7. Continuous Monitoring and Adaptation: - To stay ahead of the curve and seize chances, it's imperative to regularly analyze developing culinary trends and customer preferences on social media
8. Improving Customer Engagement: - Interactive customer engagement programs, such surveys and competitions, can build community among users and increase brand loyalty.

Through the implementation of these conclusions, fast food companies may successfully traverse the ever-changing world of social media impact, foster robust customer relationships, and propel industry growth and success.

## BIBLIOGRAPHY

Liu CF, Lin CH. Online Food Shopping: A Conceptual Analysis for Research Propositions. *Front Psychol* 2020 Sep 16;.

Sorakhaibam, R., Loitongbam, S., & Singh, S. S. IMPACT OF SOCIAL MEDIA INFLUENCER ON INSTAGRAM USER PURCHASE INTENTION: THE FOOD INDUSTRY.

Badari, S. A. Z., & Kei, G. M. (2022). Influence of Social Media Food Advertisement Factors on Consumers' Purchase Intention in Seri Kembangan, Selangor.

Mohamed Sodom, N. Z., Mat Yusoff, S. H., & Mohd Sauh, S. (2023). The Relationship Between Social Media Marketing, Trust, Reputation and Purchase Intention: Empirical Evidence from Fast-Food Industry. *Journal of International Food & Agribusiness Marketing*, 1-29.

Hanaysha, J. R., & Momani, A. M. (2021). An exploration of social media marketing features and brand loyalty in the fast food industry. *Journal of content community and communication*, 14(8), 81-92.

Xue, J., Zhang, W., Rasool, Z., Khan, M. A., Khan, A. I., Khan, A. A., & Abbas, S. A. (2021). Purchasing intentions toward fast food: the mediating role of consumer attitudes toward fast food. *Journal of Food Quality*, 2021, 1-17.

González, D. M. Effects on people's purchase intention caused by influencer marketing in the restaurant industry.

Kenny, A., Purba, J. T., Budiono, S., & Adirinekso, G. P. Social Media Effect, Brand Image and Motivation on Fast Food and Beverage Purchase Intention of Mcdonald's St Mark Square Karawaci.

de la Torre, P. F. G., Zamorano-Ramos, M., Collao-Diaz, M., Quiroz-Flores, J. C., & Flores-Pérez, A. The Impact of Marketing in Social Media on the Purchase Decision of the Fast Food Consumer.

Singh, S., & Kaushal, D. (2020). A STUDY ON THE EFFECTS OF ELECTRONIC WORD OF MOUTH ON CONSUMER PURCHASE INTENTION AMONG FACEBOOK USERS IN CONTEXT TO FAST FOOD INDUSTRY-A CONCEPTUAL REVIEW. *International Journal of Management (IJM)*, 11(4).

Alhaddad, S., Ayesh, O., Talib, J. A., Talib, F. A., & Al Otaibi, L. (2021). The Impact of Social Media Advertisements on Purchase Intentions: An Empirical Study on Food Industry in Jordan. *Jordan Journal of Business Administration*, 17(4).

Erlangga, H. (2021). Effect of digital marketing and social media on purchase intention of Smes food products. *Turkish Journal of Computer and Mathematics Education (TURCOMAT)*, 12(3), 3672-3678.

Hanaysha, J. R. (2022). Impact of social media marketing features on consumer's purchase decision in the fast-food industry: Brand trust as a mediator. *International Journal of Information Management Data Insights*, 2(2), 100102.

Aileen, E., Gaberamos, O., Bernarto, I., & Pasaribu, L. H. (2021). The Effect Of Social Media Marketing, Word Of Mouth, And Effectiveness Of Advertising On Brand Awareness And Purchase Intention On Grab Application Users Domicile Of Tangerang. *Enrichment: Journal of Management*, 12(1), 426-441.

Pentana, S. (2023). Influencers on Social Media and Purchase Intention. *Economics and Digital Business Review*, 4(2), 349-360.

## APPENDIX

### QUESTIONNAIRE

Dear Madam/Sir,

We, the student of Bharata Mata College, Thrikkakara is engaged in during a dissertation on **“A STUDY ON IFLUENCE OF SOCIAL MEDIA’S ROLE IN CONSUMER PURCHASE INTENTION OF FASTFOOD WITH REFERENCE TO ERNAKULAM DISTRICT”**.

We request your kind response in this regard by filling up this questionnaire. We assure you that the data collected will be kept confidential and only for academic purpose.

