



Developing Social Media Marketing Strategies for Gyro's N More

Sana Urooj

Master's Thesis

2023 – 2024

International Business Management

23YIBM

ABSTRACT

Tampereen ammattikorkeakoulu
Tampere University of Applied Sciences
International Business Management
23YIBM

Sana Urooj
Developing Social Media Marketing Strategies for Gyro's N More

Master's Thesis
August 2024

The goal of this research was to create social media marketing plans for Gyro's N More. A quick service restaurant focusing on pita sandwiches startup business. It is based on how platforms such as Instagram, TikTok and Facebook have become more important, in influencing consumer behaviour and brand image. The aim was to meet the company's requirements of boosting visibility, growing interaction and nurturing customer loyalty. In a research approach was used to gather information, from surveys and interviews for people aged between 18 and 45 who are regular users of social media platforms. The research employed the Uses and Gratifications Theory to explore how people engage with content to meet their interactive needs.

The study result shows that captivating visuals and short videos can greatly enhance customer engagement and brand visibility on the social media platform(s). Collaborating with social media influencers from communities helped build trust in the brand identity, additionally running timely promotions instigated a feeling of urgency leading to increased sales opportunities and maintaining communication with customers and providing personalized experiences played a vital role, in fostering loyalty and encouraging repeat business interactions.

In summary this study emphasizes that the importance of incorporating engaging materials strategic partnerships with influencers and interactive customer interaction in social media advertising campaigns. Proposed recommendations involve giving preference to video content on social media platforms like TikTok and Instagram implementing targeted tactics and using customer input to improve services. These strategies are designed to increase the strength of the brand identity of Gyro's N More's and long-lasting customer loyalty. Future research could delve into the impact of technologies such as AI, Augmented reality, on enhancing the effectiveness of social media marketing outcomes.

Keywords: Digital Marketing, Brand Engagement, Influencer Marketing, Customer loyalty

CONTENTS

1	INTRODUCTION	4
1.1	Background	4
1.2	Research Problem	6
1.3	Objectives	7
1.4	Linking theories to Objectives	9
1.5	Research Questions.....	11
1.6	Scope and limitations	12
1.7	Structure of Thesis	12
2	LITERATURE REVIEW	18
2.1	Stimulus Organism Response Theory.....	19
2.2	Brand Awareness.....	20
2.3	Brand Engagement	20
2.4	Word of Mouth.....	21
2.5	Customer Engagement Theory	21
2.6	Uses and Gratification Theory.....	22
2.7	Social Media Advertising and Customer Attitude	23
3	RESEARCH METHODOLOGY.....	27
4	DATA COLLECTION	29
4.1	Target Population.....	29
4.2	Sampling Method	29
4.3	Participants Demographics	31
4.4	Questionnaire Structure	31
4.5	Ethical Considerations	32
5	DATA ANALYSIS.....	33
5.1	Validity and Reliability	33
5.2	Key Themes and Findings	34
5.3	Theme-Based Analysis	35
5.3.1	Brand Awareness and Initial Impressions.....	35
5.3.2	Social Media Engagement.....	37
5.3.3	Customer Consideration and Influencer Impact	40
5.3.4	Promotions and Customer Retention.....	43
5.3.5	Feedback and Customer Loyalty	46
6	SOCIAL MEDIA STRATEGIES FOR GYRO'S N MORE	49
7	CONCLUSION	52
8	REFERENCES	54

1 INTRODUCTION

If we take social media marketing as strategic marketing, it incorporates not only the firms but also the customers to share and exchange the means. For example, (Hollebeek et al., 2019) assert that when customers get chance to interact with businesses, they can contribute their skills or knowledge and physical tools. Importantly, Gummesson and Mele argue that network interaction is very important as it just not involves two parties but the multiples parties which also shows how network interaction can be helpful in combining the resources. Interaction between customers is very important as it encourages the higher engagement. It can be of highly importance as social media incorporates the connection the interactions between the business and customers and customers themselves, which could be used as effective marketing strategies (F. Li et al., 2021a; Morgan & Hunt, 1994). For example, a software named as Customer Relationship Management is used for connection and interaction with the customer to which gives insights for identifying the loyal customers and how to foster them (Trainor et al., 2014). In today's age social media has changed beyond just a way of communication, to a valuable source for businesses to know about the target audience and the market. Marketers can leverage this by creating assets from social media that align with their existing resources and capabilities. Based on what was discussed on the topic of SMMS (Social Media Management System) we describe it as the coordinated actions of an organization and these actions involves understanding why customer are using social media for brands and actively engaging with them to convert their social media reach and connections and interactions into useful tools for achieving marketing goals. This definition is ungenerous because it captures the importance of social media, outlines the important social media marketing activities (F. Li et al., 2021b).

