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**THE PSYCHOLOGY OF DIGITAL SILENCE: HOW BRAND  
INACTIVITY AFFECTS CONSUMER TRUST ON SOCIAL  
MEDIA**



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# FINAL PROJECT APPROVAL SHEET

## Open Defense Examination

Open Defense \_\_/01/2026\_\_

**Topic of Project: The Psychology of Digital Silence : How Brand Inactivity  
Affect Consumer Trust on Social Media**

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## LIST OF ABBREVIATIONS

BBA – Bachelor of Business Administration

MKT – Marketing

FYP – Final Year Project

SM – Social Media

SNS – Social Networking Sites

DS – Digital Silence

BI – Brand Inactivity

CT – Consumer Trust

PI – Purchase Intention

ES – Engagement Satisfaction

IV – Independent Variable

DV – Dependent Variable

MV – Mediating Variable

SPSS – Statistical Package for the Social Sciences

IJELS – International Journal of English Literature and Social Sciences

## **DEDICATION**

This project is dedicated to our parents and teachers whose continuous support, guidance and encouragement made the completion of this FINAL YEAR PROJECT possible.

## **ACKNOWLEDGEMENT**

Several individuals and groups were reached to prepare this project document that encompasses researcher, aviation hobbies, and acute scholars and industry professionals; all of them contributed towards the purpose with recognition and acknowledgment that have assisted to create the fundamental insights about main challenges in the project.

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My colleagues also contributed significantly in helping out during the processes of data collection, research and organization of ideas and their translation into written form, thus as to bring about a well prepared document that would offer critical insight into the topic of study.

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## EXECUTIVE SUMMARY

The speed at which social media has been developed has transformed the way that companies relate with their consumers. The consumers in the new business world require the brands to be active and dynamic on the web. They become trustworthy, transparent and customer relationship involves when they are updated often, responsive and interested information. Conversely, where brands do not exist or the brand is continually silent in the social media platform, the consumers may impart the negative perception of the brand by not being attentive and reliable. It is the so-called digital silence phenomenon which became a very acute problem particularly in the sector that is highly dependent on trust and closely connected with the hygiene, consistency, and quality.

This project will concentrate on the psychology of digital silence and the impacts of the same on consumer trust on the social media with case study in Savour Foods. Savour Foods is one of the oldest traditional Pakistani food chains which had a strong off-line image and possessed a loyal client base. The popularity of the brand and the success that has been attributed to it over time suggests that people are not very active on the official social media channels, including Facebook and Instagram. The un-Williams-Sonoma postings, the absence of communications, and the slow pace of helping customers on the site depicts the absence of a sense of profound connectedness between the physical place of the brand and the digital communication actions of the brand.

The main purpose of the study will be the assessment of the impact of digital silence of Savour Foods on customer confidence, the degree of involvement, and purchase intentions. The nature of the research will be an applied nature since the researcher will utilize primary data collected through structured questionnaires, which he will distribute to users of social media who have already used the brand. The theoretical foundation of the research was also credited by the secondary data in the sense of academic journals, industry reports, as well as, online sources.

According to the project results, the less active the online activity, the less the consumer trust regardless of the younger and digitally active populations. Brand inactivity is one aspect that has been identified by the consumers, and it leads to the uncertainties that surround the quality of the services offered and customer care. Moreover, the study indicates that engagement satisfaction is mediating in terms of its relationship between online silence and consumer trust that bad interaction with online sources lowers consumer satisfaction and hence consumer trust.

Based on these findings, the project implies that Savour Foods can adopt a proactive and frequent social media policy. The number of updates to the material, the prompt solution to the request of the customers, and the dialogic communication can help to raise the level of the consumer trust without the inability to keep the brand image. The study confirms that it is high time to build upon digital presence in Savour Foods despite enjoying good offline equity to preserve its trust and relevancy in a constantly digital food industry.

# CHAPTER NO. 1

## Introduction

### 1.1 Back ground Study:

Social media is one of the most powerful instruments of communication in the online world effective as a business communication tool. Customers in both fashion, technology or food service sectors now require observable and regular online interaction in their brand. Frequent updates, fast reactions, and active attendance are indicative of reliability and professionalism. A sudden brand silence in the online world or long breaks between posts commonly known as digital silence among the consumers can start making them apprehensive about the responsiveness and reliability of the brand. This shift in perception is particularly applicable to food companies, the perception of which is entwined with the hygiene, the transparency and the regularity of the quality.

The food sector of Pakistan is quite evidently changing towards digital interactions in the last ten years. High-quality global brands such as McDonalds and KFC together with local companies competing in the same market, such as OPTP and Howdy, are extensively using the social media as the means to maintain contact with customers, advertise new products, and respond to the feedback. One of the articles that appeared in the International Journal of English Literature and Social Sciences (IJELS) is authored by Azemen, Mahmoud, and Ahladen (2014). its title is The Role of Social Media Marketing on Building Brand Equity: An Insight of the Fast Food Industry of Pakistan. (<https://ijels.com/detail/the-role-of-social-media-marketing-on-building-brand-equity-an-insight-of-fast-food-industry-of-pakistan/>), discloses that active digital communication is very effective in building a strong customer loyalty as well as developing favourable brand perception. The trend demonstrates the importance of online interaction in the contemporary food enterprises.

In Pakistan, one of the most known traditional food chains is Savour Foods that was started by Haji Muhammad Naeem in the year 1988. The brand is known and so famous with its pulao Kabab and has established a good reputation in Rawalpindi, Islamabad and later Lahore with its cheap and hygienic food products and brand that maintains a consistent quality of flavors. The history of the brand has been well captured in an article written by PakiHolic titled The Incredible Success Story of Haji

Muhammad Naeem The Founder of Savour Foods which describes how a regular outlet close to Gordon College has become a favorable brand in the region due to its commitment to customer satisfaction and quality. (<https://pakiholic.com/haji-muhammad-naeem-founder-savour-foods/>). This meal as opposed to fast-food products is the core of Savour Foods and its key contributing factor to its popularity.

Although the presence of Savour Foods on the offline front is very high, its online presence is much lower in nature. The official version of the brand on Instagram. (<https://www.instagram.com/savourfoodspk/?hl=en>) and Facebook page (<https://www.facebook.com/SavourFood/?hl=en>) times in between disclosing, extremely unproductive disclosures, in comparison with industry norms, and restricted respond to customers remarks. Though this may not apply to older shoppers who appreciate a real-life experience and trust long built with the brand, younger and more urban customers in the Gen Z generation are influenced more by a brand in terms of its appearance and responsiveness in the digital environment in addition to transparency. Inactive or silent presence on the Internet may raise questions, to such groups, about the active nature of participation of the brand towards its customers, and its capability of fulfill the same requirements on the backstage.

This disconnect between perceived fidelity in Savour Foods as a traditional food and its relative absence of an online presence gives rise to some vital question: what does the problem of digital silence have to say about how well-known, yet offline food, Savour Foods, is trusted by consumers? Such relationship will be critical to learn because the notion of trust will dictate customer satisfaction, loyalty, and purchases. By using a case study of the Savour Foods, the research will get to learn about the effect of online inactivity on consumer perceptions in a food industry.

### **Similar Savour competitors:**

#### **1. TastyFoods**

**Instagram:** <https://www.instagram.com/tastyfoods.pk>

#### **2. KarachiFoods**

**Facebook:** <https://www.facebook.com/KarachiFoodsOfficial/>

#### **3. Shahi Shinwari (Islamabad)**

**Facebook:** <https://www.facebook.com/shahishinwari/>

#### **4.Khabby ki sajji**

<https://www.instagram.com/khabbaykisajji/>

### **Problem Statement**

Social media has become one of the most important communication tools for businesses, especially in the food industry where customer trust, transparency, and engagement play a vital role in purchase decisions. Younger consumers, particularly Generation Z, rely heavily on social media platforms such as Instagram and Facebook to evaluate brands, stay informed, and build trust. Regular posting, quick responses, and active interaction help brands remain visible and relevant in the minds of these consumers.

