The Impact of Marketing in Social Media on the Purchase Decision of the Fast Food Consumer

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Abstract

This research will seek to relate two variables: The impact of social media marketing and the consumer's purchase decision, delimiting the target population as the people of Metropolitan Lima. 384 surveys will be conducted as a sample; these should consider fast food consumers through social networks. The data collected through surveys were processed and analyzed using SPSS so as the reliability and validity of the data which was also reviewed. Based on the results, it was observed that there is a correlation between the components of the purchase decision (intensity, intention, and frequency) and a marketing strategy, as supported by the numbers. The results of this research can be used by different people/entities related to the sector, to understand how a good marketing strategy will impact the purchase decision of the fast-food consumer.

Keywords
Purchase decision, Marketing strategy, Consumer, Fast Food, Social media.

1. Introduction
Over the last few years, the trend to implement digital strategies, as well as marketing plans using mobile applications has been increasing more and more frequently. On the other hand, during the last year, the pandemic caused by COVID-19 has reinforced this trend, as the focus of companies, known as consumers, increase their percentage of use of online channels, and within these social networks. In addition, many companies, especially those in the food industry, have been forced to implement plans to connect with consumers through online channels, specifically social networks. This is due to several factors, among them are mandatory quarantine, risk of contagion by the consumer, practicality, reduced on-site capacity, etc. That is why, through this research, we sought to analyze how social media marketing influences the purchase decision of consumers of fast-food restaurants.

Currently, there is a great increase in the use of social networks, not only as a means of information but also as a sales channel. In the current situation, due to the pandemic, social networks have transformed their platforms in a way that offers different companies a more direct B2C chain with the consumer. With this, you can reach the customer more directly and effectively by selling any product you want, including fast food (Moore et al. 2015).

According to Linares and Pozzo (2018), developing a social media marketing strategy facilitates the identification of customer profiles, their preferences, and the way they perceive certain products, allowing the consumer to have confidence in the producer and a good shopping experience. In addition, social networks allow to have more direct contact between the seller and customer (Real et. Al. 2018), this is extremely important for fast-food restaurants since they manage to obtain a greater reach and give a good experience both in consumption and in the purchase of the product. If we talk about the increase in the use of social networks in Peru, there are more and more entrepreneurs who use the media so that their sales have a greater reach and even more so during the pandemic. According to a study conducted by IPSOS (Institut de Publique Sondage d'Opinion Secteur), Peru ranks third in the index of entrepreneurship and until the pandemic, 59% of Peruvians have made at least 1 venture or more. Finally, according to Bedoya, using Social Commerce it is possible to build customer loyalty without incurring very high costs and forging a more direct relationship between both parties.

That said, having a sales strategy through social networks is essential for any business, especially for the fast-food industry. This is due to the economic climate, which has encouraged the use of social networks since it is an easy-to-use channel and a point of contact where the seller has a great reach to the final consumer. It is very important to understand that businesses must grow by adapting to the needs of consumers, taking into consideration how far to grow, and setting clear objectives (Martínez et al. 2020).

According to a study conducted by the market research agency Remarketer, one out of every three people in the world uses a social network. That is, approximately 2.48 billion people are using some form of social media. While this increase in the use of social networks as a sales channel has been a cross-cutting trend worldwide; when landing in Peru, e-commerce sales have grown by 163.4% vs. 2019, with the food sector is the fastest growing with an over-index of 149 if 2015 is established as the base year (Euromonitor, 2020). It should be noted that this has been driven by the pandemic experienced since the beginning of 2020 due to COVID-19. Finally, globally, 18% of the entrepreneurship have been online product sales (IPSOS, 2021), 21% of Peruvians started entrepreneurship through networks (Activa Peru 2020), all this encouraged by the 75% of Peruvians in the socio-economic sector E who lost their jobs (Pacific Endelman Affiliate, 2020), so planning a marketing strategy through this sales channel is a great way to promote a product, since it does not require much investment and is ideal for the ventures that have been created throughout 2020 as a result of the pandemic.