1.1 Background

After the innovation of web 2.0, business strategies have taken a new turn as it has made possible for companies and customers to communicate with each

other. In today's business landscape professionals often turn to media marketing to let more people know about their brands as much as possible. However, the key focus when giving different ideas on means of communication lies in the content itself aimed at enticing more consumers to connect with the brands. The advancements, in the business sphere have transformed the contribution of media into an important marketing tool certainly for enhancing the brand reputation and innovation. During past few decades, when there was only one way of communication, like brick and motor concept which is only convenient for trolleys, it's difficult for the marketers to understand the brand reputation by just computing the customers engagement. Unlike now as it's a two-way communication between business and customers now it's very easy for marketers to know about brand reputation through social media platforms. For instance, web 2.0 makes it possible for businesses to have a direct interaction with their customers to get the feedback and reviews and to make the social media marketing strategies influencing customers' behaviour. According to (Constantinides, 2014) Web 2.0 refers to interpret different social, economic and technological trends to shape the next generation internet. Other than that, there other few factors including grown-up, diverse means by customers' interaction, engagement, and networking. So, due to Web 2.0 the businesses can compute their customers' recognition and desires about the brands by computing their interaction on social media. (Ahmad et al., 2016) Based on facilitations given by social media now people are able to communicate with each other regarding every second choice they have to make for daily life from cars and health to technological tools and pool chemicals. During the action people are enhancing marketing campaigns or outsmarting marketers by sharing their personal participation and opinions directly with one another. As customers more likely to rely on word-of-mouth information among themselves than ads. As businessmen are facing a challenge as their messages are often scrutinized in forums where they have limited control over the narrative. (Evans, 2009)

Businessmen are more careful regarding the word of mouth as now adays due to social media interaction consumers are sharing their experiences all over the world which influences the purchase behaviour of customers social media platforms are used to widely spread the brand reputation and overall sales by making the viral content and other customer interactive activities. They are also changing

usual marketing ways too. Some businesses like Geico, eBay, and Dell are using the typical one-way marketing strategies while using them small steps towards making the two-way communication using social media marketing strategies. Where other industries are using social media as a platform to market and promote, food industry is the talk of the town on social media now adays. People 5 sharing their check in and gave a new turn in food industry. While fast food being the most evolving food has made the best of all from social media. For example, in 2019, McDonalds was the first one with highest marketing expense (\$776.8 mill), TV commercials in Spanish (\$66.0 mill), and digital marketing(\$39.3 mill). The fast-food restaurant had an expense for launching a mobile application of \$11.6 million, also to market on Tv watched by Black people (#2 among the 27 top fast-food advertisers). Taco Bell had an expense of \$377.5 million to market in 2019 (#3 among all restaurants).This restaurant also comes on fourth ranking for spending on marketing ads on TV targeted for black people and number five for spending on Spanish language TV, While the Taco Bells comes on 10th for having an expense of total \$3.3 million on digital advertising (Fleming-Milici et al., 2021).

1.2 Research Problem

Gyro's N More, a newly established fast-food startup, is facing challenges in building brand awareness and driving customer engagement within its local market. Despite being situated to busy areas like bars and educational institutions many potential customers are unfamiliar with the brand and its special offerings This lack of awareness about the products along with minimal presence on social media makes it hard to attract potential customers who might feel unsure, about trying out new food choices without knowing the value quality and how its prepared In order to tackle these challenges successfully Gyro's N More should work on creating and executing a social media marketing plan that boosts brand awareness and educates potential clients while fostering trust through genuine interactions.