#### **GENDER**

- MALE
- FEMALE

#### **AGE OF RESPONDENENTS**

- 20-25
- 26-35
- 36-45
- 46-60

#### **ARE YOU STUDYING OR WORKING?**

- WORKING
- STUDYING

#### **HOW FREQUENTLY DO YOU USE SOCIAL MEDIA PLATFORM?**

- DAILY
- WEEKLY
- MONTHLY
- RARELY
- NEVER

#### **HAVE YOU USE ANY OF THESE FOLLOWING FAST FOOD APPS?**

- SWIGGY
- ZOMATO
- MAC DONALD’S

- DOMINOS
- CHICKING

**HOW MANY TIMES DO YOU SEE POSTS FROM REGULAR PEOPLE ABOUT FAST-FOODS ON SOCIAL MEDIA ON APPS**

- VERY OFTEN
- OFTEN
- OCCASIONALLY
- RARELY
- NEVER

**HOW OFTEN DO YOU FIND YOURSELF TRYING OUT FOOD TRENDS OR DISHES THAT YOU'VE SEEN GO VIRAL ON SOCIAL MEDIA?**

- VERY OFTEN
- OFTEN
- OCCASIONALLY
- RARELY
- NEVER

**ARE ONLINE REVIEWS AND RATINGS ON SOCIAL MEDIA APPS AFFECTING YOUR DECISION TO BUY FAST FOOD?**

- STRONGLY INFLUENCE
- INFLUENCE
- SOMEWHAT INFLUENCE
- DO NOT INFLUENCE
- NOT SURE

**HAVE YOU EVER USED DISCOUNTS OR SPECIAL OFFERS ON SOCIAL MEDIA FOR FAST FOOD?**

YES FREQUENTLY

YES OCCASIONALLY

NO NEVER

**HOW OFTEN DO RECOMMENDATIONS FROM SOCIAL MEDIA INFLUENCERS AFFECT YOUR DECISION TO BUY FAST FOOD**

- ALWAYS
- OFTEN
- SOMETIMES
- RARELY
- NEVER

**WHICH FEATURES OR CONTENT ON SOCIAL MEDIA AND APPS INFLUENCE YOUR PURCHASE DECISIONS FOR FAST FOOD**

- AD VISUALS
- POSITIVE REVIEWS
- DISCOUNTS AND DEALS: SPECIAL OFFERS AND DISCOUNT AVAILABLE ONLINE
- MENU DESCRIPTIONS: DETAILED INFORMATION ABOUT THE FOOD ITEMS
- PICTURES AND VIDEOS: SEEING APPEALING VISUALS OF THE FOOD
- RECOMMENDATIOND FROM FRIENDS
- DELIVERY TIME ESTIMATES:
- INFORMATION ABOUT HOW LONG DELIVERY TAKES

**WHEN YOU SEE NEGATIVE REVIEWS ABOUT FOOD ON SOCIAL MEDIA, HOW DOES IT MAKE YOU FEEL?**

- LESS LIKELY TO PURCHASE
- I TRUST THE NEGATIVE REVIEWS AND A VIOD THE PRODUCT
- INFLUENCES MY DECISION TO A SMALL EXTENT
- DOESN'T AFFECT MY DECISION

**WHAT TYPES OF ADS EFFECTIVELY INFLUENCE YOUR PURCHASE DECISIONS FOR FAST FOOD?**

FOOD INFLUENCERS POSTS: RECOMMENDATIONS FROM SOCIAL MEDIA INFLUENCERS

NOSTALGIC/ EMOTIONAL APPEALS

FUN VIDEOS

LIMITED TIME OFFERS

LOCATION- BASED ADVERTISING

BEHIND- THE- SCENES CONTENT-INSIGHTS INTO THE RESTURANT'S OPERATIONS.

**DO YOU TRUST THE RECOMMENDATIONS GIVEN BY INFLUENCERS ON SOCIAL MEDIA?**

I TRUST THEM COMPLETELY

I'M NOT SURE IF THEY'RE BEING HONEST

I DON'T REALLY CARE ABOUT WHAT INFLUENCERS SAY ABOUT FAST FOOD.

**WHICH SOCIAL MEDIA PLATFORMS HAVE THE MOST IMPACT ON YOUR FOOD CHOICES?**

INSTAGRAM

FACEBOOK

YOUTUBE

TWITTER

**HOW WOULD YOU DESCRIBE THE FUTURE OF THE FAST FOOD INDUSTRY INFLUENCED BY SOCIAL MEDIA?**

STEADY GROWTH

THRIVING AND EXPANDING

FACING CHALLENGES AND STAGNATION

UNCERTAIN AND UNPREDICTABLE

**HAVE SOCIAL MEDIA ADS INFLUENCED YOUR FAST FOOD BUYING CHOICES?**

INFLUENCE MY CHOCIES

OCCASIONALLY CATCH MY ATTENTION

RARELY AFFECT MY DECISIONS

DON'T PAY ATTENTION TO THEM

**HOW OFTEN DO YOU SHARE FAST FOOD SEEN ON SOCIAL MEDIA OR APPS WITH FRIENDS AND FAMILY?**

FREQUENTLY

OCCASIONALLY

RARELY

NEVER