Based on this, we will seek to test hypothesis H1: there is a relationship between social media marketing of fast-food restaurants and the consumer's purchase decision. Or, on the contrary, H0: there is no relationship between social media marketing of fast-food restaurants and consumer purchase decisions.

1.1 Objectives

1.1.1 General Objective

Define the correlation between marketing on social media and the consumer purchase decision in the fast-food sector.

1.1.2 Specific Objectives

Establish how important is marketing on social media for the client at the moment of selecting a product.
Corroborate if a marketing strategy on social media can imply a major scope towards the final consumer.

2. Literature Review

2.1 Marketing in social media

To understand what an application of marketing strategy in social media includes first, it must be defined what does a marketing strategy means along with the concept of social media. Regarding the first concept, it consists of a group of integrated decisions that allows the company, or the person who is executing the plan, to decide with more precision regarding all the activities that marketing lump. Although the strategy varies according to the segment, market, or product in which it is decided to applicate, a marketing strategy always needs to create and communicate an adding value towards the consumer.

On the other hand, social media is a platform where people can communicate, build relationships with the company or other social media users in which everyone can freely exchange their experiences. According to the previews statement, all companies can acknowledge every detail about the preferences and trends of their customers so that they can easily achieve a more accurate segmentation and give a more focused product.

So, at last, if you put together the two terms explained lines above, it can be said that social media it's not just a marketing tool, but also a source of infinite information that can be processed through data analytics. In addition, this data that can be collected allows the companies to predict de conduct of the consumer and plan a more elaborated decision to satisfy the client and implement an added value to the product that generates brand loyalty.

In summary, marketing through social networks should be defined as an integrated pattern of activities of an organization that, based on a careful evaluation of the motivations of customers for the use of social networks related to the brand and the implementation of participation initiatives deliberately transform social media connectivity (networks) and interactions (influences) into valuable strategic means to achieve desirable marketing results (Fangfang et al. 2018).

From a business perspective, social network marketing is a strategy applicated by companies all around the globe; however, it is not always used effectively, and that leads to a whole space to investigate and develop the potential of such a good business tool. This can be stated thanks to the article "El uso de las redes sociales como herramienta de marketing digital", which, in contrast with the current investigation, was elaborated under a literary revision method. Through this article, it was proved that in the current situation we are living it is highly important to incorporate marketing on social media in the business strategy of any company, to gain the loyalty of the customer in a more efficient manner.

In addition, as Sandra et al. (2021) and Sampedro Guamán, et al. (2021) stated, the most frequent social network used by the public, and also the most profitable, is Facebook. This applies to the customers as much as the entrepreneurs, because it gives a practical use, from the commands to the familiarity that people get with the application. According to Linares and Pozzo in their investigation, 64% of surveyed users use Facebook more frequently than any other social network. Now this is something we believe, and the lines below will be proven, it has changed because nowadays, in consequence of the global trends, the new most frequently used social network has become Instagram.

2.2 Buying decision

To elaborate the investigation, it is highly important to define what does a purchase decision means, which is strongly related to consumer behavior. The purchase decision is a vital component of consumer behavior that is explained as the representation of the variety of scenarios through which a consumer pass. It starts when the client realizes the need to obtain a specific product until he or she finally does it (Benavides et al. 2018). The decision itself parts from a decision-maker (the customer) who eventually will take it. This decision-maker is the person who by his authority decides the purchase. This process can be affected by intrinsic variables, such as extrinsic variables in addition to de marketing factor that includes price, promotion, publicity, etc.

Know, there has been a series of studies that allow dimensioning everything that a purchase decision implicates. These investigations have various approaches that differentiate them from each other, although each one states as their main objective to explain the process by which a consumer goes through at the moment of selecting a product and identifying which intrinsic and extrinsic factors affects the client. Along with the main models that are stated we can find the macroeconomic, microeconomic, (Manzuoli 2005).

