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**Investigating the Influence of Social Media Marketing on Brand
Loyalty of Consumer Buying Intentions with the Mediating Effect of
Customer Satisfaction via the Fast-food Industry, Pakistan**



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Abstract

This research aims to find out the impact of user-generated content on brand perception and purchase intention in digital marketing in Pakistan. The moderating role was analyzed in terms of consumer characteristics and prior purchase intentions. A primary quantitative methodology was adopted in which primary data from 250 respondents from apparel industry customers was collected using an online distribution questionnaire via Google Forms. Data collected using a questionnaire was analyzed in SPSS I which descriptive statistics was analyzed to know about the behavior of variables, correlation analysis was done to find out the association among variables, and regression analysis was done to find out the impact of independent variables on dependent variables. The study found that both consumer characteristics and prior brand perceptions positively moderate the impact of UGC on brand perception and purchase intention. Specifically, the interaction between UGC and consumer characteristics significantly enhances purchase intention by 0.871 points, while the interaction with prior brand perceptions increases it by 0.893 points. The results indicate that UGC has a substantial positive effect on both brand perception and purchase intentions, demonstrating the dual value of UGC in enhancing brand image and driving consumer purchases.

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Chapter - 1

Introduction

Social media provides a means of connecting people of all ages. Social media has provided the biggest opportunity for online sales and purchases since it affects the buyers' and sellers' respective values (Diba et al., 2019). The Internet has several advantages. In the software age, customers can cut costs by researching, obtaining instruction and knowledge, and resolving technical problems. Thanks to social media, the Internet, and technical advancements, people are becoming more familiar with making purchases online, and companies are using these channels to boost profitability and sales (Vithayathil et al., 2020). Regarding rate, quality, interactivity, ease of use, and productivity, social media differs from traditional paper-based media (like papers and publications) and outdated digital media (like TV and radio). Because customers find internet shopping to be comfortable, researchers predict it will skyrocket because the time saved will have an impact on how people connect (Cozer, 2018; Miao et al., 2022).

As stated (Choedon & Lee, 2020; Parris & Guzmán, 2023), Businesses can increase their profitability by establishing and maintaining customer relationships through social networking platforms. These components would help companies create digital advertising strategies to keep their present clientele and grow it by turning potential customers into engaged ones. A company's brand image (BI) is something it must cultivate over time and offer value-added products to its clients.

Any marketer's primary goal is to identify a brand's buying intent. Therefore, research on the psychological effects of social media on its users has a lot of potential. All businesses require marketing, but brands are especially so. Abdullah et al. claim that modern conventional marketing techniques—such as billboards, TV commercials, newspaper ads, etc.—are too expensive and inefficient (Choedon & Lee, 2020). The majority of people use their mobile devices for entertainment these days. Social media is one of the main players in the company today. Its user base is larger than that of other marketing and advertising outlets. There are numerous ways to look into how social media affects viewers' perceptions. Social media platforms facilitate increased direct communication between buyers and sellers (González-Vargas & Moreno-Gavilánes, 2020); this is crucial for fast-food businesses because it allows them to reach a wider audience and provide a positive customer experience for both product purchase and consumption. A market research firm called Remarketer did a study that found that one in three adults worldwide use social media. In other words, 2.48 billion people use social media in some capacity. There has been a global trend

towards a rise in the usage of social networks as a sales channel (Farro-Gómez De La Torre et al., 2022)

Over the past decade, Facebook, Instagram, Twitter, and WhatsApp have expanded substantially (Khan et al., 2022; Voramontri & Klieb, 2019). People use these platforms for communication, and well-known businesses use them to market their goods. Social networking services have caused social events to move from the physical to the digital sphere. Before making a purchase, people commonly ask their online social networks for comments (Chakola Aivin, 2022). Consumers frequent online communities on social networking sites to gain insight into the opinions of their peers and to get a better sense of a product or service (Hanaysha, 2022). Consumers' purchase intentions have long been recognized as a crucial marketing topic that has to be carefully examined, evaluated, and discussed in contemporary textbooks. Social media technology has profoundly changed how customers and retailers communicate (Kusumo et al., 2021). Social media advertising comes in all forms, including email, internet, and mobile advertisement.

Trust is regarded as the most critical success component in e-commerce. It should be noted that prior research indicates that word-of-mouth advertising—that is, referrals from friends and online reviews from customers—is the most trustworthy kind of advertising available and the primary source of knowledge when making judgments about what to buy. Numerous scholars examine the internet's ability to function as a social structure that fosters and strengthens brand loyalty and trust. There is a claim that social network brand communities boost brand trust, which in turn boosts brand loyalty (Zahra Yazdani Kachuei et al., 2022). Consumer-gathered information on products or companies via the internet or social media is a valuable tool known as electronic word-of-mouth (E-WOM). Any statement—positive or negative—made about a company's product by a past, present, or prospective consumer for a product review or customer opinion is referred to as electronic word-of-mouth or E-WOM.

Consumers today make more purchasing decisions with the assistance of social media platforms. Without a doubt, social media platforms are the main tool that customers utilize these days to search for different products or services (Hanaysha et al., 2021), and are one of the fast-food industry's most successful marketing tools. Estimates for 2020 indicate that there were approximately 23.13 million food service providers globally. Social media platforms are recognized as vital tools for conducting market research and promoting the products and services of a business. These incentives have led companies to invest significant time, money, and other resources in leveraging social media to promote their brands and influence consumer behavior. However, despite social media's importance in influencing customer behavior, few empirical studies are looking at

how social media marketing affects brand loyalty, especially in the context of the fast-food industry (Šerić & Praničević, 2018).

With almost 180 million consumers, the fast-food sector is Pakistan's second-biggest industry (Memon, 2016). According to the statistics in 2019, the foodservice industry in Pakistan brought in over PKR1,371.5 billion (US\$10.3 billion) (Report Linker, 2023). Pakistan has seen a sharp rise in fast food consumption throughout the past ten years. The growing number of fast-food brands shows people's fondness for fast food. Young people have an extraordinary need for fast food companies. Fast-food companies primarily target younger consumers and social media sites' penetration within this demographic is growing. As a result, social media marketing is among the interesting options available to fast food firms using other traditional marketing strategies. The increasing number of fast-food brands has surpassed the intense competition in the fast-food industry.

Since the invention of social media, people's interactions with one another have drastically changed. If brands don't employ social media marketing, they won't be able to achieve high levels of impact, loyalty, and recognition. By leveraging social media marketing to its full potential, fast food companies may affect consumers' purchasing decisions and spending habits. Well-known fast-food companies use social media platforms to gain an understanding of consumer preferences and choices, which helps them create competitive social media campaigns (Riaz et al., 2019).

Fast food consumption is becoming more and more popular, especially in Pakistan. Fast food has been a widespread and popular trend today because it offers young people greater comfort, adaptability, and taste awareness. Fast food is consumed by customers not only at colleges but also at home, at work, at school, and during their free time. Additionally, there is a noticeable tendency in the fast-food sector where informal tastes are merging. For the entire year, Pakistan's fast-food sales have shown a favorable trend (Statista, 2023). The fast-food industry in Pakistan is characterized by intense rivalry, a challenging retail environment, pricing and quality structures, promotions, brand names, and trends that all impact consumer loyalty. Therefore, it is becoming increasingly important to examine customer loyalty, clarify the variables that influence a customer's brand loyalty, and identify any variations in consumer brand loyalty among other companies.

Customer satisfaction is the consumer's perception of the brand, which is derived from the brand's reputation and level of service. (Dam & Dam, 2021). Food Panda Pakistan is an internet-based platform for ordering and receiving food. Its main office is in Pakistan's Karachi (DARBINYAN, 2021). Two German businessmen, Florian Fichtner and Benjamin Bauer, launched the company in 2012; it now has operations in Bangladesh, Vietnam, Pakistan, and Sri Lanka. Food

Panda Pakistan includes an easy-to-use interface, a large selection of food products from various eateries, and a convenient online ordering system (Parmar, 2018)

The fast-food sector is one of the biggest and most active in the world in the 21st century. The fast-food business generated US\$9.36 trillion in revenue in 2023, which is a contribution to the global economy (Euromonitor, n.d.). According to (Statista, 2023), the market is expected to grow by 6.74% annually (CAGR 2023-2028). Food Panda is an online platform that prioritizes customer satisfaction and offers riders the opportunity to earn additional revenue, all while assisting restaurants and retail suppliers in making money in the digital market. Over 300 cities in almost 12 Asian countries—Thailand, Malaysia, Myanmar, Singapore, Taiwan, Bangladesh, the Philippines, Hong Kong, Pakistan, Laos, Cambodia, and Japan—now carry Food Panda (FoodPanda, 2021). There are 80,000 cyclists and around 115,000 vendors. As an expansion of its offerings, Food Panda's first cloud kitchen opened in Singapore in 2018 and offered a pick-up service. However, (Alalwan, 2020) reveals that e-satisfaction, performance expectancy, and habit all have an impact on consumers' continuing attention to meal ordering applications. Since price value affects customers' e-satisfaction, it has no relationship with their continuous attention.

Systems for ordering meals online have advanced significantly in terms of simplifying operations for patrons and businesses alike. Recent research found that 60% of millennials buy food on desktop computers, but 40% prefer to order on mobile phones (Sinha et al., 2021). The degree of comfort and convenience that clients experience when placing their orders through apps rather than over the phone is the reason behind this change in the meal ordering procedure. The fact that orders placed through online apps sometimes come with discounts or other special offers is another justification. In addition, when clients have no easy way to arrange what to eat or where, the amount of time spent on delivering food and related chores is a valid justification. A well-known statistic that stresses client convenience is that online orders are most popular during lunchtime and dinner (Sinha et al., 2021).

(Maisarah et al., 2020), State that customer satisfaction is mostly determined by how customers feel about the goods or services they receive. Consequently, Food Panda's success depends on its ability to satisfy its customers. Customer satisfaction is essential to effective marketing since it fosters devoted behavior, trust, and positive perceptions of brands. Research has validated the favorable correlation between contentment and devoted conduct, including plans to return and positive word-of-mouth referrals. The emerging social media market has become a crucial business strategy for organizations worldwide to build trusting relationships with customers and effectively convey their messages. Corporate marketing tactics and strategies have changed in response to the increasing usage of laptops, mobile phones, and the Internet for socializing (Al-

Dmour et al., 2023; Icoz et al., 2018). Research indicates that consumers are more likely to believe information from private sources than from commercial ones (Ly & Ly, 2020), which suggests a connection between brand loyalty, customer satisfaction, and social media marketing.