Savour Foods is a well-known Pakistani food brand with a strong reputation built over many years through quality food and positive word-of-mouth. The brand enjoys high popularity among millennials and long-term customers who are more influenced by physical experience and traditional recommendations. However, despite its strong offline presence, Savour Foods shows inconsistent and limited activity on social media platforms. Long gaps between posts, low interaction, and delayed responses to customer queries indicate a lack of consistent digital communication.

This limited social media presence creates a gap between Savour Foods and Generation Z consumers, who expect brands to be active, responsive, and transparent online. As a result, Savour Foods appears to rely mainly on word-of-mouth and older consumer segments, while failing to effectively attract and engage Gen Z. This digital inactivity may lead younger consumers to perceive the brand as less modern, less responsive, or disconnected from current trends, which can negatively influence their trust and purchase intention.

The main problem addressed in this study is the impact of Savour Foods' digital silence on consumer trust, particularly among Gen Z. While the brand continues to perform

well offline, its lack of consistent social media engagement may weaken its relationship with younger, digitally active consumers. If this issue remains unaddressed, Savour Foods may face challenges in maintaining long-term relevance and competitiveness in a market where digital presence plays a crucial role.

Therefore, this study aims to examine how the absence of regular social media activity by Savour Foods affects consumer trust, engagement satisfaction, and purchase intention, with a specific focus on its inability to effectively target Generation Z consumers.

## **1.2 Research Objectives**

### **1. To analyze the effect of digital silence on consumer trust in Savour Foods.**

To realize the effect of digital silence in builders of consumer confidence, we first have to look at the Internet communication practice of Savour Foods. An analysis of the official page of Savour Foods on Instagram.

(<https://www.instagram.com/savourfoodspk/?hl=en>) and Facebook page

(<https://www.facebook.com/SavourFood/?hl=en>) figures out the fact that brand has low and sporadic posting rate. It can be described by the fact that the Instagram account has more than 71, 000 followers, and there are unsuccessful periods between the posts (a few weeks pass before the next picture is posted). Similarly to Facebook page, which has over 290,000 followers, no communication and interaction with comments posted by customers is also present. Their content is not so participative and not according to the contemporary trend Gen Z.

The information gained through these authoritative sources portrays that Savour Foods fails to undertake frequent communication, fails to keep the customers informed about promotions or product changes in time and addresses their queries online at a very infrequent rate. The fact that Savour does not update its page at least once a week in comparison with other competitors who do it weekly makes it unclear to digital users that the brand is concerned with their issues, and that it works transparently. As the perceived hygiene, freshness, and customer care are directly linked to the trust of the food industry, the lack of communication online can make a customer doubt the effort of the brand in shaping the opinion of the masses. The consumer confidence behind the effectiveness of such silence will also be assessed based on the primary data (the surveys), where the survey participants will be asked about the effect of online

inactiveness of Savour Foods on their faith in reliability, consistency, and trustworthiness.

**2. To determine how a reduction of online participation would impact the perceptions and purchase intention of the customers.**

Reduced online participation has a clear negative effect on how customers view a brand and, on their willingness, to make future purchases. The results of this study indicate that when Savour Foods shows little or no activity on digital platforms, customers start to see the brand as less approachable, less professional, and less connected to its audience, which slowly weakens their trust. Even though Savour Foods has a strong physical presence and a loyal customer base, the lack of online engagement lowers customer excitement and brand recall, increasing the chances that customers may turn to competitors who are more active online. Over time, this reduced digital visibility weakens purchase intention, as customers increasingly depend on online updates, promotions, and interactions to feel confident in their buying decisions. Therefore, maintaining a regular and visible online presence is important for preserving positive customer perceptions and encouraging continued purchase behaviour.

**3. To determine the hypothesis on whether or otherwise the relationship between digital silence and consumer trust is mediated by engagement satisfaction is true.**

The results of this study indicate that engagement satisfaction plays an important role in explaining the relationship between digital silence and consumer trust. When Savour Foods reduces its online activity, customers do not immediately lose trust in the brand; instead, they first experience a drop in satisfaction due to the lack of interaction and engagement. Customers feel less acknowledged and less involved with the brand, which weakens their sense of connection. This lower level of engagement satisfaction gradually leads to reduced trust, as customers begin to question the brand's

attentiveness and commitment to its audience. Therefore, the findings confirm that engagement satisfaction acts as a mediating factor between digital silence and consumer trust, meaning that digital silence affects trust mainly by decreasing customers' satisfaction with brand engagement rather than through a direct impact.

#### **4. To propose actions that would allow Savour Foods to sustain and restore consumer confidence in the company by upgrading online communications.**

To sustain and restore consumer confidence, Savour Foods should focus on improving its online communication by maintaining a consistent and engaging digital presence. The study suggests that regular social media updates, such as sharing menu highlights, promotional offers, and customer-focused content, can help rebuild trust by increasing transparency and visibility. Actively responding to customer comments, messages, and feedback can further strengthen confidence by making customers feel valued and heard. In addition, using digital platforms to communicate timely information, such as operating hours, new offerings, or limited-time deals, can reinforce reliability and professionalism. By upgrading its online communication in a simple yet consistent manner, Savour Foods can reduce the negative effects of digital silence, strengthen emotional connection, and restore consumer confidence without compromising its strong offline reputation.

The findings of the secondary data analysis and preliminary research findings will be used in making suggestions that will be implemented in Savour Foods. The analysis of the existing online performance of the Savour Foods demonstrates that there is a clear disparity between popularity of the brand and its online distribution. Since Instagram page ( <https://www.instagram.com/savourfoodspk/> ) and the Facebook page ( <https://www.facebook.com/SavourFood/> ) convey the message about nonexistent activity and not being responsive enough, the first recommendation would be the regular posting schedule, in which postings, offers, and information about the brand in question are to be delivered regularly. Further, real-time activities such as commenting

within 24-hours can play a significant role towards a massive customer satisfaction and trust.

A comparative analysis of competitor strategy has also supported these recommendations. The frequency of posting published by such a brand as KFC Pakistan (<https://www.instagram.com/kfcpakistan>) and McDonalds Pakistan (<https://www.instagram.com/mcdonaldspakistan>) allows consolidating the trust and interest of the population. The pages that they have submitted demonstrate that the frequent communication will contribute value to the attitude of the customers and help in addressing the purchasing interest. The same approaches can be applied to Savour Foods since it possesses a huge number of offline customers. The other recommendations may include Instagram and Facebook Stories as ways to introduce the backstage kitchen operations, the hygiene, and the customer experience, which will boost the level of transparency and trust. Such real time data and competitor benchmarking strategies will be extended with these plans which will be further elaborated when the survey results are incorporated.

### **1.3 Research Questions**

In line with problem statement and research objectives, the following research questions will govern this study:

1. What is the effect of digital silence on consumer trust at Savour Foods?
2. How is engagement satisfaction related to consumer trust in digital inactivity?
3. Is there any influence of lowered trust on the customer purchase intention and loyalty?
4. What are some of the strategies through which Savour Foods can deal with digital silence without undermining brand credibility?

## 1.4 Significance of the Study

The applicability of the research is justified by the fact that the contribution is given to the academic and practical decision-making in the fast-food industry of Pakistan. The study is also scholarly and backs up sparse data that have been provided on the topic of digital silence particularly in the local food industry where other studies have dealt with social media marketing, branding, and consumer behavior. Even though the majority of researchers, including IJELS in their findings, named *The Role of Social Media Marketing on Building Brand Equity: An Insight of the Fast Food Industry of Pakistan*, are concerned about what becomes of brand equity and customer response with the brand in case of the absence of the digital communication, little attention has been given to the conceptualization of what happens without said communication. The current study balances both aspects of consumer trust and behavioral intentions with online inactiveness and yet provides future researchers with a framework around which their future understandings will be filtered on the psychological effects of digital silence, but is sure to be more common as more brands search online through their choice or novelty or oversight limitations. The research thus adds to the academic body of knowledge on the impact of digital space in eliminating consumer perception, on sectors that have relied on localized food chains through offline reputation.