On the other hand, implementing a marketing strategy is not as easy as it sounds; there is a series of factors to notice when introducing a product by social media since it is essential to impact the consumer's purchase decision, according to Haenlein et al. (2018). The plan has to be original and change according to the segment the company implementing it is looking to capture; also it is beneficial to add some variables that the social media platforms bring along with them. For example, an influencer can be a resourceful tool to complete the marketing strategy. This person goes with the image you want the product to transmit and with no need to have high expenses. To succeed using this strategy, the influencer has to identify with the client so that it can guide him or her to choose the product promoted

Finally, Perdigón, et al. (2018) explains other aspects regarding the purchase decision within digital marketing such as the constant interaction with clients, the analysis of their behavior, the positioning of the company on the web, the good web design, and the security level on the financial transactions. Even though both investigations, ours and the ones described lines above, talk about the marketing strategy, the ones explained have a descriptive analysis while ours tries to find the correlation between the purchase decision and the marketing strategy whereby it must have a survey that allows to collect the data and process it to obtain statistics that explain the correlation between the variables.

2.3 Consumer behavior

It is fundamental to review what de consumer behavior includes in all the sense of its meaning; this concept is explained as the behavior that shows the consumer when it is searching for the products, services or ideas that allow to satisfy every mean of need. In addition, this goes along with their preferences, guide by motivation and experience (Mercado et. al, 2019). Also, it must consider the purchase, the use and waste of products and services or any other thing that please the needs and desires of the consumer (Plaza 2017).

With the development of this concept, any company can determine how is the client and its needs and know what the client is looking for and directly supply that need going ahead of the market. In addition, it is well known that consumer behavior is directly related to the purchase decision of the same. Therefore, the most crucial factor in consumer behavior is social (Hualtibamba 2018).

Based on the statement above, at the moment of applicating a marketing strategy on a social network such as Facebook or Instagram it must be taken in consideration as one of the main goals that the client builds a sense of loyalty towards the brand, since at the end this will be the engine of the company according to Linares y Pozzo in their article which they could described that both variables develop along this investigation has a high correlation of 62,208%.By contrast to the research, we look for a more precise correlation, since we took as a parameter a more reduced segment of the population of the fast-food sector. However, this encourages the project to find strong values that sustain the hypothesis stated.

2.4 Fast Food

Since the investigation delimits the population to those who are considered fast food consumers and it has a quantitative focus, it must be precise the concept of fast food so that there are no mixed thoughts from part of the surveyed. According to Torres y Mora (2017), fast food should be related to junk food and food that can be quickly consumed. This definition comes under the perspective that the people go through the day they count with less time to eat with that quickness.

To categorize food as fast food, the requirement is that it should not be cooked for more than eight to ten minutes. This article gives a more complete sense of the concept and the restaurants themselves, in contrast with our investigation that tries to find how these restaurants execute a marketing strategy in social media. Finally, it can be found through all the articles that it can find a strong correlation between de two variables planned to analyze.

2.5 Research Framework

Referring to the literature above, Figure 1 demonstrates the proposed conceptual framework for this study

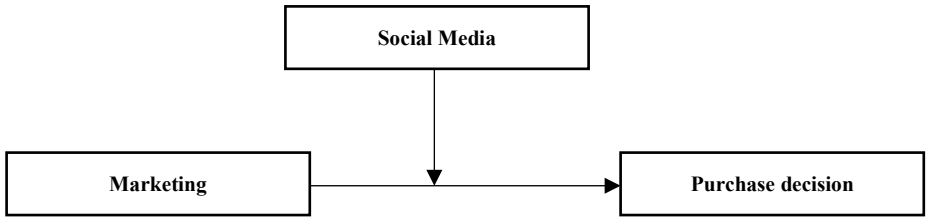

Figure 1. Research Framework

3. Methods

The study design was non-experimental and cross-sectional. The research had a quantitative, descriptive, and correlational approach. The following table 1 presents a summary of the research problem and hypotheses.