It is imperative to investigate how social media marketing methods impact brand loyalty and customer satisfaction, given the rapid expansion of the fast-food business in Pakistan and the growing dependence of young customers on these platforms. Social media's distinct qualities—such as its visual appeal, accessibility, and interactivity—make it an effective tool for interacting with younger consumers and influencing how they view fast-food companies. (Choedon & Lee, 2020). Businesses may modify their tactics to successfully target and interact with this group by knowing how social media marketing influences consumer behavior. Furthermore, the rise of websites like Food Panda, which offer practical online ordering, emphasizes how crucial digital platforms are to the fast-food sector. (DARBINYAN, 2021). These platforms mostly rely on social media marketing to advertise their products, get client feedback, and foster brand evangelization. Nevertheless, there is still much to learn about how social media marketing campaigns may increase consumer loyalty and happiness in the fast-food industry, especially when it comes to Pakistan (Umair Manzoor et al., 2020)

By investigating the effects of social media marketing on young consumers' brand loyalty and happiness in Pakistan's fast-food business, this study seeks to close this gap. Through an extensive examination of social media marketing tactics and their impact on customer perceptions, this study aims to offer practical advice to companies seeking to improve their marketing efficiency and create deeper connections with their customers.

In conclusion, businesses in Pakistan face both opportunities and challenges as a result of the combination of social media and the fast-food industry. Comprehending the dynamics of social media marketing and its impact on consumer conduct is crucial for companies hoping to prosper in this highly competitive environment. By shedding light on the role of social media in shaping brand loyalty and consumer satisfaction, this study aims to contribute to the body of knowledge on marketing strategies in the fast-food industry and inform practical recommendations for businesses operating in this sector. (Umair Manzoor et al., 2020)

1.1 Research Problem:

The impact of social media marketing on consumer brand loyalty and purchasing intentions in the Pakistani fast-food business, as mediated by customer happiness, is still a major research topic. There is evidence from recent studies that social media platforms are increasingly being used for marketing purposes; nevertheless, further investigation is needed to determine the precise influence

on consumer behavior in the fast-food industry. Businesses looking to improve their marketing strategy in a competitive market can benefit greatly from understanding how social media interactions impact customer satisfaction, brand loyalty, and ultimately, purchase intentions.

Studies conducted recently have demonstrated the growing significance of social media marketing in influencing the attitudes and actions of consumers. (Akar & Topçu, 2020) (Djaked N. and Raza F., 2023) Social media platforms have been adopted by the fast-food business, which is recognized for its intense rivalry and elevated consumer standards, as crucial avenues for customer engagement and product promotion (Alalwan, 2020); (Nguyen, 2021). Many studies have looked at how social media affects consumer behavior in general, but few have explicitly looked at how it affects brand loyalty and purchasing intentions in the context of Pakistan's fast-food business.

In Pakistan's fast-food industry, social media marketing is becoming more and more common, although its exact impact on consumer behavior is still not fully understood (1). Previous research has primarily concentrated on developed markets or wider industries, disregarding the distinct characteristics of Pakistan's fast-food industry (Fan, 2023); (Mohammadi et al., 2019). (2) Moreover, even while it is acknowledged that social media marketing and consumer behavior are mediated by customer satisfaction (Harrigan et al., 2017); (Kumar Anil; Sharma Nagendra Kumar, 2019), its specific role within the fast-food industry of Pakistan remains underexplored.

(3) Additional investigation is required to comprehend how cultural elements, such as the perspectives of Pakistani customers on social media and fast-food intake, impact the efficacy of social media marketing tactics within this particular setting. Furthermore, research is necessary to determine how various social media platforms and content types affect customer behavior. Businesses looking to maximize their social media marketing efforts in Pakistan's fast-food sector might benefit from understanding these nuances, which can yield practical insights.

1.2 Significance of the Research:

For several reasons, it is crucial to comprehend the connection between social media marketing and consumer buying intentions, customer satisfaction, and brand loyalty in the Pakistani fast-food industry. First, companies may create more successful SMM programs by understanding which SMM elements connect with customers the most and produce favorable results. Second, companies may build more solid and enduring partnerships by customizing online interactions according to how SMM affects consumer satisfaction. As improved customer satisfaction and brand loyalty eventually translate into higher sales and profitability, this study is important for companies trying to survive in a competitive sector. Lastly, this research closes a knowledge gap by offering critical insights into the Pakistani context—which has not been fully examined in previous studies. All things considered,

this research has a lot of potential to help companies, consumers, and People's awareness of social media marketing in the fast-food industry in Pakistan (Agarwal et al., 2018).

1.3 Research Questions:

1. How does Social Media Marketing Impact Consumer Buying Intentions within the fast-food industry?
2. Does Customer Satisfaction mediate the relationship between social media marketing, Consumer Buying Intentions, and Brand Loyalty?
3. Which Social Media Marketing tactics have the strongest influence on Customer Satisfaction?
4. How can fast-food businesses leverage social media marketing to improve Customer satisfaction and promote Consumer Buying Intentions?

1.4. Research Objectives:

1. Assess the impact of social media marketing on customer buying intentions for the fast-food industry.
2. Analyze the mediating role of Customer Satisfaction in the connection between Social Media Marketing, Consumer Buying Intentions, and Brand Loyalty.
3. Investigate the impact of Social Media Marketing tactics on Customer Satisfaction.
4. Develop recommendations for fast-food businesses to optimize their social media marketing tactics for increased consumer buying intentions through enhanced customer satisfaction.

Chapter - 2

LITERATURE REVIEW

With the rise of social media platforms, the fast-food business has seen a substantial evolution in marketing methods, especially in places like Asia and South Asia. Young consumers are one of the main demographic groups that fast-food companies target because of their significant influence and visibility on social media platforms.

Recent studies have highlighted the significant influence that social media marketing has on young consumers' attitudes and behaviors toward fast food. (Akar & Topçu, 2020) highlighted how important social media sites are in influencing the opinions and inclinations of consumers. Nowadays, Young consumers frequently use social media platforms like Instagram and TikTok to learn about new food trends, exchange stories, and interact with fast-food companies. (Alalwan, 2020). Because of their visually driven nature, these platforms are especially good at drawing in young consumers and influencing their buying decisions. In addition, studies show that young consumers prioritize peer recommendations and social interactions while choosing foods. Studies by (Harrigan et al., 2017) draw attention to how social media helps young people who eat fast food engage with the brand and build a feeling of community. Positive interactions and user-generated content can increase brand loyalty and encourage recurring purchases on social media platforms like Twitter and Snapchat. (Nguyen, 2021).

Furthermore, among younger consumers, the mediation role of customer satisfaction in the relationship between social media marketing and consumer behavior is especially noticeable. (Kumar Anil; Sharma Nagendra Kumar, 2019) imply that satisfying experiences shared on social media influence overall customer satisfaction, which in turn influences young fast-food consumers' brand loyalty and purchase intentions.

In conclusion, fast-food companies may now effectively engage and establish connections with younger consumers in Asia and South Asia by utilizing social media marketing. Through the use of visual appeal and interactive features found on platforms such as Instagram, TikTok, and Snapchat, businesses can significantly impact the attitudes, actions, and, ultimately, the purchases of young consumers.

2.1. Social Media Marketing:

According to (Neti, 2011), platforms like social media offer interpersonal communication. Social media networking sites communicate and disseminate content and information quickly to a

vast number of social media users by utilizing web-established technology. In comparison with previous marketing techniques, social media marketing allows for cost-effective, two-way communication with individuals in the present era. Social media, on the one hand, allows businesses to share their knowledge and experience, facilitates customer contact with other customers, and helps preserve standards and goodwill.

Social media's quick adoption and enormous popularity were fueled by the emergence of platforms like Facebook, Instagram, and YouTube, which made it simple for people to share information and helped businesses accomplish standard objectives like branding, marketing, and advertising. Many businesses are interacting with potential customers and promoting their business information on social media platforms (Nisar & Whitehead, 2016)

Social media generally has a significant influence in shaping consumer behavior, requiring firms to modify their marketing communication strategies by increasing their investment in new media and decreasing their investment in old marketing tactics (Chetioui et al., 2021). Without a doubt, these days, social media marketing has become the most fundamental technique for gaining an audience at a lower cost. Companies can impact consumers' brand loyalty and swiftly build trustworthy relationships with them thanks to their interactive nature (Valos et al., 2016). With the increase in growth of the internet, mobile phones, and online applications, marketers can establish strong connections with consumers through cooperative engagement on social media platforms like Facebook, Instagram, Snapchat, and Twitter. As a result, brands regularly promote themselves on their social media pages and interact with both current and potential customers to create strong brand associations and retain customers over time (Seo & Park, 2018). As stated by Mehrabi et al. (2014), there are five key components of social media marketing, i.e., advertising campaigns, content updates, relevant material, content that friends find interesting and relevant programs. Another researcher categorized social media marketing into communication, providing information, support for daily life, promotion and selling, and social response.

According to (H. Abu-Rumman & Y. Alhadid, 2014) social media comprises the following factors;

2.1.1 Conversation: Through regular updates and timely postings, social media accounts on various websites, including Facebook, Instagram, Snapchat, and Twitter, notify all of its users about the newest products on offer, promotional activities, special offers, and discounts.

2.1.2 Accessibility: Social media is easy to use, and it requires no knowledge or exceptional abilities or expertise. It's a useful tool for marketing with little or no expense.

2.1.3 Sharing Information: (Neti, 2011), social media provides a special forum for marketers to provide customers with the latest information, respond to their inquiries and suggestions, and promote their products and services.

2.1.4 Reputation/ Credibility: social media allows marketers to discover the credibility and reputation of different companies. Additionally, it assists you in achieving resonance, lending credibility to your words, eliciting strong emotional connections, arousing consumers' interest in making purchases, and developing devoted followings. These interactive opportunities assist marketers in establishing credibility and rapidly reaching potential clients by providing accurate information.