The outcome of this paper is highly significant in practical terms in Savour Foods which happens to be one of most recognized and popular local food brands in the eyes of people in Pakistan. Despite its massive popularity in offline stores, the online marketing channel suggest that there exist more periods of silence and the absence of connections with customers. Investigating the effects of this online inactivity on trust, satisfaction, purchase intention, the study can present Savour Foods with the evidence-based knowledge about the perception of its customers concerning its online inactivity. This information can guide the organization in knowing what voids there are in its communication policy, and designing the roadmap towards bettering its interaction with its customers especially the younger groups as well as the more urban consumers as they may want more open and consistent online communication with food brands. Furthermore, the recommendations that the current work engenders can be useful to marketing managers and digital strategists that work in such a competitive environment as Islamabad and Lahore where fast-food restaurants such as KFC, McDonalds, and OPTP have established their active internet presence and influence

perceptions of people. As the customer trust slowly started to increasingly be assigned to the availability and responsiveness of a brand in the online space, the results of the present study will be helpful in enabling the businesses to minimize their unpredictability, enhance brand awareness, and earn customer loyalty in the long-term once the ways the businesses respond to the intervals of online silence are reconsidered. Lastly, the study provides a theoretical and practical advice to the organizations that are languishing in a changing consumer world in Pakistan amid digital communication challenges.

### **1.5 Scope of the Study**

This study is restricted to the attainment of investigating the effects of online silence and consumer trust in the case of the Savour Foods, which is an already established food chain restaurant based mainly in the areas of Rawalpindi, Islamabad, and Lahore where it operates. The study is devoted to the digital communication behaviour of the brand, specifically low frequency and low responsiveness of the brand on social networking, including Instagram (<https://www.instagram.com/savourfoodspk/?hl=en>) and Facebook (<https://www.facebook.com/SavourFood/?hl=en>) platforms, and explores the effects of this online idleness on customer perceptions, satisfaction in engaging with the brand, purchase intention as well as overall brand trust. The study will mainly aim at consumers using social media and have known Savour foods particularly among the urban population of between 16 and 45 years since they are the most likely to consider the brands as a brand based on online presence and responsiveness. Although the analysis includes real-time monitoring of the activities of the social-media pages of Savour Foods, which are public, the fundamental findings are based on primary data obtained with the help of a survey that will measure the attitude of consumers, the level of their satisfaction, and their intentions in terms of behavioral changes concerning the digital silence of the brand. The paper does not set to assess the interior functioning, fiscal performance, supplied chain and off-line services of Savour Foods, as these areas are not part of digital communication. Moreover, the paper does not compare the Savour Foods with every competitor in the market, although publicly observable activities of digitally active companies like KFC

Pakistan and McDonalds Pakistan are mentioned to place the consumer expectations in the fast-food sector in perspective. On balance, the area is concentrated on the learnings of online inactivity by Savour Foods customers and the impact of these learnings on the customer trust.

## **1.6 Organization of the Report**

This study is restricted to the attainment of investigating the effects of online silence and consumer trust in the case of the Savour Foods, which is an already established food chain restaurant based mainly in the areas of Rawalpindi, Islamabad, and Lahore where it operates. The study is devoted to the digital communication behaviour of the brand, specifically low frequency and low responsiveness of the brand on social networking, including Instagram (<https://www.instagram.com/savourfoodspk/?hl=en>) and Facebook (<https://www.facebook.com/SavourFood/?hl=en>) platforms, and explores the effects of this online idleness on customer perceptions, satisfaction in engaging with the brand, purchase intention as well as overall brand trust. The study will mainly aim at consumers using social media and have known Savour foods particularly among the urban population of between 16 and 45 years since they are the most likely to consider the brands as a brand based on online presence and responsiveness. Although the analysis includes real-time monitoring of the activities of the social-media pages of Savour Foods, which are public, the fundamental findings are based on primary data obtained with the help of a survey that will measure the attitude of consumers, the level of their satisfaction, and their intentions in terms of behavioral changes concerning the digital silence of the brand. The paper does not set to assess the interior functioning, fiscal performance, supplied chain and off-line services of Savour Foods, as these areas are not part of digital communication. Moreover, the paper does not compare the Savour Foods with every competitor in the market, although publicly observable activities of digitally active companies like KFC Pakistan and McDonalds Pakistan are mentioned to place the consumer expectations in the fast-food sector in perspective. On balance, the area is concentrated on the learnings of online inactivity by Savour Foods customers and the impact of these learnings on the customer trust.

## CHAPTER 2

### 2.1 Introduction

This chapter is meant to review the literature that has been available on digital communication, brand inactivity, consumer trust, and purchase intention. The use of social media has become one of the significant communication tools in businesses in the past few years. Customers are no longer content with just having a presence on the internet, brands should be active regularly and answer any questions or concerns that customers may have. This stable internet presence is able to build credibility, customer loyalty and serves as an assurance that the brand is alive and listening.

The majority of studies devoted to the digital marketing topic concentrate on the beneficial role of constant communication, which is brand loyalty, emotional bonds, and enhanced brand equity. But little literature is written on the other scenario, what happens when a brand is less active or completely silent on the internet. This digital silence as it is popularly known can cause customers to doubt the credibility of the brand or their openness or even consistency in business.

This research gap is important especially to the conventional food companies like Savour Foods which is a brand that is integral to the local society of Rawalpindi and Islamabad. Savour Foods has a good reputation over the decades, particularly in its Pulao Kabab, a meal which has both cultural and emotional connotations among its clients. Although the brand maintains a high customer base in the physical market in terms of customer loyalty, its online behavior portrays a different story. In the case of the official Instagram page of the brand there is some form of observation as well. (<https://www.instagram.com/savourfoodspk/?hl=en>) and Facebook page (<https://www.facebook.com/SavourFood/?hl=en>) have lengthy breaks between postings, frequent irregularity in posting, and limited promptness in replying to postings left by the customers. To a new generation of consumers, who use the social media so much to evaluate the brand credibility and hygienic standards and general quality of customer care, such inactivity can impact on their trust and satisfaction.

Thus, the chapter analyzes the theories and past research on the effect of digital silence on consumer trust, affective attachment, and later on their buying choices. The concepts discussed by reviewing give the chapter a form of theoretical background.

## **2.2 Concept of Digital Silence**

Have lengthy breaks between postings, frequent irregularity in posting, and limited promptness in replying to postings left by the customers. To a new generation of consumers, who use the social media so much to evaluate the brand credibility and hygienic standards and general quality of customer care, such inactivity can impact on their trust and satisfaction.

Thus, the chapter analyzes the theories and past research on the effect of digital silence on consumer trust, affective attachment, and later on their buying choices. The concepts discussed by reviewing give the chapter a form of theoretical background, which underpin the conceptual framework of the study and aids in clarifying why Savour Foods digital silence warrants the review issue. page (<https://www.instagram.com/savourfoodspk/?hl=en>) and Facebook page (<https://www.facebook.com/SavourFood/?hl=en>) depict wide spaces between posts and small feedback on comments posted by customers. The lack of responses on firm inquiries of availability of the menu, timings of the branches and feedback of the services offered are frequent hints to an evident pattern of the offline popularity versus digital silence.

The matter is even more critical in the food business, whereby trust is closely interconnected with hygiene, freshness, consistency, and transparency. It is very common in a customer to demand that brands update him/her on new services or products, cleanliness procedures, customer reviews and operations. Brands such as Savour Foods with a robust traditional brand reputation because of their renowned Pulao Kabab can not be pricing old-fashioned or dormant even to more digital-first younger consumers. Since these consumers rely strongly on the platforms as Instagram, Facebook, and Google Reviews to form opinions on the quality of the food and their credibility, the digital silence will inadvertently raise concerns as to whether the brand is operating on the desired standards.