This study seeks to investigate the potential of using social media channels to boost brand recognition and interact with the intended audience to increase, in

store visits and online purchases effectively. There will be a focus on analysing the impact of content types (such as videos collaborations with influencers and promotions) on customer opinions and buying choices medias role in enhancing customer service and feedback mechanisms and how distinct social media platforms, like Facebook, Instagram and TikTok play a part in achieving these objectives and research aims to offer advice, on how Gyro's N More can effectively utilize marketing techniques to grow its clientele and boost sales in a challenging market landscape.

1.3 Objectives

To assess and formulate a social media marketing plan, for Gyro's N More that boosts brand recognition connects with the intended audience effectively. Drives up sales figures.

To examine impact of social media and identify most effective social media platforms for target audience.

Establishing brand recognition is essential, for a company's success in a market landscape where Gyro's N More may not be widely recognized by potential customers yet. There are platforms to reach out to different demographic groups. For instance, younger audiences aged 18 to 30 gravitate, towards Instagram and TikTok as opposed to Facebook which has a user base spanning ages 25 to 45. This goal focuses on determining the suitable platforms for Gyro's N More based on user demographics and interaction levels. On platforms where users tend to engage with food related content or local establishments can boost the effectiveness of marketing campaigns.

To determine which content type, drive most engagement and influence purchase intent.

To find out what content resonates the most with customers and influences their decision to buy from Gyro's N More they can try out styles, like top notch pictures of their food items videos showing behind the scenes action, feedback from customers special deals and engaging posts like surveys or question and answer sessions. Keeping an eye on measures such, as likes, comments, shares, click

rates and sales will show which content connects best with the audience. For instance, such as videos showing the making of gyros or advertising messages featuring limited time deals might spark attention to people to make purchases, through studying these observations the brand can concentrate on producing content that consistently boosts interaction and inspires customers to sample its products.

To evaluate effectiveness of social media promotions like discounts, special offers in attracting new customers and encouraging them to try.

Using promotions is a way to attract customers to a brand they may not know much, about yet. Gyro's N More will evaluate the ways to set up promotions like discounts or limited time deals to entice first time customers and see which methods appeal most to the target audience and how well they turn one-time visitors into buyers. It also seeks to determine which platform or type of promotion is most effective in attracting customers to stores or making purchases.

To measure how different variables like platform, content, promotions influence brand awareness, engagement, and sales.

Gyro's N More can analyse how factors like the type of platform used and the content promoted impact brand recognition levels and customer interaction effectiveness well as sales performance by tracking specific metrics tailored to each platform such as views and outreach for recognition purposes, likes and comments for engagement evaluation, and click through rates or online purchase data for sales assessment purposes. For example, looking at the performance of photo posts on Instagram versus video content, on TikTok can unveil trends to each platform. Discounts and partnerships with influencers are also ways to measure success by looking at how many people take advantage of them and the new customers they attract for a business, on social media platforms to determine which ones work best for marketing campaigns optimization.

To explore how social media platforms can enhance customer feedback and service quality.

Gyro's N More utilizes media as a direct avenue to collect customer feedback and enhance service standards effectively. Facebook and Instagram serve as

platforms for conducting surveys and reviews and engaging in interactive question and answer sessions to gain insights into customer preferences and satisfaction levels. Being prompt in responding to comments or messages showcases a sense of attentiveness and addressing complaints openly helps in establishing trust with the public. By keeping an eye on what customers saying across these platforms and taking their feedback into account. The brand can spot areas where it can do better and solve problems before they escalate while also improving its products to meet customer needs better and leading to a more enjoyable dining experience overall.

To assess the effectiveness of collaborating with local influencers in driving customer traffic and improving brand perception.

In the community local influencers are viewed as trustworthy figures who can greatly support local businesses. They serve as advocates due to their close connections with the people around them. This study tends to investigate the effect of collaborating with local influencers who appeal to target audience. We will examine how influencer endorsements such as sponsored content or reviews can raise awareness and attract new customers to try out Gyro's N More for the time. It will evaluate the reliability and impact of influencers and how their approval affects the buying choices of consumers.