2.2. Brand Loyalty:

One of the most studied subjects in marketing is brand loyalty. It was formerly defined in the literature as consumers' favorable perceptions of a certain brand and their propensity to purchase its products over time consistently. (Fullerton, 2003; Gil et al., 2007). (Yoo & Donthu, 2015) stated that a customer demonstrates a commitment to the brand when they favor a particular brand above a rival one. There are two ways to conceptualize brand loyalty: behavioral loyalty (Chaudhuri & Holbrook, 2001) and attitudinal loyalty (Bennett & Rundle-Thiele, 2002). Customer repurchase behavior is often a good indicator of behavioral brand loyalty, while customer predisposition towards a brand based on psychological processes can be used to measure attitudinal brand loyalty. This is demonstrated by positive perception and brand preference. (Bennett & Rundle-Thiele, 2002)

In marketing terms, the individual demonstrates their commitment to the brand when a person consistently purchases the same product or service from the same source rather than switching to other suppliers. According to the concept of brand loyalty, brand loyalty if true, is based on a person's attitude towards the brand, such as if you are a fan of company X, you will purchase company X product in reaction to company Y product, regardless of company Y product (Rangaswamy et al., 1993). A few things affect brand loyalty: awareness, quality brand association, and repeat purchase behavior. Four dimensions were identified by Aaker & Joachimsthaler (2012); they defined four dimensions: Brand awareness, perceived quality, brand association, and brand loyalty. Thus, the core value of a brand is brand loyalty. In keeping with brand association, a connection between a consumer and a brand is forged via events, organizational ties, personality traits, and product features. In contrast, perception and taste are influenced by brand awareness.

2.3. Consumer Buying Intentions:

Kim and Ko (2012) Describe purchase intention as the result of a consumer's combined desire and interest in a specific product. Purchasing intention is the process by which consumers

decide whether or not to pursue a specific brand or product (Liu & Ali Qureshi, 2023; Toor et al., 2017). Additionally, customers' genuine desire to buy a particular brand or product also manifests as a buying intention at the mental stage of the decision-making process (Wells et al., 2011); (Dodds et al., 1991). This tendency to buy a brand based on how well-suited customers find the features or qualities of the brand into consideration (Belch & Belch, 2015)

Buying intention is a crucial factor to take into account in consumer buying behavior (Lita et al., 2020). Before making a purchasing decision, consumers will initiate the process of introducing, investigating, and evaluating the product (Lim et al., 2016). Buying intention is a complicated process that depends on consumer behavior, attitudes, and perceptions, making it a useful tool for anticipating purchasing (Mirabi et al., 2015). According to the previous definition of buying intention, the researcher agrees that this measure of consumers' intention to purchase a product makes buying intention a crucial signal for assessing consumer behavior. Meanwhile, consumer's readiness to purchase goods increases with their buying intention (Toor et al., 2017). Hence, it is very important to identify customer buying intentions because the activities of a customer can be projected through buying intentions (Hsu et al., 2017)

A company needs to identify the elements that greatly impact consumers' intentions to buy. Food quality, staff service, affordable prices, and bill accuracy are some of the deciding factors. In the meantime, several investigations underscore the quality's worth and its positive response to purchase, considering that well-known food quality will influence customer loyalty. In this instance, a sizable body of research indicates that a client is pleased with superior service.

(Xin & Yang, 2018) claimed that the consumer would also be happy if a product were of high quality. The key elements of exceptional service include staff members' attitudes, Empowerment, and creativity. Employees of the organization are also essential in determining buying intention. Determining buying intention is crucial since it can be challenging to evaluate what customers want, and firms usually learn them after the goods have been transported. Despite the difficulty and expense of the procedure, buying intention has a primary role in businesses because it is a vital tool in protecting a competitive advantage.

2.3.1. Food Quality:

According to (Sulek & Hensley, 2004), the key element of a dining experience is the quality of the cuisine. When it comes to restaurant selection, one of the main factors influencing buying intention is food quality. On a similar note, (Susskind Alex M Chan Edwin K, 2000) found that the main factor encouraging people to attend fast food restaurants is the quality of the cuisine. For fast-food restaurants, maintaining client loyalty largely depends on their product quality. (Sulek &

Hensley, 2004) I agree that food quality is the most fundamental factor in determining purchase intention when comparing environmental and service quality to other aspects of the restaurant.

Analyzing the impact of outstanding food on purchase intention requires taking into account several food quality factors, such as menu diversity, nutrition, and food tastiness. Moreover, (Raajpoot, 2002) stated that important factors influencing the food service sector are portion size, food presentation, menu design, and food diversity, which determine the quality of food. Because Muslims make up the majority of the population, it is crucial to keep and consider halal food consumption and hygiene in the context of Malaysia.

2.3.2. Price:

The term “perceived price” refers to the impression or perceptual representation of the product's objective price by the consumer (Jacoby and Olson 1977). In the fast-food sector, price is the key that influences purchase intention because, in Malaysia, most consumers focus on brand pricing, which encourages them to buy a meal. Product brands set varying pricing for comparable products, hence elevating the bar for brand manufacturing. Furthermore, because production changes greatly impact customers, price considerably influences purchasing intentions (Liew 2015). In addition, buyers are satisfied with the products and can afford them, which increases the likelihood of buying from a company again. (Yang Lusi; Mao Mao, 2014) A cheaper price may also be seen as a determining element in a customer's buying decision. Price-sensitive shoppers try to find a better deal (Wakefield & Inman, 2003). As a result, service providers need to focus on fees that will affect clients' intentions to make purchases.

2.3.3. Restaurant Surrounding and Environment:

Ambiance and restaurant ambiance are two major factors that affect consumer behavior and buying intention in the fast-food sector. According to (Hanaysha, 2018), Restaurant surroundings are the inconsequential elements that shape customers' perceptions and expectations of a restaurant, such as location, parking, accessibility, safety, and cleanliness. The term "restaurant environment" describes the interior elements—such as layout, design, lighting, music, color, and fragrance— influencing a restaurant's ambiance and mood. (Rajput & Gahfoor, 2020). Customer satisfaction is said to mediate between the atmosphere and setting of restaurants and diners' intentions to buy fast food (Hon Tat & Sook-Min Thoo Ai-Chin Amran Rasli Abu Bakar Abd Hamid, 2011). They argue that customers are more likely to express high pleasure and high buy intent when they are in a warm and inviting restaurant environment. Furthermore, the ambiance and atmosphere of dining places positively influence patron loyalty, which in turn impacts the intention of customers to make purchases at fast-food restaurants (Quoquab et al., 2020; Rodrigues et al., 2021)

2.4. Customer Satisfaction:

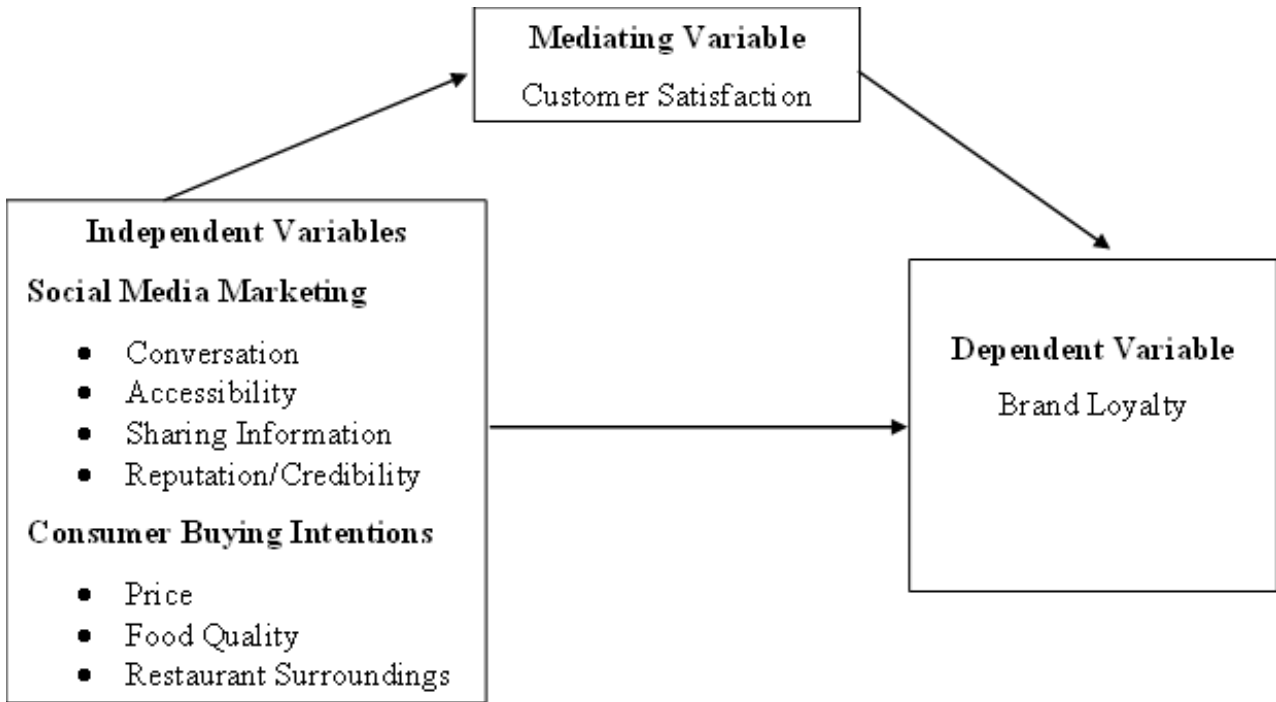
Consumers are the company's primary focus and brand ambassadors, and they are essential to its ability to generate profits (Dung et al., 2021). Owing to the significant responsibility customers play in the business world, it is imperative for businesses to always guarantee their pleasure with the goods they make. When the total advantages of the business outweigh the customer losses during the trade-in procedure in terms of time, effort, and money, customer satisfaction results (Rahim A. G., 2017). (Ebrahim, 2020) a company's superior service quality results in happy customers who are more devoted to the business and its brand.

(Froehling, 2007) claims three categories for the initial expectations that a customer compares with actual performance: positive confirmation, which is associated with a medium level of satisfaction and may be explained by the delivery of goods or services by expectations, is the first category. The second type of confirmation is negative, which leads to dissatisfied customers and can be attributed to subpar goods or services. Positive disconfirmation, which denotes high satisfaction, is the final phrase. It can be explained by the fact that goods or services exceed expectations. Customer satisfaction is a key metric that will aid businesses in managing their clientele. It will provide a vital understanding of the demands of the clientele, which the business must meet with sufficient knowledge to satisfy the clientele and implement the necessary improvements to enhance customer satisfaction. A company that attains high customer satisfaction can attract loyal customers willing to pay a premium for its offerings. This is because customer happiness is a key indicator of loyalty (DEMIR et al., 2015). Customers who perceive themselves as satisfied tend to be devoted to the business (Bhote, 1995).

2.5. Theoretical Framework

The conceptual model presented below is the result of the study's analysis and review of the literature. The theoretical framework graphically represents the study's independent, mediating, and dependent variables. One mediating variable, one dependent variable, and two independent variables are present. Social media marketing (SMM) and consumer buying intentions (CBI) are the independent factors in this study. Customer satisfaction (CSAT) acts as a mediating variable. Brand loyalty (BL) is the dependent variable.