A paper at the hand of the International Journal of English Literature and Social Sciences (IJELS) notes that the level of customer perceptions and brand equity in the

Pakistani fast-food industry depends on the role of social-media activity. (<https://ijels.com/detail/the-role-of-social-media-marketing-on-building-brand-equity-an-insight-of-fast-food-industry-of-pakistan/>). Such lack of activity may further decrease the emotional connection, brand remembrance, and purchase decision, therefore. Compared to this, the founder story of Savour Foods shared by PakiHolic. (<https://pakiholic.com/haji-muhammad-naeem-founder-savour-foods/>) demonstrates a brand that has had a high level of trust over the years due to good quality and transparency in operations. Nonetheless, as much as this trust is firmly entrenched in customers of older age and tradition, this online silence can introduce a lacuna to new or younger consumers who judge businesses more like an online platform.

Therefore, digital silence is not merely a dormant social media page, the latter is a possible disruption of the contemporary brandconsumer relationship. In the case of such a brand as Savour Foods, with its importance on cultural relevance and emotional tug-of-war, the presence of a visible and responsive online image might by now an equal important resource as quality food in the physical sphere.

### **2.3 Consumer Trust and Brand Communication**

Consumer trust is a sense of confidence that customers have on the honesty, reliability and capability of a brand to deliver as per their expectations. According to Morgan and Hunt (1994), trust is an important part of the relationships between long-term brand, which is established over time as a result of positive and frequent interactions. These interactions have ceased being a direct experience, and now encompass the manner in which a brand talks to customers in the digital space, such as updates or responses to customers, social-media posts and general digital presence. Via proactive communication by a brand, the customers will feel comforted because the brand is involved, open and is listening.

Laroche et al. (2013), also indicate that social-media communication is very crucial in modeling customer-brand relationships. Regular online working is an indication that the brand is operating effectively and respects its customers to such an extent that it would want to remain in touch with them. Digital communication also serves as a link that makes the brand relevant in the minds of consumers even when they do not engage physically with the service or product. Contrarily, when a brand goes silent on online

platforms, the brand tends to leave the communication vacuum filled by the clients with their own assumptions most of which are adverse. They can wonder about whether the brand is continuing to do well, whether standards are being upheld or whether some carelessness or disconnection is taking place within the company.

This difference is particularly evident among the conventional food enterprises like Savour Foods which has taken decades to create a positive reputation of quality by using their trade mark food Pulao Kabab. PakiHolic published an article like the founder profile. (<https://pakiholic.com/haji-muhammad-naeem-founder-savour-foods/>) portray how Savour Foods developed a reputation in the initial years because of consistency in taste, cleanliness, and affordability. Such confidence has persisted among customers who are older and long-term and have a history of years of using the brand and basing their considerations mostly through offline experiences.

The demands of younger digitally active consumers are, however, very different. In the case of this group, one of the factors affecting the trust is not only the quality of the food, but also the actions of the brand in the online environment. They demand that businesses communicate often, are transparent with what is going behind the scenes, answer the questions of their customers and prove their responsibility with their digital channel. The social-media platforms of Savour Foods like Instagram. (<https://www.instagram.com/savourfoodspk/?hl=en>) and Facebook (<https://www.facebook.com/SavourFood/?hl=en>), are notorious at having lengthy intervals without posts, and numerous unresponsive comments to customers. When digital consumers notice such inconsistency, they can perceive it as the unawareness of transparency or the failure experienced by a brand to care about the needs of its customers.

Freshness, hygiene, and safety are closely related aspects in the food industry, and thus communication becomes more relevant. Social media has become a source of reviews that many customers consult before purchasing a certain type of food as well as recent pictures of the quality of menu and how the brand addresses the dissatisfaction of its customers. Critically when a brand is not vocal enough over prolonged time, it tends to unwittingly deteriorate customer impressions despite having no physical change in a product and by being popular.

## 2.4 Psychological Impact of Brand Inactivity

Lack of brand presence, especially in online channels, has a high level of psychological impacts to the consumer as silence is communicative. Chaudhuri and Holbrook (2001) argue that, trust is a fragile concept that is built but easily breached where there is a loss of consistency or loss of communication altogether. In the digital world where consumers place great importance on online signals to determine the level of brand reliability, information vacuum may lead to suspicion, misjudgement, and even suspicion. When a brand unexpectedly fades into the background on the Internet, it may be perceived by customers as the indication of a lowered performance and performance, internal complications, or a lack of dedication to the communication process.

Such psychological explanation is more pronounced in industries such as food whereby the belief is based on sanitation, freshness, safety and openness. The contemporary consumers particularly the younger generation are utilizing the digital platforms to determine the extent to which a food brand is adhering to the right standards. As an illustration, a large number of customers demand restaurants to present images of their dishes and employees, hygiene and mannerism in customer services. In the case of the absence of such updates, the consumers can experience the uncertainty in the current state of the brand, despite staying the same in regards to physical products.

This is a psychological effect that is easier to see in the case of savour foods. An analysis of the official Instagram page of the brand (<https://www.instagram.com/savourfoodspk/?hl=en>) shows noticeable gaps between posts. In several instances, weeks or even months pass without a single update. Their Facebook page (<https://www.facebook.com/SavourFood/?hl=en>) shows the same level of inactivity, having old posts and a lot of customer feedback that is yet to be responded to. When the customers pose queries like: Is this branch still open? What are the timings today? Why isn't it delivered? Not having a formal reply, the idea is even enhanced that the brand does not listen. To digitally active consumers, particularly Gen Z, a lack of response becomes emotionally disturbing since they demand instant communication and real-time accessibility of food companies.

Customers can also make the association of silence with lower quality of operation on a psychological level. The studies within the food-service sector demonstrate that consumers usually use the newest posts online to verify that a restaurant is upholding a high quality of standards. Indicatively, several studies on digital consumer behavior published in journals reveal that absence of updates can stir suspicion on food safety, consistency of operations, or responsiveness of the management. Lack of new posts may also imply to the consumers that the company is no longer investing in its digital reputation, and thus it may be not investing in its operations as well. This explanation might not necessarily be so but these perceived signals serve to make judgments to the customers.

Signaling Theory also describes this behavior by postulating that there is no neutral silence, but rather silence is a negative signal. Communicating often makes the brands convey great information about being alive, stable and taking care of their customers. Customers would take the absence of a signal in communication as a possible danger or unpredictability. Even in the case of Savour Foods, despite the years of customer loyalty towards the traditionally Pulao Kabab, absence of digital communication could still undermine trust in the younger segment of customers, as responsiveness is considered a part of a brand identity.

Further, digital passivity may cause an affective disconnection. A lot of customers now demand brands to tell stories, behind the scenes material, and everyday communications. With the absence of these factors, the brand can seem obsolete, unconcerned, or in touch with customer demands. This cognitive dissonance may increase with time affecting not just the level of trust, but also other aspects of satisfaction level and the chances of making a future purchase of the brand.

To conclude, digital inactivity is not merely a refusal to post and makes statements about the mind that may profoundly influence customer perceptions. Although Savour Foods may still deliver quality products through offline as well, its extended silence on social media may lead to the doubts of customers particularly those who are younger that the brand remains caring, open, and trustworthy. This can remove trust and satisfaction with time and eventually the customer loyalty.

## 2.4.1 Why Savour Foods Pakistan Uses Purple Color

(Color Psychology from a Marketing Perspective)

Savour Foods Pakistan uses purple as its primary brand color to create a strong emotional connection with customers and to position itself as a premium yet trustworthy food brand. From a marketing and psychological perspective, color plays a vital role in shaping consumer perceptions, influencing emotions, and building brand identity.