1.4 Linking theories to Objectives

Analysing Social Media Platforms for Target Audience

The Uses and Gratifications Theory (UGT) highlights that users select platforms like Instagram or TikTok based on their entertainment and interaction needs. For Gyro's N More, creating visually appealing, platform-specific content aligns with these preferences. The SOR Model explains how engaging posts (stimulus) on these platforms generate emotional interest (organism) and drive actions like following or visiting the store (response).

Identifying Content Types Driving Engagement and Purchase Intent

UGTs recommend that people interact with material that either entertains or educates them. Content formats such as cooking tutorials or quizzes meet these requirements. Additionally, the SOR Model illustrates how visually appealing or interactive content can evoke joy and interest from viewers which in turn may lead them into engaging with the content further or making purchases.

Evaluating the Effectiveness of Promotions

Customers show that they appreciate promotions that provide benefits and help them save money; for instance, limited time deals are particularly appealing in this regard. Accordingly, in the SOR Model framework, these promotional offers serve as triggers that create a sense of urgency and drive customers, towards making purchasing decisions.

Measuring the Impact of Platforms Content and Promotions

It is recommended by UGT that you customize your content based on the preferences of each platform, for increased reach and audience engagement. The SOR Model describes these aspects as promotions or creative posts that impact emotions (organism) leading towards increased sales or brand recognition (response).

Enhancing Customer Feedback and Service Quality

At core is significance of engagement and acknowledgment. In contrast the SOR Model clarifies how feedback responses nurture trust and loyalty among users leading them back for more interactions.

Assessing Influencer Collaborations

Influencer marketing is backed by UGT as it meets the audiences desire, for endorsements that're relatable and trustworthy. The SOR Model clarifies how influencer posts (stimuli) lead trust and emotional bonds (organism) encouraging recurring purchases (response).

1.5 Research Questions

Before we dive into the research queries it's crucial to grasp the backdrop and obstacles encountered by Gyro's N More as a newly launched fast-food label. The organization functions in a competitive sector situated close, to bars pubs and educational establishments where the primary demographic chiefly adults ranging from 18 to 45 years old is engaged on social networks. Nevertheless, Gyro's N More hasn't yet achieved brand recognition or established effective bonds with potential clientele. Many people struggle with not knowing about the products and manufacturing processes of a brand like Gyro's N More which leads to hesitation among potential new customers. To address this issue Gyro's N More should consider using social media platforms to create awareness and credibility for the brand. They should focus on educating customers and building trust through these channels. The research questions provided aim to address these issues by examining how strategies through media impact customer engagement levels and drive visits, to stores thereby increasing revenue and ensuring the success of the brand.

How do social media marketing plans help boost awareness, for Gyros N brand?

What kinds of content such as videos and images resonate best with Gyro's N Mores desired audience, for engagement?

How should Gyro's N More leverage social media promotions to attract customers effectively for the first time?

How important are local influencers, in helping Gyro's N More attract customers?

How could Gyro's N More leverage media to improve customer feedback and enhance the quality of service provided?

1.6 Scope and limitations

The primary objective of this research is to investigate how social media marketing tactics can enhance Gyro's N Mores brand recognition and customer base growth in the fast-food industry. The study delves into the potential of platforms like Facebook, Instagram and TikTok in educating, involving and transforming the desired audience (individuals, between 18 and 45 years. The research will investigate types of content and promotions as well as collaborations with influencers. Its goal is to offer advice on enhancing social media strategies for small businesses, in competitive environments referenced from (Tuten & Solomon, 2017). Additionally, the study will evaluate how customer feedback shared on media platforms can enhance the quality of services and products offered as discussed by (Ryan, 2016).

Although the research intends to offer perspectives and understanding of the subject matter at hand; there are certain constraints, in place that need to be acknowledged and considered carefully. Initially, the study will centre its attention on a fast-food venture situated within a particular region; a factor that may hinder the broad applicability of the conclusions to larger or diverse enterprises as highlighted by Kaplan & Haenlein, 2010. The study will mainly use information gathered from social media analysis and customer responses. However, this data might be influenced by factors like self-selection or a small sample size (Sterne, 2010). Also, it's important to note that social media trends constantly evolve suggesting that the findings of this research may only be relevant, for a time before new trends emerge (Tuten & Solomon, 2017).