Figure: 1 Theoretical Framework



2.6. DEVELOPING HYPOTHESIS:

2.6.1 Effect of Conversations on Brand Loyalty Through Customer Satisfaction

By creating a direct channel of connection between consumers and fast-food brands, social media conversations help to foster brand loyalty. The study conducted by (Li & Bernoff, 2011) highlights the significance of conversations in establishing a feeling of belonging and developing brand loyalty. According to (Ramsaran-Fowdar, 2013), social media marketing is a helpful tool for both managing and developing new customer relationships. Because it makes online conversations easier, it gives credibility to the idea that using social media platforms can improve consumer satisfaction and loyalty. According to (Ebrahim, 2020), a company's high service quality results in happy customers who are more devoted to the business and its brand. This theory is supported by research (Kim & Ko, 2012), which shows a positive relationship between social media conversations and purchase intentions in the fast-food sector. To improve customer satisfaction and experience (Lemon & Verhoef, 2016) also stresses the significance of tailored communication and responding to customer concerns. Having genuine conversations with customers on social media enhances brand relationships and builds trust (Bruhn et al., 2012). Therefore, it is hypothesized that

H1: Conversations have a positive effect on brand loyalty through the mediating variable of consumer satisfaction in the fast-food industry.

2.6.2 Effect of Accessibility on Brand Loyalty Through Customer Satisfaction

The accessibility of content on social media platforms is crucial for reaching a wider audience and influencing brand loyalty. Social media platforms remove barriers by providing brands with easy access to a wide audience, facilitating interaction, and breaking down traditional marketing barriers (Mangold & Faulds, 2009). The increasing dependence on social media for information collecting and decision-making is highlighted by (Chakola Aivin, 2022) research. Ensuring content accessibility is crucial for effective Social Media Marketing (SMM) strategies in the fast-food industry in Pakistan, where mobile phone usage is high (Hanaysha, 2022). Social media platforms facilitate communication, give firms quick access to a large audience, and remove traditional marketing barriers. Satisfaction is increased by direct engagement. According to (Evans, 2008), accessibility enables brands to interact directly with consumers, attend to their requirements, and customize communications, all of which increase customer happiness. (Kaplan & Haenlein, 2010) Provide evidence in support of this accessibility impact by highlighting the democratizing potential of social media and its capacity to enable marketers to establish direct connections with consumers.

H2: Accessibility has a positive effect on brand loyalty through the mediating variable of customer satisfaction in the fast-food industry.

2.6.3. Effect of Sharing Information on Brand Loyalty Through Customer Satisfaction

Social media is a never-ending source of information and a marketing tool. Sharing updates, promotions, and behind-the-scenes looks with customers promotes transparency and increases consumer trust (Kaplan & Haenlein, 2010). Informant content raises customer satisfaction by offering useful and interesting information on social media platforms that informs and entertain users. Positive connections build brand loyalty through educating consumers, positioning the brand as an authority and thought leader, and supplying relevant and useful information. (Mangold & Faulds, 2009) provide data supporting this information-sharing impact by highlighting the significance of social media for sharing knowledge and effective interactions with customers. Furthermore, (Lemon & Verhoef, 2016) emphasize that customized and relevant information is important to improve customer experience and satisfaction. In Pakistan's fast-food industry, where timely information and accurate information are essential, it is anticipated that efficient information sharing will have a positive impact on customer needs and, in turn, brand loyalty.

H3: Sharing Information has a positive effect on brand loyalty through the mediating variable of customer satisfaction in the fast-food industry.

2.6.4 Effect of Reputation/Credibility on Brand Loyalty Through Customer Satisfaction

Social media allows marketers to learn about the reputation and trustworthiness of various brands. Additionally, it assists in achieving resonance, giving your words credibility, inspiring unique emotional associations, stimulating buying desire, and cultivating loyal customers. These interactive chances help marketers build trust and quickly reach prospective customers by offering reliable information. (Kaplan & Haenlein, 2010) emphasize the value of social media in promoting openness and establishing confidence, both of which are critical elements of a solid reputation. Its credibility and reputation greatly influence brand loyalty and satisfaction in the fast-food industry. The experts' authority gives customers useful information, increasing the effectiveness of business branding. It is important to stress that firms can exceed customers' expectations by leveraging celebrity reputation. Because of the celebrity's credibility, the campaign receives positive feedback from the customer. Customers give the marketing positive feedback because of the celebrity's credibility. Credibility fosters loyalty and satisfaction; favorable brand associations and higher satisfaction result when consumers view a brand as credible and trustworthy based on its social media presence (Ao et al., 2023).

H4: Reputation/Credibility has a positive effect on brand loyalty through the mediating variable of customer satisfaction in the fast-food industry.

2.6.5 Effect of Food Quality on Brand Loyalty Through Customer Satisfaction

High food quality drives brand loyalty through customer satisfaction in the fast-food industry. In the fast-food industry, delicious food is the main factor determining customer satisfaction (Johns & Howard, 1997; Kivela et al., 1999; Law et al., 2004). Strong brand awareness is positively correlated with the tendency of customers to think about and select a specific brand, according to (Aaker A., 1996) research. In Pakistan, displaying the quality of food through attractive content on social media channels like Instagram can significantly impact consumer buying intentions and, consequently, brand loyalty. Positive customer experiences with food quality over time lead to higher customer satisfaction and a greater likelihood of repeat visits, which promotes brand loyalty (Lai et al., 2009; Vimla & Taneja, 2021). (Lemon & Verhoef, 2016) highlight how important it is for customers to have positive brand experiences and be satisfied with the products and services they receive. In the context of fast food, customer satisfaction and loyalty are still largely dependent on the quality of the food.

H5: Food Quality has a positive effect on brand loyalty through the mediating variable of customer satisfaction in the fast-food industry.

2.6.6 Effect of Price on Brand Loyalty Through Customer Satisfaction

Pricing factors are crucial in shaping customer satisfaction and, in return, brand loyalty. Value-conscious buyers prioritize affordability. According to (Kim & Ko, 2012), competitive prices can satisfy buyers, particularly those who are on a tight budget. According to (Yang Lusi; Mao Mao, 2014), lower costs may also be seen as the element that persuades people to buy. (Kaplan & Haenlein, 2010) draw attention to the significance of discounts and promotions provided via social media platforms. Effective pricing strategies conveyed through SMM can influence consumer decisions in Pakistan, where price sensitivity is important, increasing customer satisfaction and loyalty (Kaplan & Haenlein, 2010); (Mangold & Faulds, 2009). It's crucial to remember that concentrating only on price may backfire if it sacrifices quality or customer experience. Thus, it is hypothesized that,

H6: Price has a positive effect on brand loyalty through the mediating variable of customer satisfaction in the fast-food industry.

2.6.7 Effect of Restaurant Surroundings and Environment on Brand Loyalty Through Customer Satisfaction

The environment and surroundings of a fast-food restaurant play a crucial role in shaping customer satisfaction and building brand loyalty. The study conducted by (Li & Bernoff, 2011) emphasizes how social media shapes people's opinions about brands. In Pakistan, influencing buying intentions and building brand loyalty requires matching SMM methods with local ambiance and milieu preferences (Li & Bernoff, 2011) People nowadays choose to eat outside more. Customers are more mindful of the environment in which they are eating. So, restaurant owners should make more efforts to enhance and furnish their places for their customers. A restaurant's environment has equal significance to the food it serves. (Hsu et al., 2017) provided evidence to support the environment-loyalty link by showing that the environment of restaurants substantially impacts consumer buying intentions. Furthermore, (Lemon & Verhoef, 2016) stresses the significance of a whole customer experience, encompassing the physical surroundings, to foster satisfaction and favorable brand relationships. Thus, it is hypothesized that,

H7: There is a positive effect of Restaurant Surroundings and Environment on brand loyalty mediated by customer satisfaction in the fast-food industry.

Chapter - 3

Research Methodology

A survey-based methodology is used to collect detailed data and insights from respondents to investigate the impact of social media marketing on consumer buying intentions and brand loyalty within the fast-food business. This section describes the research design, analytical techniques, and data-gathering procedure used in this study.

To gather data for this study, a sample of Pakistani fast-food customers will be given standardized surveys to complete. Young customers are the key demographic targeted by the selection criteria for respondents, owing to their popularity in social media marketing initiatives within the fast-food industry. To ensure the validity and reliability of the data gathered, the survey questionnaire includes validated scales to measure characteristics, including customer satisfaction, consumer buying intentions, and brand loyalty. (Umair Manzoor et al., 2020).

A cross-sectional method is used in the research design to enable the simultaneous analysis of multiple variables simultaneously. This methodology is highly appropriate for investigating the relationships among social media marketing, customer satisfaction, brand loyalty, and customer buying intentions in the context of the fast-food business. Survey data collection facilitates quantitative analysis, allowing for the statistical testing of hypotheses and identifying correlations between variables. (Choedon & Lee, 2020)

The gathered data will be analyzed using statistical methods, including regression analysis and structural equation modeling (SEM). While SEM enables the investigation of the mediating role of customer satisfaction in these relationships, regression analysis will aid in evaluating the direct effects of social media marketing on brand loyalty and consumer buying intentions. Through applying these analytical techniques, this research offers a thorough comprehension of how social media marketing impacts customer behavior within the fast-food sector. (DARBINYAN, 2021).

Several steps will be taken to guarantee the accuracy and consistency of the data gathered. These precautions include using recognized scales for assessing variables, protecting participant confidentiality, and pre-testing the survey questionnaire. To confirm the results and address any potential biases or limitations in the research design, additional robustness checks and sensitivity analyses will be carried out. (Al-Dmour et al., 2023; Icoz et al., 2018).

To sum up, this study's survey-based methodology aims to offer solid empirical proof of how social media marketing affects consumer buying intentions and brand loyalty in the fast-food sector. This study intends to provide significant insights to academics and industry, influencing marketing

strategies and decision-making processes in the fast-food business through the methodical data collection and analysis from respondents.