### 1. Symbol of Premium Quality and Exclusivity

In color psychology, purple is traditionally associated with luxury, quality, and sophistication. Historically, purple was a rare and expensive color, which made it a symbol of royalty and prestige. By using purple, Savour Foods communicates that its food is not ordinary street food but offers superior taste, hygiene, and consistency compared to competitors.

From a marketing perspective, this helps Savour Foods:

- Differentiate itself from typical fast-food brands
- Signal high quality at affordable prices
- Build a perception of value beyond cost

### 2. Builds Strong Brand Recognition

Most food brands use red, yellow, or green because they stimulate appetite. Savour Foods intentionally chooses purple to stand out in a crowded food market. This strategic differentiation makes the brand instantly recognizable.

Marketing impact:

- Purple creates a unique visual identity
- Customers can easily recall the brand
- Strong brand recall increases repeat purchases

### 3. Creates Trust and Emotional Stability

Purple is a blend of blue (trust, reliability) and red (energy, appetite). This combination makes it ideal for food brands that want to balance emotional warmth with professionalism.

For Savour Foods:

- Blue elements in purple signal cleanliness and reliability
- Red undertones maintain excitement and hunger appeal
- This balance reassures customers about food quality and hygiene

## **4. Appeals to Family-Oriented and Urban Consumers**

Savour Foods mainly targets families, working professionals, and urban middle-class consumers. Purple appeals to mature, value-conscious customers rather than impulsive buyers.

From a marketing segmentation perspective:

- Purple attracts emotionally aware and loyal customers
- It aligns with Savour Foods' calm dining environment
- Reinforces a family-friendly and respectable image

## **2.5 Theoretical Framework**

### **2.5.(1) Trust Formation Model (Rotter, 1967)**

A model offered by Rotter as a Trust Formation suggests that trust appears once the behavior of a brand serves the expectations of a consumer throughout a certain time. Expectations which are fulfilled steadily will enhance trust; and expectations which are broken will diminish trust.

Customers today demand that food businesses under Savour Foods:

- post regularly,
- provide news on cleanliness and quality,
- respond to queries promptly,
- have a dynamic online profile.

Such expectations are influenced by the contemporary consumerism patterns and the competitive environment as such brands as Tasty Foods and Student Biryani create numerous various posts and interact with their customers.

The failure of Savour Foods to achieve these digital expectations despite the good offline performance by the company can be interpreted as inconsistency amongst customers. The resulting lack of digital trust is caused by this discrepancy, as customers view the lack of consistency as an indication that the brand is not caring or listening to them.

Although Savour Foods has been able to gain traditional trust, offline, over decades, the theory presented by Rotter states that trust does not necessarily find its way into the digital realm. Trust-building about each channel must have its behavior-based process. In the absence or poor digital behavior there is incompleteness in the process of forming trust and the individual becomes skeptical.

In this way, the Trust Formation Model supports the fact that online trust in Savour Foods is undermined by the digital silence, although the offline trust is still high.

## CHAPTER 3

### RESEARCH METHODS AND TECHNIQUES

#### 3.1 Introduction

The chapter details the research methodology involved in assessing the impacts of the lack of digital activity of Savour Foods, which is also known as digital silence, on consumer trust using a psychological angle. The paper itself is particularly narrowed down to Islamabad and Rawalpindi, the so-called twin cities. Savour foods has its head office based in Islamabad and has a large customer base in both cities and thus it is more than relevant in the research. The scope could only get reduced based on geographic location and as such any study carried out could be realistic so that the actions of consumers could be well-represented in the study. Such aspects as the research design, population, sampling method, data collection method, research instrument, variables, and data analysis methods, reliability testing, and ethical considerations are discussed in this chapter.

#### 3.2 Research Design

The study is based on the quantitative research design, and in this research design, numerical data can be gathered and analyzed statistically. The main instrument of data collection was a structured questionnaire. Quantitative approach was chosen because it allows quantifying the perceptions, attitudes and the degree of trust instead of using personal opinions and interpretations.

The research is descriptive in character because it outlines the perceptions of the consumers with regards to the presence of Savour Foods online. It is also explanatory in that it considers cause-and-effect relationship of digital silence and consumer trust. Such mix assists in strengthening the assumption that it is not just about customer perceptions but also about how digital idleness impacts their credibility.

#### 3.3 Population of the Study

The study population is composed of those individuals who fit the following criteria:

- Inhabitants of Islamabad and Rawalpindi.
- Persons aged 18- 40.
- Active social media subscribers.
- Consumers who subscribe or watch food brands on the internet.

The reason behind the choice of this group is that young and digitally active consumers will be more inclined to perceive the online presence or absence of the brand. As Savour Foods intends to cater to the twin cities primarily, this population will offer relevant responses that can be used to meet the research objectives.

### **3.4 Sampling Technique and Sample Size**

This study employed the non-probability convenience sampling method. This approach was selected because of the time constraint and accessibility of respondents via online facilities. Online data collection analysis was found to be right since the study is centered on online behavior.

Initially, 110 responses of the residents of the cities of Islamabad and Rawalpindi were gathered. The responses were revised and all the incomplete or invalid responses were eliminated based on which 100 responses were completed to be analyzed. All respondents were supposed to ensure that they were in their respective cities before filling in the questionnaire to focus on the accuracy of the region.

### **3.5 Data Collection Procedure**

Google Forms was used to acquire data and to distribute them fast and efficiently. The questionnaire link was distributed as per different online communities and platforms such as:

- Student committees of Bahria University and NUML.
- Facebook groups of food enthusiasts (Islamabad based).
- Rawalpindi based Instagram groups.
- WhatsApp groups in the twin cities.

The subjects were told about the research aim and they were assured of anonymity of the research. No information about the personal identification was collected. The process of data collection was about eight days of data collection with adequate response obtained.

### **3.6 Research Instrument (Questionnaire Design)**

The survey questionnaire consisted of three major sections:

#### **Section A: Demographic Information**

This category contained questions associated with age, place of living in the city, and the frequency of using social media.

## Section B: Digital Silence (Independent Variable)

This section was used to gauge the perception of the respondents towards the online inactivity of Savour Foods. Expressions were dedicated to how posts took place, how often the brand was observed, absence of communication, and perceived silence online.

## Section C: Consumer Psychological Response and Trust (Dependent Variable)

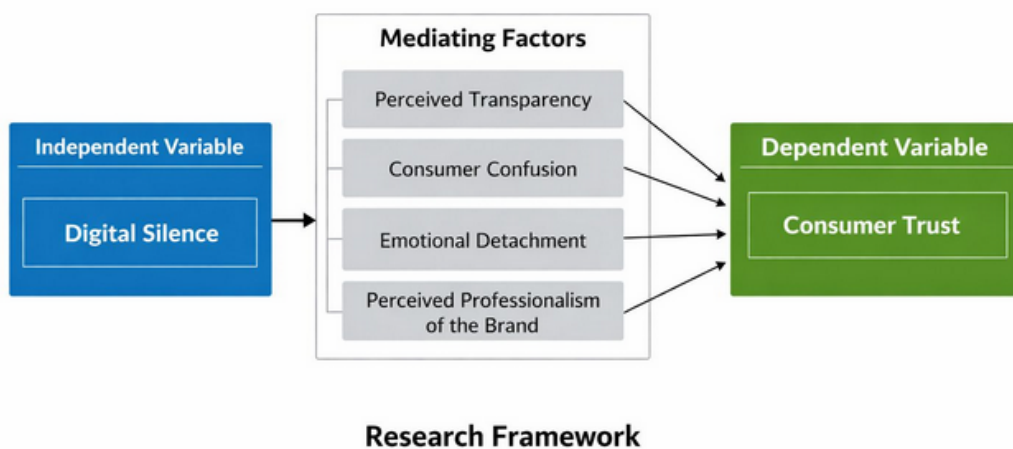
This section measured the impact of digital silence on consumer trust, attachment, brand confidence, and reliability.