Table 1. Data summary

Main problem	Secondary problems	Hypothesis
Prove if there is a correlation between the social media marketing of fast-food restaurants and the consumer's	How important is marketing on social media for the client at the moment of selecting a product?	H1
		There is a relationship between social media marketing of fast-food restaurants

purchase decision		and the consumer's purchase decision
	A marketing strategy on social media can imply a major scope towards the final consumer?	H0
		There is no relationship between social media marketing of fast-food restaurants and consumer purchase decision.

The main topic of study is how social media marketing has influenced the consumer's purchase decision, focusing on what impact it will have on fast food restaurants. The project has two variables that we will seek to relate, these are: the use of social media marketing (independent variable) and the consumer's purchase decision (dependent variable). However, the primary objective of this research project is to demonstrate that our hypothesis is true, and thus, to be able to have this work as a successful support. In order to address the problem in question, several subtopics were proposed that cover each of these variables. These are: the marketing of the brand, the price strategy, and the after-sales service; while the dependent variable is the intention, frequency, and intensity of purchase. The variables used in this study with their respective dimensions are presented below in table 2.

Table 2. Variables and Dimensions

Variables		Dimension
Independent	Social media marketing	Marketing strategy (4P)
Dependent	Buyer purchase decision	Purchase intensity
		Purchase intention
		Frequency

The methodology of our research project consists of the relationship between two variables, for which data were collected through a survey as a pilot test. The sampling will be non-probabilistic and by quotas, the sample used will be approximately 30 people. The data to be collected should be concrete, solid, and reliable using the Likert scale. These data will be reviewed by marketing and statistical experts. After reviewing the survey and data, reliability will be sought through Cronbach's alpha, to obtain similar results in each repetition. All this will be achieved with the help of an expert in the area, where, using the SPSS system, it will be possible to find to what extent the variables described above are related. In addition, it is necessary to specify that a Likert scale of 1-5 was used, which is presented in the following table 3.

Table 3. Likert Scale

1	2	3	4	5
Never	Almost never	Occasionally	Almost always	Always
None	Almost none	Regular	Very much	A lot
Not important	Almost not important	Regular	Important	Very Important

As for the population has been segmented to obtain a realistic look at which to aim, from which a sample is calculated with the finite population sample formula. As the criteria, we started with the population of Metropolitan Lima of 11'591,400 (CPI, 2019), people of both genders since the product is not exclusive of the same; in an age range of 18 to 55 years, same that represents 54.3% of the total population; socio-economic level A and B that represents 27.9% and finally people residing in zones 7 and 8 that represent 16.0% of the total. Therefore, after segmenting the population of Metropolitan Lima, the target population is 280,970 people. Then, using a confidence level of 95% and a margin of error of 5%, a sample of 384 people is obtained. This will be the number of surveys to collect to obtain concrete results.

The survey will address fast-food consumers through social networks or similar, always following the segmentation criteria.

3.1. Data Collection

When delimiting the population of Metropolitan Lima, a sample of 384 was found. For data collection, the survey tool was used to collect the data necessary for the research. Once the information was collected, it was validated that the surveys were answered correctly to avoid sending additional surveys.
After the collection process, SPSS was used to check the correlation of the variables and the validity of the survey results.

4. Results and Discussion

The demographic profile of the delimited sample was tabulated with the completed survey. According to the information selected, the sample was classified by all genders, age (only people from 18 to 55), and city (just 7-8 zones of Metropolitan Lima). Also, regarding to the results obtained with the tool used (survey), together with the SPSS statistical system and taking the Likert scale as the standard value to be measured for the sample used - 384 people - a Cronbach's Alpha of 0.831 was obtained, experts also validated it in the subject.

The coefficient ranges are between 0 and 1, the closer to 1, the more accurate the values. However, as Oviedo and Campo Arias (2005) indicated, the minimum acceptable value of the coefficient is 0.7, since below this value the consistency of the scale would be very low. The maximum expected value should also be 0.9, since it would be considered redundant or duplicated above that value. The values of the correlations can be understood or interpreted according to the range in which the value falls.