3.1 Econometric Equation

$$BL = \alpha + \beta_1 \text{ CON} + \beta_2 \text{ ACS} + \beta_3 \text{ SIN} + \beta_4 \text{ RCR} + \beta_5 \text{ FQ} + \beta_6 \text{ PR} + \beta_7 \text{ RSE} + \beta_8 \text{ CST} + \varepsilon$$

Where:

BL: Brand Loyalty

CON: Conversations

ACS: Accessibility

SIN: Sharing Information

RCR: Reputation/Credibility

FQ: Food Quality

PR: Price

RSE: Restaurant Surroundings and Environment

CST: Customer Satisfaction

α : Intercept

ε : Error term

3.2 Research Paradigm

Research paradigm aids in the selection of the most effective research methodology. It aids academics in considering their fundamental worldviews and theoretical precepts. Constructivism, positivism, and critical theories are the three primary paradigms for conducting research. A research philosophy known as the positivist paradigm strongly emphasizes objectivity, empirical observation, and the application of quantitative techniques. It makes the supposition that the universe is made up of measurably observable occurrences that may be investigated using scientific techniques. The non-positivist paradigm, which prioritizes subjectivity, interpretation, and the use of qualitative approaches, is sometimes contrasted with the positivist paradigm (N. Sharma et al., 2021). Constructivism, as a study paradigm, highlights the leaders' active involvement in creating knowledge and meaning through their experiences. It is predicated on the notion that students must actively "build" their knowledge and abilities using data acquired while creating a learning framework from the outside environment (Morgan, 2014).

A philosophical paradigm that has been suggested as a framework for social science research is pragmatism. It strongly emphasizes the usefulness of research and concentrates on the researcher's experience and questions. As a new paradigm, pragmatics questions the assumptions of traditional methodologies based on the philosophy of knowing, providing fresh insights into understanding social research. Since this study involves both the qualitative and quantitative phases, the pragmatism approach is most likely the research paradigm at work. As a study paradigm, Pragmatics emphasizes the practical application of knowledge in real-life situations and the importance of considering the context (Kaushik & Walsh, 2019).

3.3 Research Purpose

The main goal of this study is to thoroughly understand how social media marketing affects brand loyalty. Specifically, it focuses on how social media marketing affects consumer buying intentions about the mediating variable of customer satisfaction. The study aims to find and evaluate important features related to social media marketing, such as conversations, accessibility, information sharing, reputation and credibility, and consumer purchasing intentions related to factors like price, food quality, and restaurant environment & surroundings. By closely examining these factors, the study seeks to clarify how their individual and combined impacts affect consumers' purchasing intentions within the fast-food sector. In addition, the research aims to provide marketers with significant insights that will facilitate the development of efficient marketing tactics that enhance brand loyalty and buying intent. To further contribute to the overall success and impact of digital marketing efforts in the ever-changing fast-food business, the research also attempts to provide recommendations on the selection of digital influencers for particular fast-food marketing efforts.

3.4 Research Methodology

This study used a survey-based methodology, with the main means of gathering data being Google Form questions. The study's target population was major cities of Pakistani citizens who regularly used social media platforms and had some familiarity with social media marketing. (Umair Manzoor et al., 2020). A survey-based methodology was chosen to gather Pakistani customers' attitudes and actions about social media marketing and its impact on consumer buying intentions and brand loyalty in the fast-food business.

3.5 Research Design

Utilizing primary data, the research design employed a quantitative methodology. Social media users were the main data source for this study to examine young Pakistani consumers' behavior to social media marketing. The quantitative method enabled statistical analysis to test

hypotheses and determine relationships between variables by making it easier to gather numerical data. (DARBINYAN, 2021).

3.6 Research Population

The data collection process was conducted throughout Pakistan, indicating that the country's consumers are generally aware of social media platforms. (Al-Dmour et al., 2023; Icoz et al., 2018). The target audience consisted of individuals between the age range of 18 and 30, as this is a significant young consumer group, especially in the fast-food industry. Within this age group, the individual consumer served as the unit of analysis, enabling a thorough investigation of their attitudes and actions about the variables under study (Umair Manzoor et al., 2020). Based on the below Morgan table, with a population size of 1,500, a sample size of approximately 300 was determined to ensure sufficient data for statistical analysis.

Figure 2: Krejcie and Morgan (1970)

Table for Determining Sample Size from a Given Population					
N	S	N	S	N	S
10	10	220	140	1200	291
15	14	230	144	1300	297
20	19	240	148	1400	302
25	24	250	152	1500	306
30	28	260	155	1600	310
35	32	270	159	1700	313
40	36	280	162	1800	317
45	40	290	165	1900	320
50	44	300	169	2000	322
55	48	320	175	2200	327
60	52	340	181	2400	331
65	56	360	186	2600	335
70	59	380	191	2800	338
75	63	400	196	3000	341
80	66	420	201	3500	346
85	70	440	205	4000	351
90	73	460	210	4500	354
95	76	480	214	5000	357
100	80	500	217	6000	361
110	86	550	226	7000	364
120	92	600	234	8000	367
130	97	650	242	9000	368

3.7 Sample Size

The survey was distributed across multiple social media platforms in major cities of Pakistan to gather feedback from a varied range of individuals (Choedon & Lee, 2020). To guarantee a sufficient sample size for statistical analysis, a minimum of 300 responses will be collected. To ensure applicability to a wider consumer base in the fast-food industry, the sample size selected took demographic concerns into account (Umair Manzoor et al., 2020).

The researchers used convenience sampling because of time and resource limitations. Using this non-probability method, participants were chosen based on their accessibility and availability for the study. (Chen, L. (2014, April). For this study, the convenience sampling approach was selected since it made many people available and willing to participate. Online groups were used to find and contact the participants, and they were offered the choice to finish the questionnaire whenever it was most convenient for them. An online advertisement requesting social media users who have used social media to make decisions on food to take part in the study was posted on relevant social media websites and social media platforms to reach the respondents. The web advertisement described the goal and confidentiality of the study and included a link to the self-administered questionnaire. Researchers have employed convenience sampling strategies to reach a greater number of people in the last four years of study publications. In my study, I have also opted for convenience sampling.

3.8 Statistical Tool/Analysis

The analysis of collected data was conducted using the Statistical Package for the Social Sciences (SPSS) software (Al-Dmour et al., 2023; Icoz et al., 2018). The requirements of this study are met by SPSS, a statistical tool that makes it easier to examine and understand quantitative data in-depth. A variety of statistical methods, including regression analysis and mediation analysis, will be used with SPSS to examine the connections between social media marketing, customer happiness, brand loyalty, and consumer purchasing intentions. (DARBINYAN, 2021).

3.9 Data Collection Method

Primary Data:

This method involves the distribution of survey questionnaires among the users of social media sites. The questionnaire will use a 5- 5-point Likert scale, where 1 represents strongly disagree and 5 represents strongly agree. To enhance the study's validity, measures in the questionnaire were adapted from previous research. The questionnaire encompassed essential variables, including social media marketing, Consumer buying intentions, and Customer Satisfaction, which had been investigated in previous research studies. The study's dependent variable is brand loyalty, which gauges the user's willingness and intention to purchase social network services.

Table 1: Reference of Variables, Data Sources and Acronyms

Variables	Acronym	References
Conversations	CON	Asad, H, Abu rumman (2014).
Accessibility	ACS	Asad, H, Abu rumman (2014).
Sharing information	SIN	Asad, H, Abu rumman (2014).
Reputation/Credibility	RCR	Asad, H, Abu rumman (2014).
Food quality	FQ	Xiao, A., Yang, S., & Iqbal, Q. (2019).
Price	PR	Xiao, A., Yang, S., & Iqbal, Q. (2019).
Restaurant surroundings & environment	RSR	Singh, K., Tan, J. F., Abdullah, S. A., Tan, H. M., Tan, Z. W., Fauziah, N., Sharma, S., Kee, D. M. H. (2023).
Proxy Variables	PV	BELOW
No. of replies on social media posts	NRS	Chakola, A. (2022).
Availability of online ordering	AOR	Yeo, V. C. S., Goh, S.-K., & Rezaei, S. (2017).
Brand mentions	BMN	Chakola, A. (2022).
Influencer endorsements	INE	Hanaysha, J. R. (2022).
Online ratings of the food quality of the brand	ORB	Hanaysha, J. R., Sharma, A., & Momani, A. M. (2021).
Promotional offers	POF	Riaz, H., Ahmed, H., & Akhtar, S. (2019, April 7).
Hygiene	HYG	Khan, Ayesha & Zia, Zubda & Niazi, Azka & Gillani, Rohina & Malik, Amman. (2020).

Chapter 4

Results And Analysis

4.1. Introduction

This research chapter is about the results and analysis of the collected data and gaining meaningful information from the respondents. This chapter outlined the demographics analysis, descriptive, correlation and regression, and mediation analysis. The primary purpose of the demographics and data analysis is to know the respondents' profiles and the initial information about the responses. Correlation, regression, and mediation are about finding the relationships, examining the impact, and testing the hypothesis, which ultimately aligns with research objectives.

4.2. Demographic Analysis

The demographic analysis is about examining the respondent's profile and characteristics. It is about portraying the true picture of respondents' profiles and characteristics. In this research, the questionnaire was sent to 300 respondents, of which 263 returned the questionnaire. After analyzing the responses, only 250 questionnaires were usable for the study analysis. The detailed description is undermentioned.

Table 4. 1. Gender of Respondents

Gender	Frequency	Percent
Female	127	50.8%
Male	123	49.2%

Table 4.1 is about the gender of the respondents. The table clearly illustrates that there were 127 female respondents, while the remaining 123 were males. 50.8% were females, which was higher than the males at 49.2%. So, it concluded that the number of female respondents was higher than that of males.

Table 4. 2. Age of Respondents

Age	Frequency	Percent
18 to 20	15	6.0%

21 to 23	50	20.0%
24 to 26	107	42.8%
27 to 30	78	31.2%

Table 4.2 illustrates the age of the respondents in the research. It is from 18 years to 30 years of the age group. From the table, 15 respondents belonged to 18-20 years age group, 50 respondents to 21-23 years age group, 107 respondents to 24-26 years age group, and the remaining 78 respondents to 27-30 years age group. It also showed 18-20 years (6%), 21-23 years (20%), 24-26 years (42.8%) and the remaining 31.2% is associated with 27-30 years of age category. It found that most of the respondents belonged to 24-26 years of age group, while 18-20 years of age group had the lowest participation in the research.

Table 4.3. Area of Respondents

Area	Frequency	Percent
Sakurdu	3	1.2%
Islamabad	147	58.8%
Peshawar	16	6.4%
Lahore	58	23.2%
Karachi	26	10.4%

Table 4.3 describes the geographical area of the respondents. The table stated that the data were collected from all over Pakistan, and geographical coverage was as per their provinces and the main distributed areas, i.e., Sakurdu, Islamabad (Federal), Peshawar, Lahore, and Karachi. The table stated that 3 respondents (1.2%) were from Sakurdu, 147 respondents (58.8%) were from Islamabad, 16 respondents (6.4%) from Peshawar, 58 respondents (23.2%) from Lahore and the remaining 26 respondents (10.4%) from Karachi. More than half of the respondents belonged to the Islamabad area, while the lowest was from Sakurdu. It also showed the diversity of the respondents in the research. So, overall, respondents from Islamabad participated more in this research than other areas.