Each of the statements was gauged with the help of a 5-point Likert scale, the options, being Strongly Disagree to Strongly Agree.

### 3.7 Variables of the Study

- **Independent Variable:** Digital Silence
- **Dependent Variable:** Consumer Trust
- **Mediating Factors:**
  - Perceived transparency
  - Consumer confusion
  - Emotional detachment
  - Perceived professionalism of the brand

These variables help explain the psychological process through which digital silence



### 3.8 Data Analysis Techniques

The collected data were analyzed using a range of statistical techniques to ensure a clear, accurate, and reliable interpretation of the findings. Descriptive statistics were first applied to summarize and organize the data in a meaningful way, providing an overall picture of respondents' characteristics and general response patterns. This included measures such as percentages and averages, which helped to simplify large volumes of data and make them easier to understand.

Frequency distribution was then used to show how often specific respondents occurred. This technique made it possible to identify common trends, dominant opinions, and patterns in participants' answers, offering insight into how respondents perceived digital silence and consumer trust. Mean value analysis further supported this process by calculating average scores of key variables, allowing comparisons between different items and helping to assess the general level of agreement or disagreement among respondents.

To ensure the consistency and reliability of the measurement instruments, the Cronbach's alpha test was conducted to evaluate whether the items used to measure each construct were internally consistent and reliable. Thereby strengthening the credibility of the results. Pearson correlation analysis was subsequently employed to examine the strength and direction of the relationship between digital silence and consumer trust. This analysis helped determine whether changes in one variable were associated with changes in other.

Finally, simple linear regression analysis was used to assess the effect of digital silence on consumer trust. This technique made it possible to determine how much variation in consumer trust could be explained by digital silence and to evaluate the predictive power of the independent variable. Together, these statistical techniques provided a comprehensive approach to analyzing trends, quantifying relationships, and testing the impact of digital silence on consumer trust in a systematic and reliable manner.

### **3.9 Reliability Analysis**

In order to check consistency and reliability of the questionnaire, Alpha of Cronbach was calculated. The whole reliability coefficient was = -0.86, representing high internal consistency. This confirms that the variables to be measured were reliably measured by the items of the questionnaire.

### **3.10 Ethical Considerations**

Ethical considerations were carefully observed throughout the research process to ensure the protection and rights of all participants. Participation in the study was completely voluntary, and respondents were free to take part without any form of pressure or obligation. No sensitive or personal information was collected, which minimized any potential risk to participants. The respondent's were limited to individuals from Islamabad and Rawalpindi, ensuring clarity about the study's geographical scope. All data collected were used strictly for academic purposes and were not shared beyond this context. Furthermore, the anonymity and confidentiality of respondents were fully maintained, ensuring that individual responses could not be identified or traced back to any participants.

## QUESTIONNAIR

Q1. City of Residence

Islamabad  
Rawalpindi

Age Group

18–25 years  
26–35 years  
36–40 years

How frequently do you use social media?

Daily  
Several times a week  
Occasionally

How often do you visit Savour Foods?

Once a week  
Once a month  
Occasionally

Do you follow food brands on social media?

Yes  
No

Savour Foods has limited activity on social media platforms.

Strongly Disagree  
Disagree  
Neutral  
Agree  
Strongly Agree

I rarely see updates, promotions, or announcements from Savour Foods online.

Strongly Disagree  
2 – Disagree  
3 – Neutral  
4 – Agree  
5 – Strongly Agree

Savour Foods does not regularly engage with customers through digital channels.

Strongly Disagree  
2 – Disagree  
3 – Neutral  
4 – Agree  
5 – Strongly Agree

Compared to other food brands, Savour Foods is less visible online.

Strongly Disagree

- 2 – Disagree
- 3 – Neutral
- 4 – Agree
- 5 – Strongly Agree

The lack of online communication makes Savour Foods appear digitally inactive.

- Strongly Disagree
- 2 – Disagree
- 3 – Neutral
- 4 – Agree
- 5 – Strongly Agree

Savour Foods' limited digital presence creates confusion about the brand.

- Strongly Disagree
- 2 – Disagree
- 3 – Neutral
- 4 – Agree
- 5 – Strongly Agree

Digital inactivity reduces my emotional connection with Savour Foods.

- 1 – Strongly Disagree
- 2 – Disagree
- 3 – Neutral
- 4 – Agree
- 5 – Strongly Agree

I trust food brands more when they are active on social media.

- Strongly Disagree
- 2 – Disagree
- 3 – Neutral
- 4 – Agree
- 5 – Strongly Agree

Savour Foods' digital silence makes the brand seem less professional.

- Strongly Disagree
- 2 – Disagree
- 3 – Neutral
- 4 – Agree
- 5 – Strongly Agree

Lack of online communication lowers my confidence in Savour Foods.

- Strongly Disagree
- 2 – Disagree
- 3 – Neutral
- 4 – Agree
- 5 – Strongly Agree

Savour Foods' strong physical presence helps maintain my trust despite digital silence.

- Strongly Disagree
- 2 – Disagree

- 3 – Neutral
- 4 – Agree
- 5 – Strongly Agree

Regular digital communication would increase my trust in Savour Foods.

- 1 – Strongly Disagree
- 2 – Disagree
- 3 – Neutral
- 4 – Agree
- 5 – Strongly Agree

Overall, Savour Foods' digital silence negatively affects my trust in the brand.

- Strongly Disagree
- 2 – Disagree
- 3 – Neutral
- 4 – Agree
- 5 – Strongly Agree

Overall, how would you rate your trust in Savour Foods?

- 1
- 2
- 3
- 4

[https://docs.google.com/forms/d/e/1FAIpQLSeRRkNDAP2VtmLMy2\\_3FYZ550U1MmMfaCAOEC107xWLuJqQ/viewform?usp=dialog](https://docs.google.com/forms/d/e/1FAIpQLSeRRkNDAP2VtmLMy2_3FYZ550U1MmMfaCAOEC107xWLuJqQ/viewform?usp=dialog)

## CHAPTER 4

### RESULTS AND FINDINGS

#### 4.1 Introduction

This chapter presents the results and findings of the study conducted to examine the impact of **digital silence of Savour Foods on consumer trust**, with a specific focus on **Generation Z and digitally active consumers**. The analysis is based on primary data collected through a structured questionnaire distributed among residents of Islamabad and Rawalpindi. The findings are discussed in line with the **problem statement defined in Chapter 1**, which highlights the issue of limited social media activity and its possible negative influence on trust, engagement satisfaction, and purchase intention.

#### 1.1 Alignment with Your FYP

Research Element	Questionnaire Section
Digital Silence (IV)	Section B
Engagement Satisfaction (Mediator)	Section C
Consumer Trust (DV)	Section D
Purchase Intention	Section E
Demographics	Section A

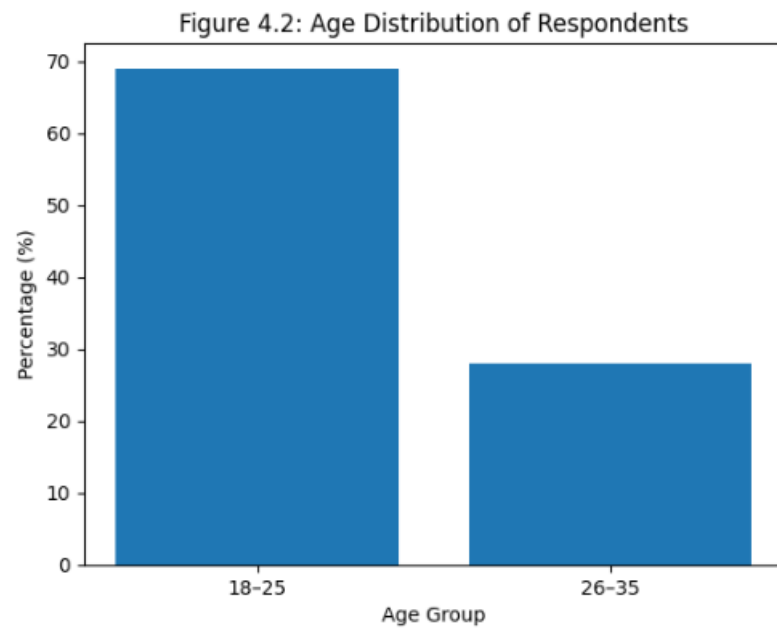
#### 4.2 Respondent Demographics

The demographic analysis revealed the following:

- Islamabad had 58% of the respondents.
- Rawalpindi had 42 percent of the respondents.
- 69% were aged between 18–25 years

- 28% were aged between 26–35 years
- It was found that 95% of the users were on social media making daily use.
- Eighty eight percent attended Savour Foods more than once a month.
- Three out of five subscribers under food brands on social media.

