

INFLUENCE OF DIGITAL MARKETING (SOCIAL MEDIA) ON THE CUSTOMER PERCEPTION OF THE QUICK SERVICE RESTAURANT INDUSTRY

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ABSTRACT

The Indian market is moving faster than ever before. Marketers use the internet to advertise their products. Indian participants are spending on social media increasing every day, surfing the web and utilising social networking's platforms such as Facebook, WhatsApp, etc. Instead of concentrating on traditional markets, firms are shifting their focus to a web market by promoting their products online and having them available on a variety of sites as well as on social Medias. The rise of online advertising may be traced back to social media. People are spending time on social media, which benefits advertisers. The digital marketing sector in India is rapidly increasing. Marketers now provide all products and services via online portals. It is only one method of achieving success in the Industry. This study focuses on the expansion of Quick Service Restaurants in India through digital marketing. Quick service restaurant marketers were polled to learn about the elements that influence the effect of website or social media advertising in the growth of fast food chains in Indian food business. According to the survey, the variables that influence the importance of internet marketing in the development of fast food chains in India include effective promotion, customers reach , global presence, and vision and plans.

Keywords: Quick Service Restaurant, Social Media, Search Engine Marketing, Business Growth.

INTRODUCTION

Digital marketing refers to the use of one or more forms of digital platforms to promote items or companies. Digital marketing is also known as marketing via the internet, and web marketing. The term "*online advertising*" has gained popularity in recent years, notably in a few nations. While social media marketing has surpassed online marketing as the prevalent phrase in the United Kingdom and worldwide, online marketing remains popular in the United States and internet advertising in Italy. Digital marketing is an area that employs internet technology to promote and sell products via different platforms. Users can now view data at any time they want thanks to the widespread use of digital technologies. Global surfing is still increasing, and technology is becoming an instrument of edge for both customers and organizations. Furthermore, huge attention was gives on the tremendous opportunities presented by digital marketing in this decade, with far less emphasis placed on the obstacles that digital enterprises come across. Term "digital marketing" refers to the promotion of products or services through current technology, particularly the web, mobile devices, billboards, and other online platforms.

According to Verma (2021), the internet-based company, also known as the internet, on the web, e-Retailing, and so on, is the most current and quickly increasing phenomena in Indian subcontinent. Convenience in using, 24-hour availability, anyplace availability have enhanced its popularity in developed and developing nations. Web purchase is an aspect of modern-day Digital India. In 2002, India entered the e-Commerce sector to start with, over some 10-12 years before the rest of the world (Menon, et al. 2020). To make reservations for trains more convenient for everyone, the government established its initial e-commerce platform, IRCTC. After realizing the fluctuation of the spike, the airline industry implemented this approach by the end of 2003. Large corporations such as Flipkart and Amazon began exploring the internet-based company possibility in India early. In spite of its status as a under developed country, Indians are tremendous and remarkable in growth in e-Commerce, making it a great opportunity for possible business concepts. Sharma (2016) discovered that one of the areas where it has a considerable affect is direct marketing. Previously, the most common way of accomplishing this included house-to-house selling, gatherings at homes, and online orders using soft menu cards or fliers. Along the advancement of mobile and television technologies, this evolved into telemarketer and TV selling before giving development of CLM and associated ideas by opening up new channels for selling directly and advertising.

REVIEW OF LITERATURE

Everything in today's global community has become internet based. The current scenario necessitates that individuals continue to digitalize. Promotion and limited-time exercises are carried out utilizing a computerised way to send out real prints, billboards, and demonstrations with the help of gadgets. The usage of web-based media is increasing the popularity of computerized showing trends. When comparing with other sorts of businesses, those starting a web-based business make extensive use of advanced marketing. Modifications in creation and its modifications, firm activity expansion, an organisational turn of events, and market stability all have the potential to change the trend and circumstances related to sophisticated advertising. "The Quick Service Restaurants industry is entering a new era of digitized promoting frameworks, which incorporate computerized showrooms, improved cost labels with providing limits, sophisticated exchange of deals with deal returns." Although clients have problems with labour and product purchases, computerised handling of client relationships across the board with a valid data set, computerised advertising via web-based media, and improved correspondence through prompt responses to both favourable and adverse feedback have been shown to improve customer satisfaction' Das and Ara (2015). According to Ajani (2021), "digital marketing is a method of promoting, advertising, or marketing a thing, or service through any type of electronic or digital medium". The term "digital marketing" includes the use of digital technology to market goods and services in a way that is selected measurable, and interactive. This is done to attract and keep customers.