Table 4.4. Years of Experience of Respondents

Years of Experience	Frequency	Percent
0 to 2 years	136	54.4%
3 to 5 years	57	22.8%
6 to 8 years	24	9.6%
9 plus years	33	13.2%

Table 4.4 shows the respondents' years of experience. It is about the professional experience that respondents gained. The table showed that 136 respondents have 0-2 years of experience, 57 have 3-5 years, 24 have 6-8 years, and 33 have 9 and above years of experience. Moreover, the majority of the respondents, 54.4%, had 0-2 years of experience, while 9.6% was the lowest, which contained 6-8 years of experience. So, overall, the respondents have diverse experience, but huge numbers are 0-2 years of experience.

Table 4.5. Monthly Salary of Respondents

Monthly Salary	Frequency	Percent
Below PKR 50000	50	20.0%
PKR 50,001 - PKR 100, 000	84	33.6%
PKR 100,001 - PKR 200, 000	50	20.0%
PKR 200,001 & Above	21	8.4%
Prefer Not to say	45	18.0%

Table 4.5 shows the monthly salary of the respondents in the research. The range is from Below Rs. 50K till prefer not to say. The income category below Rs. 50000 has 50 respondents, 20% of the overall respondents. Moreover, 84 respondents are Rs. 50,001 – 100,000 with 33.6%, Rs. 100,001 till 200,000 were 50 respondents with 20%, Rs. 200,001 & above were 21 with 8.4% responses and prefer not to say were 45 respondents contained 18%. The overall majority of the respondents have Rs. 50K to 100,000 income as monthly salary from all respondents.

4.3. Descriptive Statistics

Descriptive statistics are the main element of the research, which shows the detailed view of the respondents and the variables of the research. It contained the minimum, maximum, mean, standard deviation, and other tests, especially Skewness and Kurtosis, which are the crucial parts considered for the normality of the data. The descriptive statistics of the respondents' data is undermentioned in detail.

Table 4.6. Descriptive Statistics

	Min	Max	Mean	Std. Dev	Skewness		Kurtosis	
					Stat	Std. Error	Stat	Std. Error
Gender	1	2	1.49	.501	.032	.154	-2.015	.307
Age group	1	4	2.99	.869	-.540	.154	-.401	.307
Area	1	5	2.83	1.122	.739	.154	-.986	.307
YOE	1	4	1.82	1.067	1.033	.154	-.313	.307
Salary	1	5	3.10	1.434	-.211	.154	-1.395	.307
Convrstn	1.00	5.00	2.2825	1.11142	.840	.154	.391	.307
Access	1.00	5.00	1.9733	1.09406	.736	.154	-.777	.307
S.Inform	1.00	5.00	1.9907	.93397	.686	.154	-.393	.307
RepnCred	1.00	5.00	1.9213	1.03940	.836	.154	-.399	.307
Ambience	1.00	5.00	1.9707	1.07797	.732	.154	-.675	.307
Food.Qual	1.00	5.00	2.0253	1.10363	.681	.154	-.748	.307
Price	1.00	5.00	1.9671	.95364	.605	.154	-.666	.307
C.SAT	1.00	5.00	1.8427	.91160	.828	.154	-.229	.307
B.Loylty	1.00	5.00	1.9120	1.07143	.832	.154	-.534	.307

Table 4.6 describes the descriptive analysis of the research variables along with demographics. It showed the range, average, and normality of the data. The table shows that the Gender range between (1 to 2), Age group is (1 to 4), Area is (1 to 5), Years of Experience (YOE) is (1 to 4), and Salary has (1 to 5). However, regarding the conversation the values are (range, 1 to 5, Mean=2.28, SD=1.11), Accessibility is (Range, 1 to 5, Mean=1.97, SD=1.09), Sharing information is (Range, 1 to 5, Mean=1.99, SD=.933), Reputation (Range, 1 to 5, Mean=1.92, SD=1.103), Ambience is (Range, 1 to 5, Mean=1.97, SD=1.07), Food Quality is (Range, 1 to 5, Mean=2.02, SD=1.103), Price is (Range, 1 to 5, Mean=1.96, SD=.953), Customer Satisfaction is (Range, 1 to 5, Mean=1.84, SD=.911) and Brand Loyalty is (Range, 1 to 5, Mean=1.91, SD=1.07). So, it showed that the response is appropriate according to the research.

4.3.1 Data Normality

In Table 4.6, the data normality is also assessed and examined; for instance, the normality measures of Skewness and Kurtosis were examined. The tabular values showed that the Kurtosis values fall between -3 and +3, and the Skewness values are +2 and -2. So, the tabulated values clearly showed that the data is normal because the values are less than the threshold.

4.4 Reliability Analysis

Reliability analysis showed that the scale's reliability is reliable and generates the results accordingly. This is an important analysis because the respondents' responses determine whether they properly understand and provide adequate and appropriate information. Reliability of the scale determined as the 0.700 and above is considered reliable, while lower than 0.700 is not considered good.

Table 4.7. Reliabilities of all the Scales

Constructs	Items	Cronbach's Alpha
Cnvrstn	3	.892
Access	3	.753
S.Inform	3	.718
RepnCred	3	.768
Ambience	3	.773
Food.Qual	3	.758
Price	3	.817
C.SAT	3	.726
B.Loylty	3	.780

Table 4.7 demonstrates the reliabilities of the scale. It showed that conversation has Cronbach Alpha reliability of (0.892), Accessibility (0.753), Sharing information (0.718), Reputation/Credibility (0.768), Ambience (0.773), Food quality (0.758), Price (0.817), Customer Satisfaction (0.726) and Brand Loyalty has (0.780). It showed that all the scales' reliability was above the threshold, which showed that they were highly reliable. So, the data is highly reliable.

4.5. Correlational Analysis

The correlation test was widely used to find the association between the variables. The values consist of +1 to -1. The values show the relationship's strength or weakness and explore the positive and negative relationship among the variables. However, in the case of a 0 value, no relationship was found between the variables. Moreover, it was also clear that when the correlation value is positive, there is a straight and direct relationship between the variables. In the case of negative relationship, it described an inverse relationship between the variables.

Table 4.8. Correlation Analysis

Correlation									
	Cnvrstn	Acces	S.Inf	Repn	Ambie	Food.	Pric	C.SAT	B.Lo
		s	orm	Cred	nce	Qual	e		ylty
Cnvrstn	1								
Access	.276**	1							
S.Inform	.348**	.506**	1						
RepnCred	.376**	.596**	.586**	1					
Ambience	.132*	.416**	.536**	.485**	1				
Food.Qual	.263**	.475**	.546**	.637**	.678**	1			
Pric	.203**	.450**	.498**	.542**	.538**	.612**	1		
C.SAT	.267**	.349**	.561**	.528**	.567**	.558**	.592*	1	
B.Loyalty	.213**	.448**	.554**	.590**	.682**	.666**	.544*	.620**	1

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Table 4.8 shows the correlation among variables. The table showed that conversation has a positive and significant relationship with brand loyalty with values of (r = .213, p < .05). It stated that conversation has a considerably straight and direct relationship with the dependent variable.

The table also stated that Accessibility has a significant and positive relationship with brand loyalty with values of (r = .448, p < .05) which showed as direct relationship. This stated as considerable positive and straight relationship between variables. Furthermore, sharing information

has a relationship with values of ($r = .554, p < .05$), which showed a positive and significant relation. Moreover, it also showed a considerable and direct relationship.

The table also shows the relationship between reputation or credibility and brand loyalty. It stated that the relationship values are ($r = .590, p < .05$), meaning a positive and significant relationship exists between variables. It showed that reputation or credibility has a direct and positive relationship with brand loyalty. Regarding the ambiance, the tabulated correlation values ($r = .682, p < .05$) showed a positive and significant relationship. The values deliberated that ambiance has a direct, positive, and significant relationship with brand loyalty. Moreover, the food quality relationship values ($r = .666, p < .05$) showed a positive and significant relationship. It also described a straight and direct relationship between the variables. For price, the correlation is also positive and significant with values of ($r = .544, p < .05$). It clearly showed that there is a positive, significant, and direct relationship between price and brand loyalty. Aligned with these results, customer satisfaction also has a positive and significant relationship with brand loyalty. The values ($r = .620, p < .05$) depicted the direct and positive relationship with variables.

The correlation analysis clearly showed that all the independent and mediating variables have a positive, significant and direct relationship with brand loyalty.

4.6. Regression Analysis

Regression analyses were used to find out the impact on variables. It is about examining how much the independent variable impacts the dependent variable and in which direction. Regression analysis described the individual impact as well as collaborative impact. Moreover, it also showed the multi-collinearity among the variables.

4.6.1 Multi-Collinearity Analysis

Multicollinearity analysis is crucial for examining and assessing the higher relationship among independent variables. In the case of multicollinearity, the data is problematic. It is detected through assessment and analysis of the VIF values. VIF higher than 10 is considered as multicollinearity in data. Table 4.8 shows that the values of VIF are less than 10, which shows that no multicollinearity exists and that the data is appropriate and adequate.

Table 4.9. Regression Analysis

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.780 ^a	.609	.596	.68097	.609	46.926	8	241	.000

a. Predictors: (Constant), C.SAT, Convrstn, Access, Ambience, Pric, S.Inform, ReprnCred, Food.Qual

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	174.084	8	21.761	46.926	.000 ^b
	Residual	111.757	241	.464		
	Total	285.842	249			

a. Dependent Variable: B.Loylty

b. Predictors: (Constant), C.SAT, Convrstn, Access, Ambience, Pric, S.Inform, ReprnCred, Food.Qual

Coefficients

SER	Path / Relationship	Beta	t-values	P values	Collinearity Statistics	
					Tolerance	VIF
1	Cnvrstn → B.Lyly	-.026	-.583	.561	.808	1.237
2	Accsblty → B.Lyly	.035	.657	.512	.583	1.714
3	S.Informtn → B.Lyly	.063	1.099	.273	.497	2.013
4	Respn.Cred → B.Lyly	.154	2.468	.014	.419	2.388
5	Ambience → B.Lyly	.307	5.135	.000	.454	2.201
6	Price → B.Lyly	.191	2.927	.004	.382	2.619
7	Food Qual → B.Lyly	.013	.227	.821	.503	1.990
8	C.Sat → B.Lyly	.210	3.674	.000	.495	2.020

Table 4.9 contains three different output tables that show the regression values. These are model summary, ANOVA and co-efficient table.