The ranges are as follows: Null Correlation (0), Very Low Correlation (0.0 - 0.2), Low Correlation (0.2 - 0.4), Moderate Correlation (0.4 - 0.6), High Correlation (0.6 - 0.8), Very High Correlation (0.8 - >1) and Perfect Correlation (1). (Rowntree 1984).

5.1 Numerical Results

After analyzing the survey through the SPSS, the following demographic profile is .
(Table 4)

Table 4. Demographic Profile of Respondents

Question	Category	Number of Respondents (Frequency)	Percent %
Gender	Male	130	62.5
	Female	78	37.5
Age	17 or less	2	0.9
	18-24	136	60.2
	25-30	14	6.2
	31-35	10	4.4
	36-40	4	1.8
	41-45	2	0.9
	45-55	58	25.7
	55 or more	0	0
City	Zone 1	2	0.9
	Zone 2	0	0
	Zone 3	0	0
	Zone 4	2	0.9

	Zone 5	8	3.6
	Zone 6	2	0.9
	Zone 7	184	82.1
	Zone 8	24	10.7
	Zone 9	2	0.9
	Zone 10	0	0

In addition, the reliability presented in the 2 variables it is shown below, by measuring Cronbach's Alpha (Table 5).

Table 5. Cronbach's Alpha

Variable	Items	Cronbach's Alpha
Consumer purchase decision (Dependent)	Item 1	0.925
	Item 2	
	Item 10	
Social Media Marketing Strategy	Item 4	0.658

The results measured by SPSS between the correlated variables are shown below in table 6.

Table 6. Correlation results

Correlation	ITEM 4 (Social Media Marketing Strategy)
ITEM 1 (Frequency)	0.6
ITEM 2 (Intensity)	0.561
ITEM 10 (Intention)	0.606

Following the hypothesis of the case: there is a relationship between marketing through social networks of fast-food restaurants and the consumer's purchase decision. Through SPSS it was possible to show that there is a correlation between the variables. This is evidenced in both tables where the different dimensions are related to the data collected from the survey. In the table 1, there is a correlation between ITEM 1 (Frequency) and ITEM 4 (Product marketing) of 60%, a moderate or high correlation. The table 2 shows a correlation between ITEM 2 (Intensity) and ITEM 4 of 56.1%, a moderate correlation. Table 3 shows a correlation of 60.6% between ITEM 10 (Intention) and ITEM 4, again a high correlation. To complement the correlation found by means of SPSS, other factors were taken to evaluate in the survey, which will be presented below.

To begin with, it was observed that more than half of the people surveyed (60.2%) are in the 18-24 age range, 82.1% of them belonging to zone 7 districts of Metropolitan Lima, so the market niche is in a young population within zone 7. Likewise, the most used social network is Instagram with 75% preference, being the network through which it is preferred to see marketing strategies for food products (86.5% of respondents voted for Instagram as the best social network to promote a food product).

On the other hand, through the survey, it was found that more than 80% prefer to make their purchases through e-commerce channels, including social networks, than through traditional sales channels, such as supermarkets and

warehouses. This trend has been driven by the COVID-19 pandemic, as people are more tempted to shop virtually, avoiding unnecessary contacts to which they are exposed when they go out to make such purchases. According to the eCommerce news blog eCommerce view, the online shopping sector is the fastest-growing sector in the last year. According to the blog, "Before the pandemic, 1.5% (65,800) of businesses sold through the eCommerce channel in Peru. After COVID-19, the number of companies that entered e-commerce quadrupled, and by the end of 2020, 5% (more than 260,000) already sell online. Likewise, the fast-food sector has benefited from this phenomenon, growing 20% with an average ticket of S/. 50.

6. Conclusion

In conclusion, it can be affirmed that both variables had a direct and strong correlation. In addition, the importance of social media marketing could be evidenced, considering that a good campaign and all its dimensions directly impact the consumer's final purchase decision. This was reflected in the survey results that defined such correlation in addition to the results that indicated that people preferred online sales channels, promotions and using easy social networks. Therefore, it is believed that this will be a future sales method and the new trend to follow.

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