Web as well as social media marketing are subdivisions of digital marketing and do not constitute the full field. Digital marketing encompasses more than just the use of the internet and mobile devices (Khosla & Kumar, 2017). Digital marketers use browsers, social media, emails, and websites, among other digital channels, to help their clients connect with current and potential buyers. Subsequently they use information from different websites and "Google Analytics" to improve their marketing strategy, like counting the number of Instagram views or likes (Mahipal & Shankaraiah, 2018); (Singh et al., 2022). Kaushik 2016 says that online advertising is important if you want to improve the user experience, get more people to visit your

website, and keep them there. Website's appealing design and user-friendliness would considerably promote the reorganization of a company in the Quick Service Restaurants sector. "Search engine marketing (SEM), a sort of online advertising, is used by businesses to promote their goods and services on results pages for search engines. SEM, or search engine marketing, is becoming increasingly important for recruiting new customers.

Similarly, businesses can use effective SEO (Search Engine Optimization) to boost their online visibility and, as a result, attract more consumers (Umamageswari & Krishnaveni, 2020). According to Durai & King (2019), online shopping is a subset of e-business, which means it is an effective selling instrument and a direct distribution method. The linear distribution system is an acceptable replacement to the traditional method of delivering goods to consumers, which depends upon mediators such as jobbers, wholesalers, and retailers. To put it simply, the e-commerce system is similar to the direct distribution system in that it collects product orders through websites. It directs products and services from manufacturers to end customers, eliminating the need for intermediaries in the distribution process. E-commerce is primarily based on the web and mobile phone revolutions, which radically altered how businesses communicate with their customers. 2016 (Singhal) Ecommerce has taken the retail industry by storm, capturing the enthusiasm of an entire generation of innovators with diverse business and commercial aims. Increased internet and cell phone penetration have altered communication and business during the previous two decades. The most notable corporations have already surpassed the billion-dollar mark as a result of the recent phenomenal expansion. Web bases purchases in India; in particular, has seen significant expansion, as evidenced by the magnitude of the e-commerce market at the moment. Initial users and trialists of web purchase had a solid awareness of and first-hand acquaintance with its great benefits, according to Dudhela & Chaurasiya (2020).

Major digital platforms such as Google, Facebook, Twitter, YouTube, and many more are developing more advertiser-friendly options that allow both small and large businesses to efficiently promote to early adopters. As a result, expenditure on online advertising is increasing (Singla&Kumar.2014). 'As a result of digital media innovation paired with e-commerce players, the system is transitioning away from application download and visit analytics and towards user metrics. Previously established investments to entice early e-commerce users are now changing to focusing on late adopters via regional and local offline media. Finally, advertisers see that long-form advertising is dying and that promotional material will take its place." Now disclaimers instructing users to minimise modifications are starting to appear in internet advertising videos (Bhat & Dhar, 2021). Marketers are extensively exploring with what they can do to connect with young people and through digital material. This has resulted in more content alternatives, more targeted amusement ideas, and a rise in the smartphone audience dividend. The pace with which the burgeoning digital content sector adopts scientific metrics will decide if advertisement expenditure is sustainable or not.

Development in new products is having a substantial impact on the acquisition and retention of customers as a result of the online retail and service experience. Producers who improve their services and provide more customer-friendly products thrive buyers "Kumar, 2018". According to Debbarma and Nandi (2014), some of the greatest widely recognised and in-demand aspects of digital marketing include keyword optimisation, search engine optimization(SEO) or pay-per-click advertising, social media marketing, marketing through content, mobile marketing, web analytics, marketing automation, producing material, and rate optimization. Technology and the innovative application of management information systems

(MIS) are helping to improve the customer experience when it comes to e-commerce transactions. When it comes to developing brands and making the most of possibilities, marketers are required to make use of a variety of tools, including information, understanding, as well as technology. Quick Service Restaurants have launched a revolution that is changing the way food businesses operate. Quick Service Restaurants have risen rapidly in India as a result of growing affluence, internet usage, and mobile phone ubiquity over the last 20 years, which has changed how people interact and also how commercial processes progress in time to come. Quick Service Restaurants social media marketing is a simple concept for reaching out to buyers.