The model summary table describes the R-Square value, which shows the combined and overall model impact on the dependent variable. In this table, the value is (R-Square = .609, $p < .05$), which shows that all the predictors have 60.9% impact on the dependent variable.

ANOVA table described the statistical significance of the model. The table stated that the value of ($F = 46.926$, $p < .05$) is significant. So, it clearly stated that the model is statistically significant.

The co-efficient table described the impact of independent variables or predictors on dependent variables. It showed as whether they have a significant impact or not, positive or negative and how much impact.

The coefficient table showed that the conversation has no significant impact on brand loyalty. The values are ($b = -.026$, $p > .05$), which showed no significant impact because the p-value is higher than the threshold. So, the conversation has not have any effect on brand loyalty.

Accessibility also has no significant impact on brand loyalty because the values are ($b = .035$, $p > .05$), and these are not significant. So, accessibility does not any effect on brand loyalty. From

the table, the results of sharing information are also aligned with conversation and accessibility, as it does not significantly impact brand loyalty. The values ($b = .063$, $p >.05$) showed that it had no significant impact and no effect on brand loyalty.

Reputation or credibility has significant impact on brand loyalty. The values ($b = .154$, $p <.05$) showed that there is positive and significant impact of reputation on brand loyalty. Moreover, it showed that reputation has 15.4% positive impact on brand loyalty. Ambiance also has positive and significant impact on brand loyalty with values of ($b = .307$, $p <.05$). It showed that ambiance has 30.7% positive impact on brand loyalty. Align with it, the price has also significant and positive impact. The values ($b = .191$, $p <.05$) are significant and showed that price has a 19% positive impact on brand loyalty. While the food quality has not any impact on the brand loyalty because the values are ($b = .013$, $p >.05$), which determined as not shown any significant impact. Regarding the customer satisfaction, it showed a positive and significant impact on brand loyalty. The values are ($b = .210$, $p <.05$), which showed a positive and significant impact of 21% on brand loyalty. From the results, it clearly illustrated that the overall variables have positive impact of 60.9% on brand loyalty. The model is statistically significant. However, from the variables of the research, the conversation, accessibility, sharing of information and food quality has not any impact on brand loyalty while others have had significant, positive and direct impact on it.

4.7. Mediation Analysis

Mediation analysis is described as examining the relationship of independent variables with dependent variable through third variable for assessment of the relationship. It showed whether the relationship exists or not or through mediator, the relationship and impact formed. In this research, the customer satisfaction theorized as mediator between conversation, accessibility, sharing information, reputation, price, food quality, ambiance, and brand loyalty, where brand loyalty as the dependent variable. Andrew F. Hayes Process Macros used for analyzing the mediation analysis. Model 4 specified for the mediation analysis. So, the results are described under in Table 4.9.

Table 4.10. Satisfaction Mediation

SER	Path / Relationship	Beta	S.E	LLCI	ULCI
H1	Cnvrstn →C.Sat → B.Lyly	0.156	.0420	.0789	.2409
H2	Access→C.Sat → B.Lyly	0.180	.0363	.1129	.2546
H3	S.Inform →C.Sat → B.Lyly	0.290	.0519	.1923	.3941
H4	Rep.Cred →C.Sat → B.Lyly	0.2327	.0479	.1466	.3346
H5	Price →C.Sat → B.Lyly	0.3047	.0583	.2015	.4302
H6	Food.Qual →C.Sat → B.Lyly	0.1953	.0425	.1134	.2798
H7	Ambience →C.Sat → B.Lyly	0.1939	.0416	.1176	.2813

4.7.1 Customer Satisfaction Mediation Between Conversation and Brand Loyalty

In table 4.10, customer satisfaction positively mediated between conversation and brand loyalty. The values are (b =.156, LLCI= .0789, ULCI=.2409), it showed as the LLCI and ULCI are in same directions, so the relationship is significant. H1 is accepted here as the mediator performed positive mediation between independent and dependent variable.

4.7.2 Customer Satisfaction Mediation Between Accessibility and Brand Loyalty

In table 4.10, customer satisfaction positively mediated between accessibility and brand loyalty. The values are (b =.180, LLCI= .1129, ULCI=.2546), it showed as the LLCI and ULCI are in same directions, so the relationship is significant. H2 is accepted here as the mediator performed positive mediation between independent and dependent variable.

4.7.3 Customer Satisfaction Mediation Between Sharing Information and Brand Loyalty

Table 4.10, customer satisfaction positively mediated between sharing information and brand loyalty. The values are (b=.290, LLCI= .1923, ULCI=.3941), it showed as the LLCI and ULCI are in same directions, so the relationship is significant. H3 is accepted here as the mediator performed positive mediation between independent and dependent variable.

4.7.4 Customer Satisfaction Mediation Between Reputation / Credential and Brand Loyalty

Table 4.10, customer satisfaction positively mediated between conversation and brand loyalty. The values are (b =.232, LLCI= .1466, ULCI=.3346), it showed as the LLCI and ULCI are

in same directions, so the relationship is significant. H4 is accepted here as the mediator performed positive mediation between independent and dependent variable.

4.7.5 Customer Satisfaction Mediation Between Price and Brand Loyalty

Table 4.10, customer satisfaction positively mediated between price and brand loyalty. The values are (b=.304, LLCI= .2015, ULCI=.4302), it showed as the LLCI and ULCI are in same directions, so the relationship is significant. H5 is accepted here as the mediator performed positive mediation between independent and dependent variable.

4.7.6 Customer Satisfaction Mediation Between Food Quality and Brand Loyalty

Table 4.10, customer satisfaction positively mediated between food quality and brand loyalty. The values are (b =.195, LLCI= .1134, ULCI=.2798), it showed as the LLCI and ULCI are in same directions, so the relationship is significant. H6 is accepted here as the mediator performed positive mediation between independent and dependent variable.

4.7.7 Customer Satisfaction Mediation Between Ambience and Brand Loyalty

Table 4.10, customer satisfaction positively mediated between ambience and brand loyalty. The values are (b=.193, LLCI= .1176, ULCI=.2813), showing that the LLCI and ULCI are in the same directions, so the relationship is significant. H7 is accepted here as the mediator positively mediates between independent and dependent variables.

4.8. Hypothesis Summary

Table 4.11 shows the hypothesis summary which obtained through the results. The results clearly illustrated that mediator customer satisfaction positively mediated the relationship between independent variables and dependent variables (brand loyalty). So, all the hypotheses are accepted and mentioned in table 4.11.

Table 4.11. Results of Hypotheses Testing

Ser#	Hypothesis	Status
1	H1: Conversations have a positive effect on brand loyalty through the mediating variable of consumer satisfaction in the fast-food industry.	Accepted
2	H2: Accessibility has a positive effect on brand loyalty through the mediating variable of customer satisfaction in the fast-food industry.	Accepted
3	H3: Sharing Information has a positive effect on brand loyalty through the mediating variable of customer satisfaction in the fast-food industry.	Accepted
4	H4: Reputation/Credibility has a positive effect on brand loyalty through the mediating variable of customer satisfaction in the fast-food industry.	Accepted
5	H5: Food Quality has a positive effect on brand loyalty through the mediating variable of customer satisfaction in the fast-food industry.	Accepted
6	H6: Price has a positive effect on brand loyalty through the mediating variable of customer satisfaction in the fast-food industry.	Accepted
7	H7: There is a positive effect of Restaurant Surroundings and Environment on brand loyalty mediated by customer satisfaction in the fast-food industry.	Accepted

CHAPTER 5

CONCLUSION, DISCUSSION, AND RECOMMENDATIONS

5.1 INTRODUCTION

The current research is about “Investigating the Influence of Social Media Marketing on Brand Loyalty of Consumer Buying Intentions with the Mediating Effect of Customer Satisfaction via the Fast-food Industry”. This research was conducted in different major cities of Pakistan, and the data was collected through a survey. This chapter presented the conclusion, discussion, recommendations, limitations, and future suggestions for further studies.

5.2 CONCLUSION

This research investigated social media marketing on brand loyalty through mediating impact on customer satisfaction in the fast-food industry. Fast food is growing with the passage of time and in this growth, social media played vital role. The customers are attracting and switching from one brand to another due to huge social media marketing strategies, promotions and incentives. In this competitive situation, there was a dire need to examine the social media marketing on brand loyalty through customer satisfaction.

This research was quantitative in nature and conducted on fast-food sector in different major cities of Pakistan. The results of the research deliberated that the customer satisfaction mediated between all independent variables towards brand loyalty.

The results indicated that customers actively interact with brands on social media, seeking timely responses to their queries. This interaction fosters a sense of belonging and enhances their satisfaction, leading to increased brand loyalty. The accessibility of social media platforms also emerged as a crucial factor, enabling customers to stay updated with the latest information, deals, and discounts. This ease of access enhances their satisfaction and loyalty. Furthermore, the study highlighted the importance of sharing updated information on social media, which keeps customers engaged and satisfied by providing them with timely promotions and event details. Brand reputation and credibility were also found to be significant, as high credibility not only engages customers but also boosts their satisfaction and loyalty. Food quality was another critical element, with customers preferring high-quality, nutritious food that meets their health expectations. This preference directly correlates with higher satisfaction and repeated patronage. Pricing strategies in the fast-food industry were found to be a key determinant of customer satisfaction, with value-based pricing appealing to customers seeking high value for their money. Lastly, the ambiance and environment of fast-food outlets were shown to significantly impact customer satisfaction. A pleasant and appealing ambiance

with adequate infrastructure, cleanliness, and atmosphere can attract customers and encourage repeated visits, thereby enhancing brand loyalty. Overall, this research underscores the integral role of social media marketing in fostering customer satisfaction and loyalty in the fast-food industry.

5.3 Discussion

The discussion of the research contained as the current study results and hypothesis were approved or not and whether they linked with existing literature or not. This research conducted on the fast-food sector and the discussion is mentioned in detail.

H1: Conversations have a positive effect on brand loyalty through the mediating variable of consumer satisfaction in the fast-food industry.

The results clearly illustrated that the customers are likely to interact and communicate with the brands through social media. They want to get responses of their queries through appropriate interaction and communication. It enhances their feelings of belonging to the brand and makes them feel like they are part of the organization. As a result, their satisfaction level increased, leading to loyalty with the organization. These results are aligned with those of Bruhan et al. (2012) and Li and Bernoff (2011). So, hypothesis H1 accepted here.

H2: Accessibility has a positive effect on brand loyalty through the mediating variable of customer satisfaction in the fast-food industry.