1.7 Structure of Thesis

Chapter 1: Introduction

The introduction chapter of this research offers an exploration of the research subject matter to establish the foundation, for the investigation by outlining the background and significance of the matter at hand. The company is struggling to gain visibility due to the competitive market and the requirement to connect with

the target audience effectively across social media platforms, like Instagram, Tik-Tok and Facebook.

After considering the context provided earlier in the discussion the research issue is well laid out by highlighting the lack of understanding in relation to how social media tactics can boost brand recognition and interaction with customers while also driving sales growth for community-based enterprises such as Gyro's N More. This naturally transitions into outlining research inquiries that shape the study's direction. These inquiries include exploring the impact of media in shaping consumer decisions determining the most effective platforms, for reaching the desired audience and identifying which kinds of content elicit higher levels of engagement.

The research goals are further clarified to match the research inquiries by focusing on exploring how social media affects brand recognition sales and customer interaction well as pinpointing effective tactics, for utilizing platforms to target the appropriate audience group effectively Key targets include evaluating the effectiveness of working with influencers various content formats and promotional approaches in meeting the company's objectives.

The study's scope is outlined by establishing the parameters of the investigation. With an emphasis on social media channels and target demographics like college students and young adults, in the vicinity. The aim of the research is not to delve into media marketing across all sectors but to concentrate on the food service industry and local fast-food establishments specifically.

The study's importance is clarified in the end by highlighting how the results can benefit both works on social media marketing and real-world implementations for Gyro's N More restaurant chain. The opening wraps up by showing how the research findings might assist the business in crafting marketing tactics to enhance brand loyalty and boost customer acquisition while enhancing sales performance overall. This segment outlines a guide for the investigation establishing the groundwork, for the goals and discoveries detailed in subsequent sections.

Chapter 2: Literature Review

This chapter offers a summary of the studies on marketing through social media platforms. The chapter begins by exploring the growth and significance of media in marketing practice today within the digital world. It explores into Customer Engagement Theory to emphasize metrics like customer lifetime value and influence value that assist in shaping social media approaches. Moreover, it discussed the Use and Gratifications Theory to illustrate how individuals utilize media to meet various needs such as obtaining information and engaging socially. The study explores into the Stimulus Organism Reaction (SOR) Theory to examine how social media platforms posts impact user moods and actions. The chapter examines social media sites like Facebook Instagram and TikTok to gauge their success in attracting specific demographic groups. It also assesses approaches to boost interaction such as content produced by customer and influencer promotions. Talks about techniques for developing brand recognition and value. The chapter ends by summarizing discoveries from previous studies and pointing out areas where this research aims to make a difference.

Chapter 3: Research Methodology

In the chapter on Research Methodology of the study focuses on examining how social media affects consumer behavior with a focus on Gyro's N More restaurant brand awareness and purchase choices were explored as key aspects, in this research quest by employing a qualitative research method. This approach was chosen because it can gather, in depth perspectives from consumers experiences and motivations that play a vital role in comprehending how social media impacts purchasing decisions.

In this chapter's discussion of qualitative methods selection rationale highlights the advantages they offer for gaining a profound insight into the ways individuals interact with the brand on social media by delving beyond numerical data analysis focus point; Interviews served as the central tool for data collection due to their ability to stimulate in depth discussions revealing insights about participants' views, on Gyro's N More and their attitudes and behaviours.

Chapter 4: Data Collection

The research begins with an introduction, to the target age group of 18 to 45 years old which comprises college students and young professionals as older individuals from various backgrounds. This mix of people offers an insight into how different age groups consume media; younger individuals show a preference for attractive platforms such, as Instagram and TikTok whereas older individuals tend to be more drawn towards the community focused features of Facebook.

The method of sampling combines selecting participants based on criteria (such, as age and social media usage) with convenience sampling that prioritizes accessibility from areas surrounding Southeastern University of Louisiana and its surroundings. The target sample size is expected to be between 40 and 60 people grouped into two categories based on their age and engagement in social media usage for the purpose of comprehending consumer behaviours, towards Gyro's N More.

