

“Influence of Social Media Marketing on Brand Awareness and Customer Purchase Intention in Fast Food Industry of Pakistan”



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ABSTRACT

This study aims to address the behavior of fast food industry customers towards the social media marketing content and platforms. This study explore the effects of social media marketing of fast food chains on customer purchase intention and brand awareness in Pakistan. It was a cross-sectional study data was collected at one point in time. In an order to ensure the timely completion of questionnaire, the data was collected through online survey method due to the Covid-19 Pandemic issue. The sample size was based on 250 people who were actively using social media platforms Facebook, You tube and Instagram. The social media marketing done on Facebook, Instagram and YouTube has positive significant effect on the customer purchase intention and brand awareness in the fast food industry. The data was collected from the general public that uses social media platforms. The respondent's age ranges from 19 to 55 years. The data was collected from the people living in twin cities of Pakistan. This study results will help the fast food industry management and owners to understand that they can achieve high profits by focusing on their social media marketing activities along with serving good quality food and services to the customers.

Keywords: Social Media, Social Media Marketing, Social Media Platforms, Brand Awareness, Customer Purchase Intention

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