Another aspect is the accessibility of social media platforms that are directly linked to organizations. In recent era, the digital presence, especially social media platform presence, is crucial for every business and especially for the fast-food industry due to its dynamic nature. The customer wants to update with latest information and try to access fast-food restaurants and outlet through social media. They want to get the latest deals and bundles and enjoy their meals with family, friends and others. For instance, accessibility of the crucial because if the organizations are accessible, customers get information easily, avail the latest deals and discounts which enrich their satisfaction level, and remain loyal to the organizations. The research results are aligned with existing studies Mangold and Faulds (2009) and Chakola Aivin (2022). So, hypothesis H2 is accepted here and proved that the accessibility has positive impact on brand loyalty through customer satisfaction.

H3: Sharing Information has a positive effect on brand loyalty through the mediating variable of customer satisfaction in the fast-food industry.

Sharing information is another important aspect in the social media marketing in fast food industry. The latest and updated information especially about the promotions and upcoming events are crucial. Customers are actively engaged with brands, where they receive the latest and updated

informative content and highlighted benefits. This is directly linked with their satisfaction level because the latest information leads them to use the products, purchase the food, or even share information with others. As a result, their loyalty level increased. The results of this research is aligned with Lemon and Verhoef (2016). They deliberated in their research that the sharing information enhanced the satisfaction level which engage them and make them loyal with brands. So, the H4 approved here.

H4: Reputation/Credibility has a positive effect on brand loyalty through the mediating variable of customer satisfaction in the fast-food industry.

Brand reputation or credibility is the prime and major element in social media marketing. The brands with higher credibility and reputation not only engage the customers with the brand but also increase their satisfaction level. It happened due to brand credibility and reputation which directly impact loyalty with brand. The customers do not want to lose a credible brand with a good reputation among others. The results of this study is aligned with existing researches of Kaplan and Haenlein (2010) and Ao et al. (2023). So, H4 accepted here.

H5: Food Quality has a positive effect on brand loyalty through the mediating variable of customer satisfaction in the fast-food industry.

In fast-food industry, the food quality is the main and important element because it's the ultimate product which customer consumer instantly and its results or feedback instantly delivered. The customers are conscious about the food quality, and they want to get higher quality food which not only full of nutrition and health benefits but also prevent from all harm and negative health impact. This results in customer satisfaction because high quality food satisfies the customer and they want to consume food again and again from that certain restaurant again. The current research results is aligned with existing researches of Law et al. (2004), and Vimla and Taneja (2021). So, H5 accepted here.

H6: Price has a positive effect on brand loyalty through the mediating variable of customer satisfaction in the fast-food industry.

Pricing is the main element in every business and in the fast-food industry. Some customers are looking for affordable food at one side, while others are looking for high quality food and want to pay premium or value-based prices for the products. In the fast-food sector, the customers are looking for the value-based pricing as they want that they received higher value in exchange with the payment and that satisfy their needs. This element increases the satisfaction level and they want to buy the food repeatedly from that restaurant or food point. These results are linked to existing literature and especially studies of Yang and Mao (2014). So, H6 accepted here.

H7: There is a positive effect of Restaurant Surroundings and Environment on brand loyalty mediated by customer satisfaction in the fast-food industry.

Ambience and environment of the restaurant and fast-food point matters a lot. It creates uniqueness among its competitors and also give a unique identity. The ambience which is appealing to customers with adequate infrastructure, lighting, music, cleanliness and other elements are triggering customers to visit frequently and consider it for their food needs. In other words, ambience and environment of the restaurants increased the customer satisfaction, which ponder positive impact on brand loyalty. These results are aligned with past studies of Li and Bernoff (2011), and Hsu et al. (2017). So, H7 accepted here.

5.4 Managerial Implications

The results of this research and findings of the study provide detailed and comprehensive information to the academia and also industry. The industry, especially the managers, owners and CEOs, will greatly benefit from this research.

First and foremost elements is interaction, communication and conversation through social media with customers. Customers are looking for different mediums to convey their messages and try to connect with the brands. So, the managers and top management must concentrate on effectiveness and effective communication with customers which not only engage but also build strong relationship and they retain.

Another crucial element is accessibility of the information to the customers. So, top management especially marketing managers must concentrate on provision of quick, relevant and ease information to the customers and also accessible without any restrictions or limitations.

The brands must concentrate on building brand and enhance their reputation or credibility through appropriate strategies and belonging to customers.

One of the main elements is that restaurants and fast-food outlets give customers attention to high quality food. For instance, the organizations must enhance the menu with high-quality food with wide range of variety. Moreover, the food quality and the different international certifications must be ensured, and testimonials must be displayed and ensured to customers that they are eating healthy and international standard food without compromising quality.

Another major implication is setting different pricing strategies according to the customers. Some customers are price-conscious, so they focus on price or affordability of the food. While others are looking for valued food on a high price. So, organizations must provide value-based pricing and high value to customers.

These are the key implications that the industry must implement in their organizations for customer satisfaction and loyalty.

5.5 Limitations

The current research has certain limitations.

- The first and foremost limitation is the limits in the fast-food restaurant industry.
- Another major and key limitation is the sample size and geographical constraints as not approach a wide and huge target audience.
- The current research contains quantitative and survey research designs. Moreover, the current study is limited to small sample size.

These are the key limitations of the research.

5.6 Directions For Future Research

The current research has certain limitations due to time and resources constraints. However, there are certain suggestions for future studies. First and foremost is about expanding the scope to other food sectors i.e. restaurants, Chinese, and cultural food outlets. It will provide more appropriate and generalized results. Another future suggestion is making a comparative analysis of different food choices i.e. fast food, cultural, local and other food. The comparison also must be done basis of province, region or even gender. The current research contains customer satisfaction as a mediator, and further research will be conducted with other variables i.e. customer experience, trust, communication or interaction etc. as mediators or moderators with the current framework. Furthermore, future research also considers the element of research design as a qualitative or mixed research design for better understanding and generalizability of research.

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Appendix

Questionnaire

Investigating the Influence of Social Media Marketing on Brand Loyalty of Consumer Buying Intentions with Mediating Impact of Customer Satisfaction Via Fast-Food Industry, Pakistan

Dear Respondent,

I am a student at the Bahira University Islamabad and currently working on my final year project. I need a few minutes of your precious time to help me complete this questionnaire. This questionnaire intends to capture your perception regarding *“Investigating the Influence of Social Media Marketing on Brand Loyalty of Consumer Buying Intentions with Mediating Impact of Customer Satisfaction via Fast-Food Industry, Pakistan”*. Your valuable input is of considerable and immense importance to me. I ensure that the data gathered and the results generated shall only be utilized for research purposes. I shall observe high standards of research ethics and respect your privacy.

With Thanks and Regards

Name : _____

Gender	<input type="checkbox"/> Male	<input type="checkbox"/> Female			
Age (yrs.)	<input type="checkbox"/> 18 to 20	<input type="checkbox"/> 21 to 23	<input type="checkbox"/> 24 to 26	<input type="checkbox"/> 27 to 30	
Location:	<input type="checkbox"/> Islamabad	<input type="checkbox"/> Lahore	<input type="checkbox"/> Karachi	<input type="checkbox"/> Peshawar	<input type="checkbox"/> Sakurdu
Experience (yrs.)	<input type="checkbox"/> 0 to 2	<input type="checkbox"/> 3 to 5	<input type="checkbox"/> 6 to 8	<input type="checkbox"/> 9 +	
Monthly Income (PKR)	<input type="checkbox"/> Below Rs. 50000	<input type="checkbox"/> 50001 to 100000	<input type="checkbox"/> 100001 to 200000	<input type="checkbox"/> 200001 and Above	<input type="checkbox"/> Prefer Not to Say

Section-2						
		Scale				
Description/Identification of Survey Item		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Social Media Marketing (Conversations)						
1	I frequently interact with fast-food companies on social media by leaving comments and sending messages	1	2	3	4	5
2	Fast-food companies are good at answering my inquires and comments on social media	1	2	3	4	5
3	My opinion of fast-food brands is positively influenced by social media conversations I have with them	1	2	3	4	5
Social Media Marketing (Accessibility)						
4	Social media channels make it simple for me to locate and obtain information about the fast-food brands that prefer	1	2	3	4	5
5	Brand's website provides detailed information regarding menu and pricing for online order					
6	Overall, the social media presence of my preferred fast food brands feels inclusive and accessible to me	1	2	3	4	5
Social Media Marketing (Sharing Information)						
7	Frequently share content (such as posts, articles, and reviews) concerning fast-food	1	2	3	4	5
8	Fast-food companies post useful information on social media about their latest offerings, specials, and brand upgrade	1	2	3	4	5
9	Compared to other sources (such friends and internet reviews). place more * trust in the	1	2	3	4	5

	information provided by fast-food companies on social media					
Social Media Marketing (Reputation / Credibility)						
10	My favorite fast-food firms have solid social media profiles and online presences	1	2	3	4	5
11	The testimonials and reviews are helpful in choosing a fast-food brand	1	2	3	4	5
12	Based on a fast-food chaws good reputation and social media presence. I'm definitely going to choose it	1	2	3	4	5
Social Media Marketing (Food Quality)						
13	I am happy with my favorite fast food brands' overall food quality (taste, freshness, and ingredients)	1	2	3	4	5
14	place a lot of weight on the quality of the food when selecting a fast-food restaurant	1	2	3	4	5
15	The consistent food quality of my favorite fast food brands makes me likely to repurchase their meals	1	2	3	4	5
Social Media Marketing (Price)						
16	My favorite fast food brands offer value and prices that find satisfactory	1	2	3	4	5
17	Consider price to be a major factor when selecting a fast food restaurant	1	2	3	4	5
18	If discover better offers and promotions from other fast-food companies. I'm probably going to switch brands	1	2	3	4	5
Social Media Marketing (Ambience-Restaurant Surroundings-Environment)						
19	My favorite fast food places have good overall ambiance, cleanliness, and hygiene	1	2	3	4	5
20	When selecting a fast-food restaurant, give careful consideration to the seating, décor, and comfort of the establishment	1	2	3	4	5

21	Due to the welcoming and cozy ambiance of the fast food establishment. I am probably gong to go there again	1	2	3	4	5
Section-3						
		Scale				
Description/Identification of Survey Item		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Brand Loyalty						
22	I will tell my friends and family about my favorite fast-food brand	1	2	3	4	5
23	My favorite brand is the one strongly prefer above other fast-food selections	1	2	3	4	5
24	I tend to keep buying from my favorite brand even though its price has slightly Increased	1	2	3	4	5
Customer Satisfaction						
25	Customer reviews affect your choice to try food from a new fast food restaurant					
26	When delivering services, the business consistently goes above and beyond expectation					
27	The brand's social media pages consistently provide attractive discounts					

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