

*Majors: Marketing*

*MKT 21*

# The Impact of Social Media Marketing on Brand Promotion of the Fast Food Restaurants in Twin Cities



**By:**

*Hamza Razzaq*

*01-321201-008*

**Supervisor:**

**Dr. Syed Ali Abbas**

**Department of Business Studies**

**Bahria University Islamabad**

**Spring-2021**

FINAL PROJECT/THESIS APPROVAL SHEET

Viva-Voce Examination

Viva Date 16/07/2021

Topic of Research: The Impact of Social Media Marketing on Brand Promotion of the Fast Food Restaurants in Twin Cities

Names of Student: Hamza Razzaq

**Enroll #** 01-321201-008

Class: MBA (1.5) (weekend)

Approved by:

---

**Syed Ali Abbas**

Supervisor

---

**Dr Asif**

Examiner-I

---

**Danish Ahmed Khan**

Examiner-II

---

**Dr.Syed Haider Ali Shah**

Research Coordinator

---

**Dr.Khalil Ullah Mohammad**

Head of Department

Business Studies

## **Abstract**

As social media has witnessed a great uptake in the past decade, marketers are now focusing their marketing efforts largely on these platforms in order to approach their target market in a more efficient manner. While previous studies have been carried out to inspect the influence of social media marketing on consumer buying decisions and mediating role and cognitive consumer engagement separately, this research focuses on determining the impact of each of these variables on one another, and how they eventually impact a consumer's decision-making process. This study is significant as it explores the behavioral patterns of customers, and the techniques that could be employed by marketing professionals running Fast Food Restaurants or interested in it, to turn potential customers into actual ones, a conundrum faced by all modern businesses in an age of oversaturated markets led by the empowered consumer. The study is empirical in nature and uses a quantitative approach. Structured questionnaires were distributed among the consumers of Fast Food Restaurants in Twin Cities (Islamabad and Rawalpindi) and the results were recorded for analysis.

After our research, author formed three hypotheses; Social Media Marketing has a positive impact on consumer buying decision, Social Media Marketing has a positive impact on cognitive component of consumer engagement, and Cognitive component of consumer engagement has a positive impact on consumer buying decision. All the hypothesis was accepted.

## **Acknowledgements**

First of all, I would pay my gratitude and thanks to ALLAH Almighty. Secondly, I would like to take this opportunity to express my deepest gratitude and appreciation for my thesis supervisor Dr. Syed Ali Abbas without whom it would have been impossible to write this report in the time period of just a few months. The idea for the subject of this research paper is one that captured our attention quickly ever since it was shared with us. I am thankful that Dr. Ali Abbas has taken us along on this journey to explore a research idea that he has been truly passionate about since the very beginning. It was his constant feedback and undivided attention, which has kept me going. Moreover, I would like to thank all the participants who filled the questionnaire and made it possible to complete this research work.

# Table of Contents

<b>1</b>	<b>Introduction.....</b>	<b>7</b>
1.1	Gap.....	10
1.2	Scope.....	10
1.3	Significance.....	10
1.4	Research Questions.....	10
1.5	Aim.....	11
1.6	Objectives:.....	11
<b>2</b>	<b>Literature Review.....</b>	<b>12</b>
2.1	Social Media Marketing.....	12
2.2	Consumer Decision Making.....	14
2.3	Cognitive Component of Consumer Engagement.....	18
2.4	Social Media Marketing and Consumer Decision Making.....	20
2.5	Social Media Marketing and Cognitive Component of Consumer Engagement.....	23
2.6	Cognitive Component of Consumer Engagement and Consumer Decision Making.....	25
2.7	Impact of Usage of Social Media Marketing on Consumer Decision Makings: Mediating Role of Cognitive Component of Consumer Engagement.....	28
2.8	Theoretical Underpinning.....	30
2.9	Theoretical Framework.....	32
<b>3</b>	<b>Methodology.....</b>	<b>33</b>
3.1	Sample Size:.....	33
3.2	Sampling Technique:.....	33
3.3	Research Design:.....	33
3.4	Measure:.....	33
3.4.1	Usage of Social Media Marketing.....	34
3.4.2	Consumer’s Decision Making.....	34

3.4.3	<b>Cognitive Component of Consumer Engagement</b> .....	34
4	<b>Analysis and Results</b> .....	36
4.1	<b>Introduction</b> .....	36
4.2	<b>Demographics</b> .....	36
4.3	<b>Reliability Analysis</b> .....	37
4.4	<b>Correlation Analysis</b> .....	44
4.5	<b>Regression Analysis and Hypothesis Testing</b> .....	45
5	<b>Discussion &amp; Conclusion</b> .....	48
5.1	<b>Introduction</b> .....	48
5.2	<b>Hypothesis Discussion</b> .....	48
5.3	<b>Implications</b> .....	51
5.4	<b>Limitations</b> .....	56
5.5	<b>Conclusion</b> .....	57
5.6	<b>Future Direction</b> .....	60
6	<b>References</b> .....	61