The chapter also discusses how the interview guide is structured. Covers topics, like brand visibility on social media platforms and customer feedback well as the impact of social media promotions on customer loyalty and retention rates. Addressing questions, about promotions and receiving feedback from customers highlights the importance of engaging with consumers through Gyro's N More's presence.

The study emphasizes the significance of factors, like obtaining consent from participants and guaranteeing confidentiality and the option to withdraw from the research to preserve its credibility and protect rights. These practices and ethical guidelines lay a foundation for the study focused on producing trustworthy insights into how social media impacts consumer behavior, particularly, within the domain of Gyro's N More brand.

Chapter 5: Data Analysis

In this section of the study results are discussed in terms of determining which platforms are favoured by users and how effective the content is, in engaging them. The analysis included measuring response rates and engagement levels

(likes, shares, comments) as conversion metrics (click through rates, purchase intent). Different types of content were assessed using engagement metrics like interaction levels with food related posts, behind the scenes videos and promotional deals. The efficiency of strategies was evaluated by monitoring how customers reacted to time limited deals and discount promotions on channels using indicators, like redemption rates and attracting new customers. Collecting customer opinions involved examining sentiment through analysis and keeping track of response times to assess the influence of considerate replies on customer contentment and allegiance. The significance of influencer advertising was measured by scrutinizing the audience reach and involvement, in content shared by influencers while observing visitor traffic or online purchases during influencer campaigns. The study compared the findings, with established theories like the SOR model to understand the impact of social media posts on emotions and behavior. Utilized the Uses and Gratifications theory to assess how social media content fulfilled users' entertainment needs while encouraging interaction among them. To sum up the chapter's findings in line with the research goals. Offer suggestions, for improving Gyro's N Mores social media marketing approach.

Chapter 6: Conclusion and Recommendations

In this section of the report, we present an overview of the discoveries and insights derived from the research study focusing on ways to improve social media marketing approaches, for Gyro's N More restaurant chain. The summary encapsulates the analysis findings indicating the significance of captivating content creation marketing tactics that work well in promoting brand visibility and customer interaction while also benefiting from partnerships, with influencers to drive brand recognition and increase sales figures. The chapter also considers how the theoretical frameworks, like the SOR model and Uses and Gratifications Theory are useful in understanding customer behavior and engagement, with social media content.

The conclusion highlights the significance of developing a rounded content plan that integrates both crafted material and content generated by users while stressing the need, for proactive social media oversight and strategic promotion sched-

uling to sustain customer engagement without diminishing the brands value factor. Furthermore, it points out how partnering with influencers can serve as a factor, in fostering customer confidence and allegiance.

The chapter provides suggestions for Gyro's N More to enhance its social media marketing activities by emphasizing video content creation and utilizing data driven analytics to improve content plans while also interacting proactively with customers to build brand allegiance. It ends by proposing study into the changing impact of media, in the quick service restaurant sector considering evolving consumer behaviours and platform preferences.

2 LITERATURE REVIEW

A key advantage of social media for marketers is its ability to build a feedback loop that helps them understand and influence conversations effectively. By analysing this feedback loop and gauging its impact marketers can pinpoint ways to shape the conversations that matter most to them. The classic purchase funnel is made up of three main stages: awareness, consideration and purchase. Guiding potential customers, towards the goal of making a purchase.

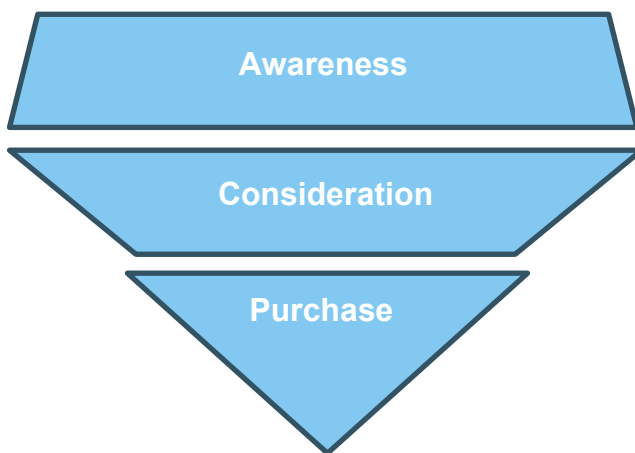


Figure 1. The Classic Purchase Funnel (Evans, 2009)