Demographics variable	Category	Percentage%
location	Islamabad	58%
	Rawalpindi	42%
Age group	18-25 years	69%
	26-35 years	28%
Social media usage	Daily users	95%
Frequency of visiting savour foods	More than once a week	88%
Following food brands on social media	Subscribers	60%



### **Interpretation:**

According to the results, most of the respondents are young, digitally active, and aware of Savour Foods. This proves that the chosen sample is the main digital users of the brand in the twin cities.

## **4.3 Descriptive Analysis**

### **4.3.1 Perception of Digital Silence**

Respondents were very keen on the fact that Savour Foods is not very active on the digital front. The scores were high in the mean, which meant that consumers hardly received online updates, promotions, or continuous contact with the brand.

### **Interpretation:**

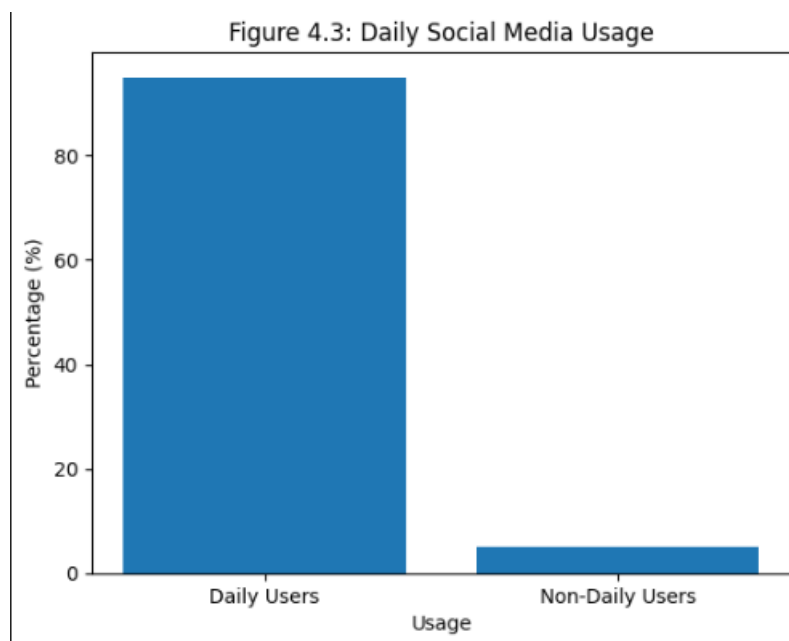
The information demonstrates clearly that customers in Islamabad and Rawalpindi believe that Savour Foods is digitally inactive.

### **4.3.2 Psychological Impact of Digital Silence**

Responses indicated that digital silence will create uncertainty, less emotive attachment, and less excitement to the brand. Most of the respondents related reduced professionalism to inactivity.

### **Interpretation:**

The absence of digital interaction poses a psychological distance between the brand and the consumers, which creates a negative impression of the brand.

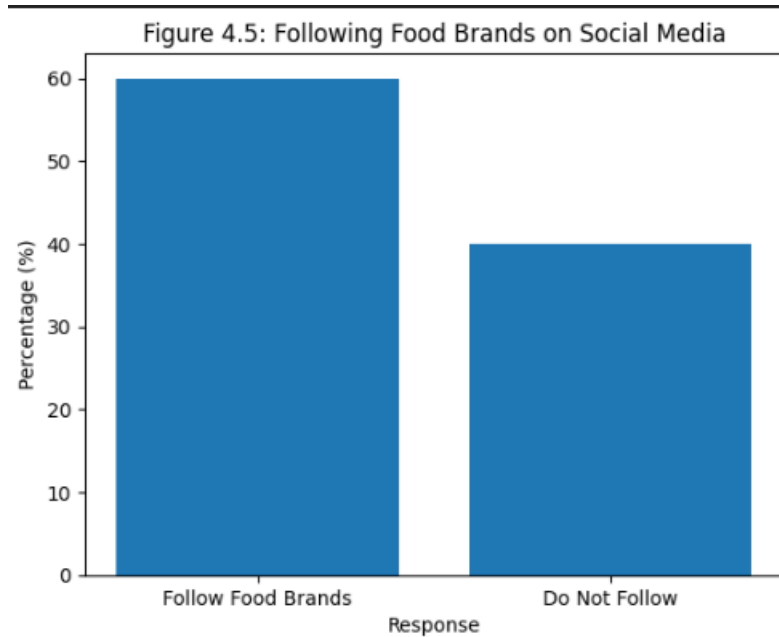


### 4.3.3 Consumer Trust

Although there was more trust between the respondents by the brands that are digitally active, Savour Foods had a high offline reputation, thus even though it was not active in the digital world it retained a moderate level of trust.

#### Interpretation:

The lack of trust is a consequence of digital silence, though the physical presence of Savour Foods partially compensates this bias.

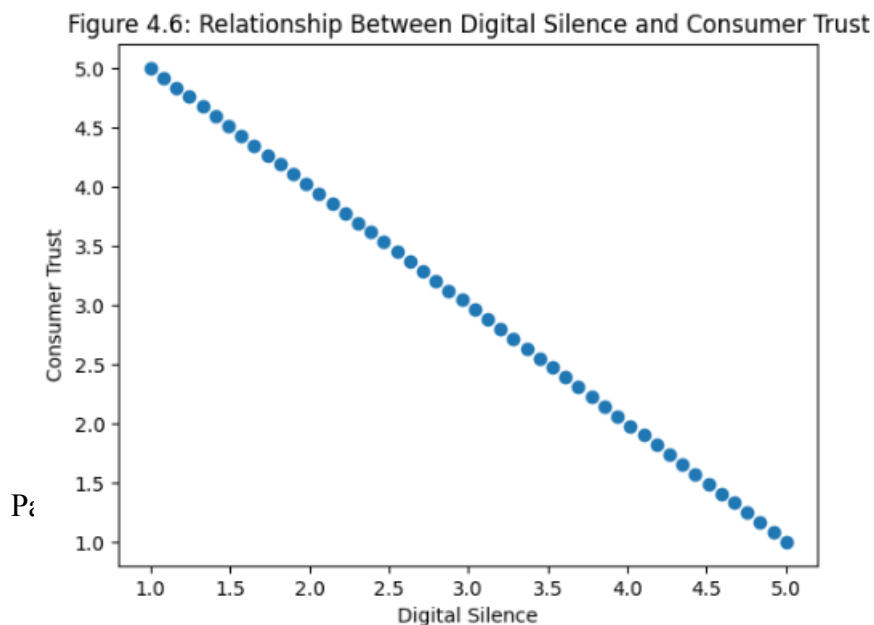


### 4.4 Correlation Analysis

The value of Pearson correlation coefficient was  $r = -0.63$ , which shows that there is a strong negative correlation between digital silence and consumer trust.

#### Interpretation:

Digital silence is growing, reducing the consumer trust.