The Indian food business has grown to Rs 60,500 crore, with travel and retail accounting for the majority of the revenue (750% and 25%, respectively). The total number of connections to the internet has nearly quadrupled in the last three years as the number of individuals utilizing the internet in the country has increased. Village areas have a higher penetration of users of the internet than metropolitan areas, with an annual increase of up to 63%. The countryside in India now has a greater number of people using internet access than metropolitan cities do for the first time. "According to the most recent data from the Internet & Mobile Association of India (IAMAI), rural India has 227 million active internet users as of November 2019, 10% more than urban India's 205 million active users (Khosla & Kumar, 2017). Urban customers prefer online purchasing to traditional retail because it saves them capital, time, and hassle. Customers are no longer required to travel to busy markets, wait in lines, or waste hours shopping for interesting products. Consumers can buy anything from grocery to houses through digital marketing websites. The worldwide web is being used to reach new markets, stay up with client interactions, reduce costs, and provide personalized goods and services. Today, both urban and rural areas have internet connection. On the other hand, there is enormous opportunity for digital marketing to grow in rural India. According to Accenture, a multinational management consulting, technology services, and oil corporation (source), residents in the countryside of India spend more than those in urban areas Economic Survey 2019-20. The increased use of the internet by young people opens up new opportunities for online businesses.

Online marketing has many benefits over traditional marketing, including worldwide access, a large assortment of cheaply priced goods, and availability 24 hours a day, seven days a week (Monga, et al. 2015). Menon, et al. (2020) investigated how marketers might use digital marketing channels and approaches to review their advertising efforts in real-time to decide what is working and what are not. Despite the fact that digital marketing is closely tied to the internet, other channels are essential. As a result of the recent remarkable growth of smartphones and tablets, mobile has become a widely used digital marketing channel. Social media has evolved into a formidable advocate for digital marketing objectives. Initially, social networks were developed to facilitate face-to-face interaction. As a result, social media sites such as Facebook and Twitter have evolved into efficient digital marketing tools. Having a substantial online presence is critical for organizational success in the current world. As a result, when developing a marketing strategy, a corporation should include an effective digital strategy. Without a digital advertising strategy in place, new customer acquisition, brand recognition, and major revenue-generating opportunities are likely to suffer (Kaushik, 2016, Kudeshia et al. 2015).

Objective

To identify the elements that influences the role of digital marketing in the development of Quick Service Restaurants in India.

RESEARCH METHODOLOGY

Marketers and customers who use digital tools were polled to learn about the elements that influence the role of digital marketing in the growth of the Quick Service Restaurants business in India. The current study's sample size is 221, and primary data was collected using a random sampling procedure. A systematic questionnaire was employed to conduct the survey, and "exploratory factor analysis" was utilised to analyse the data.

Findings of the Research

The table below shows basic information about the respondents, with 61.99% being male and 38.0% being female. 41.11% are under the age of 38, 34.84% are between the ages of 38 and 44, and the remaining 23.98% are over the age of 14.47% of responders are digital marketing heads, 19% are CRM managers, 37.55% are customers, and the remaining 28.95% are working on various digital marketing designations Tables 1 & 2.

Table 1 BASIC DEMOGRAPHIC PROFILE OF RESPONDENTS		
Variable	Respondent	Percentage
Gender		
Male	137	61.99
Female	84	38.00
Total	221	100
Age		
Below 38 yrs	91	41.11
38-44 yrs	77	34.84
Above 44 yrs	53	23.98
Total	221	100
Designation		
Digital marketing head	32	14.47
CRM managers	42	19.00
customers	83	37.55
Others	64	28.95
Total	221	100

“Results of Factor Analysis”

“KMO and Bartlett's Test”

Table 2 KMO AND BARTLETT'S TEST RESULTS			
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.835	
Bartlett's Test of Sphericity	Approx. Chi-Square	4508.821	
	Df	153	
	Sig.	.000	<.05

“Kaiser-Meyer-Olkin Measure of Sampling Adequacy” value is .835 in above table which shows that the samples are adequate for factor analysis Table 3.