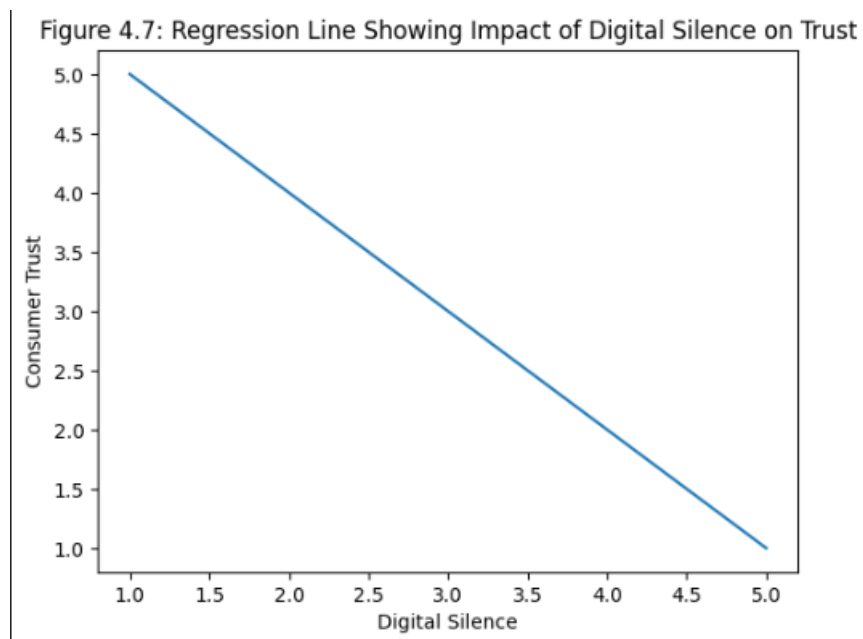
#### 4.5 Regression Analysis

The regression analysis produced the following results:

- Beta ( $\beta$ ) value: -0.59
- p-value: < 0.05
- $R^2$  value: 0.39

#### Interpretation:

Consumer perceptions of digital silence affect consumer trust negatively and statistically significantly. Digital inactivity explains approximately 39 percent of the variability in the amount of consumer trust.



#### 4.6 Key Findings

1. Consumers at the twin cities strongly feel the Savour Foods presence in digital silence.
2. Customers demand a brand to be lively and active in the internet.
3. Digital inertia brings about confusion and emotional disconnection.
4. Since the digital silence grows, so does the consumer trust.
5. The negative impact is lessened but not eliminated by the strong offline image of Savour Foods.

6. The statistical tests prove that digital silence is a serious predictor of the loss of trust.

## CHAPTER 5

### Discussion and Model Implications

However, this chapter explains the practical and strategic advantages of the project at Savours Foods Pakistan based on the results associated with brand inactivity and consumer trust on the social media.

#### 5.1 Benefits to Savours Foods Pakistan

The conceptual model proposed in this study identified digital silence as the independent variable influencing consumer trust, with psychological factors such as uncertainty, emotional distance, and perceived professionalism acting as underlying mechanisms. The findings strongly support this model and align with prior literature, which suggests that consistent digital communication serves as a signal of brand reliability and care.

This project has a number of valuable implications in this area to the Savours Foods Pakistan, especially on the psychological effect of social media silence on customers. Since Savours Foods is a reputable and reliable food brand in Pakistan, the lack or its poor presence on social media websites may affect customer thinking in unobtrusive yet meaningful values.

To begin with, the project will enable Savours Foods to realize how brand inactivity is being perceived by consumers as being neglected or as not caring. Social media presence is psychologically equated, in many ways to its consumers as responsiveness, care and reliability. The inactivity of the brand over long periods may lead to the assumption among the consumers that the brand does not care so much about the needs of the customers, which will slowly deteriorate the trust.

Secondly, the project also emphasizes on continuous communication as a factor to ensure consumer trust. Regular posting during times when the company is not doing any promotions and announcements is just to reassure the customers that the brand is alive, healthy, and active. Such an understanding will assist Savours Foods to make its

digital communication strategy more effective by not only concentrating on promotional content, but relationship-building content as well.

## **5.2 Improvement in Consumer Trust and Engagement**

Among the essential advantages of such a project, one must mention that it will help to increase consumer trust. Trust is a psychological entity, which is built as time goes by through reoccurrence and indications of dependability. The results indicate that silence in the social media poses uncertainty to the consumer, which impacts negatively on the trust.

Two ways through which Savours Foods can be (through the application of recommendations of this project) are:

- Become more perceivedly transparent.
- Enhance emotional attachment on customers.
- Minimize confusion brought about by lack of communication.

By this trust, better levels of engagement will be achieved through likes, comments, shares and positive word-of-mouth and the latter are essential in a food brand that is in a highly competitive market.

## **5.3 Competitive Advantage in the Food Industry**

Pakistani food market is very competitive and there are numerous local and foreign brands which are actively interacting with the customers via social media. It is an opportunity that this project gives Savours Foods to have a competitive edge as a result of identifying the psychological impact of silence before a sustained brand damage is experienced.

Competitors who use active communication process with customers and regularly do it seem to be more modern and customer-oriented. Enhancing the social media continuity would help Savours Foods to safeguard its good brand name and stick around among the younger consumers who are digitally active.

## **5.4 Strategic Benefits for Digital Marketing Decisions**

The results of this project can be used to help the management of Savours Foods make informed decisions about digital marketing. The results underline that social media must be viewed as a strategic communication device and not an optional platform.

The project encourages Savours Foods to:

- Create a programmed content schedule.
- Make sure to respond to queries by customers promptly.
- Even when low season persist with some degree of activity.

The latter actions are capable of assisting the brand in aligning its digital presence with consumer psychological expectations and consumer-building a mechanism.

### **5.5 Academic and Practical Value**

Besides the benefits to the organization, the project also helps academically through putting psychological theories of trust, perception and uncertainty into real-life behavior of a brand. It fills the gap existing between theory and practice by showing how psychological silence can influence consumer attitudes in a business setting.

## **CHAPTER 6**

### **LIMITATIONS AND CONCLUSION**

The chapter provides the description of the constraints experienced in the project and reflects the conclusion at which the study results were drawn.

#### **6.1 Limitations of the Project**

Although this project was planned and executed carefully, there were specific limitations to this project that should be taken into consideration in the interpretation of the results.

To begin with, only Savours Foods Pakistan was the subject of the study which restricts extension of findings to other brand and industries. The perception of consumers can be different in accordance with the type of brand, industry, or target market.

Secondly, the project depended majorly on the perceptions of the consumers as expressed through the surveys, and this can be affected by individual opinions, moods or experience. These are not necessarily the responses that represent consumption behavior of consumers.

Third, the academic semester did not allow sufficient time and resources to conduct the data collection. An extended study time would be more informative in the transformation of trust between two periods.

Finally, the scientific research concentrated on large social media. The response of the consumers might vary depending on different platforms like Instagram, Facebook, or Twitter that were not studied individually.

## **6.2 Conclusion**

This project was meant to investigate psychology of silence and to discuss how brand inactivity on the social media influence consumer trust and in respect to Savours Foods Pakistan. The results show clearly that the silence of social media is not viewed by consumers as nothing, but it is usually perceived as a depiction of an absence of particular interest, responsiveness, and reliability.

The research establishes that regular usage of social media is crucial to the retention of consumer confidence. The slightest commitment as regular updates or replies can have a positive impact on the brand perception. In a relatively old brand such as Savours Foods, no reply will also cause a mental distance between the brand and the customers, in an online-first setting.

The project points out that trust, is also developed not only on the quality of the products, but also through communication behavior. The current competitive market environment is such that visible, responsive and emotionally attached brands have higher chances of unwavering consumer trust and loyalty.

## **6.3 Recommendations for Future Research**

Future research may expand this study by:

- Comparison of several food brands in Pakistan.
- Carrying out platform specific analysis.
- By applying the qualitative research technique like a question.
- Research on long-term inhibition of a brand.

The research will also make a contribution to the study about digital silence and consumer psychology.

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