Table 3			
FACTORS AND LOADINGS			
S. No.	Statements	Factor Loading	Factor Reliability
	Effective QSR Marketing Tool		.856
1.	QSR promotions become more cost-effective as a result of digital marketing.	.875	
2.	QSR benefits from digital marketing in attracting new customers.	.873	
3.	In digital marketing, creating and optimizing content is simple.	.873	
4.	Advertiser-friendly solution providers can effectively promote to early adopters.	.868	
5.	Search engine marketing is used by businesses to attract clients.	.808	
	Prospective customer		.737
6.	Digital marketing reaches out to customers when they are online and encourages them to try their items at retail locations.	.884	
7.	Customer interactions for goods are tracked through digital marketing.	.883	
8.	On web pages, digital marketing sites target potential clients.	.872	
9.	Digital marketing provides a wide range of fairly cost foods.	.858	
	Customers on a global footprint.		.887
10.	Customers' connections with e-marketers are enabled by technology when using digital marketing to reach customers all over the world.	.789	
11.	Technology facilitates customers' interactions with e-marketers.	.741	
12.	Digital marketing makes new customer acquisition and brand recognition simple.	.711	
13.	Digital marketing is available 24 hours a day, seven days a week.	.700	
14.	Globally, digital marketing provides personalized goods and services.	.665	
	Effective Strategy and Planning		.865
15.	What works and what doesn't is simple to determine using digital marketing channels and approaches.	.877	
16.	Marketers may evaluate their marketing campaigns in real time.	.867	
17.	Digital marketing is a simple way for QSR to reach out to customers.	.852	
18.	Digital marketing has the potential to generate big money for QSR.	.588	

Factor Generation for the Study

Effective QSR Marketing Tool is the first factor that includes the variables like QSR promotions become more cost-effective as a result of digital marketing, QSR benefits from digital marketing in attracting new customers, In digital marketing, creating and optimising content is simple, Advertiser-friendly solution providers can effectively promote to early adopters, Search engine marketing is used by businesses to attract clients.

Second factor is named as Prospective customer and the associated variables are Digital marketing reaches out to customers when they are online and encourages them to try their items at retail locations, Customer interactions for goods are tracked through digital marketing, On web pages, digital marketing sites target potential clients, Digital marketing provides a wide range of fairly cost foods.

Customers on a global footprint is third factor and consist of variables like Customers' connections with e-marketers are enabled by technology when using digital marketing to reach customers all over the world, Technology facilitates customers' interactions with e-marketers, Digital marketing makes new customer acquisition and brand recognition simple, Digital

marketing is available 24 hours a day, seven days a week, Globally, digital marketing provides personalized goods and services.

Fourth and the last factor Effective Strategy and Planning and the associated variables are What works and what doesn't is simple to determine using digital marketing channels and approaches, Marketers may evaluate their marketing campaigns in real time, Digital marketing is a simple way for QSR to reach out to customers, Digital marketing has the potential to generate big money for QSR.

The reliability of effective marketing is 0.856, target customers have 0.737, global reach is 0.887 and strategy and plans are showing factor reliability as 0.865 Table 4.

Table 4	
RELIABILITY STATISTICS OF THE SAMPLE	
"Cronbach's Alpha"	0.811
"N of Items"	18-Eighteen

CONCLUSION

The typical person is now able to utilise the internet throughout their everyday life thanks to improvements in mobile technology and the availability of data at affordable prices. Businesses have to have a presence in the digital domain if they want to continue existing in the modern world; else, they will be forced to become digital. The ideal combination of structure and applicability, which is analogous to the experience of the customer, verbalizes what functions well and what does not. It is reasonable to say that there is no plug for electronic advertising in India. As a result of the progression of business into virtual settings, the most effective tactic that companies do is to target clients when they are online on their personal computers or mobile devices and persuade them to give their products a try. As a result of this, companies have increasingly concentrated their operations around digital marketing strategies. The field of marketing has recently seen a technological revolution, and as a result, businesses are having a greater amount of success in materialising potentially lucrative company concepts. This is mostly attributable to the successful use of more than three marketing strategies, such as mobile marketing, social media marketing, and email marketing. Therefore, one could say that the success of a company and the utilisation of digital marketing strategies are inextricably linked to one another.

Businesses in India who wish to reap the benefits of the widespread digitalization of everything and everyone should fill out their operations in accordance with the digital marketing approaches that are now in use in the country. According to the findings of the study, the aspects that are most important when determining the role that digital marketing plays in the expansion of the quick-service restaurant business in India are effective marketing, target customers, global reach, and strategy and plans.

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