The purchase funnel shows the effectiveness of traditional media while also highlighting the challenges marketers face when relying on it alone, particularly without considering the potential of social media platforms. The purchase funnel explains how customers move from awareness to purchase, but it oversimplifies the process by acting as if external factors don't play a role. It assumes marketing and business function as a self-contained system, unaffected by external factors. If there was ever any doubt, there isn't anymore. A modern version of the purchase funnel now includes the Social Web and considers the influence of consumer generated content during the consideration stage. It's an open model that leverages the experiences of current customers to guide and benefit future shoppers. Social media's effectiveness lies in the feedback loop that links post-purchase discussions to the purchase funnel. (Evans, 2009)

2.1 Stimulus Organism Response Theory

The SOR theory was presented by the Woodworth in 1928 which explains how an organism goes through a mechanism of stimulus and the connection between the stimulus and response. These processes turn external triggers into behavioural responses like, customer making a decision to purchase as described by Lichtenstein et al., 1988. The perceived value, perceived quality, and perceived risk are processed cues which reflect the organism's emotional and mental state (S.-J. Kim, 2013). These kind of SOR exists in a neural network where a signal is received by a neuron and input is being responded when the signals reach to some level (S.-H. Li, 1994). Taking from this S-O-R process, (Russell, 1974) it was concluded further that any stimulus can affect the person's thoughts, feelings and emotions which can lead to a certain behaviour.

This is era of consumer online consumption where consumer has access to experience creating and consuming online content which is most likely the users rather marketers. The four key motivations connections, creation, consumption and control drive consumer use of social media. These keys make social media more consumer oriented and social can be evaluated based on the consumer-oriented framework. Much of the managers believe that social media is just another traditional way to market but that is where they come a wrong way. Unlike other traditional marketing social media is largely controlled by consumers itself. The one who believe that way is falling behind. Managers first need to understand how important is to have right way of operating the social media environment. Many managers need to prioritize their goals, increasing the sales, reducing the cost to get more market share through social media platforms, which is of great importance. However, those who are keen to observe the trend in sales after social media campaigns can do so easily by comparing revenues by spendings. Even though it could be challenging to link sales directly to social media campaigns. It's more obvious that social media has the potential to result in cost reductions; for instance, when customers take on the role of a company's toll support system by utilizing FAQs on user forums themselves. Moreover, it's apparent that social media could enhance the effectiveness of market research endeavors. For instance, by setting up information markets to gather different concepts or by leveraging online platforms where end users or consumers provide feedback on

product concepts and suggesting enhancements for current products. (Hoffman, 2010)

2.2 Brand Awareness

Commonly, brand awareness is computed through navigating studies and surveys. Online, however, marketers can do that in several other ways.

Now in the era of social media, when a person interacts with any application related to any company, brand awareness for that company increases often in a very relatable context. For example, few days before the elections in 2008 Starbucks started spot on "Saturday Night Live" also aired it on YouTube, promoting a free coffee give away. Twitters mentioned Starbucks just lit up, by mentioning the average of every eight seconds which is a huge increase in brand visibility. These attempts increase brand presence in customers' mind through repeated exposure. Increasing the brand awareness is the key to achieve by using the social media marketing (Hoffman, n.d.).

2.3 Brand Engagement

It can be increased through social media in many ways, and the results can be highly positive. Southwest Airlines enhanced its "Passionate, about the Southwest" story to interact with its consumers through interviews and videos on social media platforms successfully. Following the revamp of the blog site with engaging content and interactive features led to a 25 percent rise in visits and a 40 percent increase in page views on the company's website. Moreover, visitors spent 26 percent of the time exploring the website. The blog effectively addressed topics such as assigned seating and utilized feedback from over 700 posts to gather insights into those, from a virtual focus group. Social media campaigns that encourage users to create content can boost consumer engagement and loyalty to a brand by inspiring them to show support for the upcoming brand.

The long term benefits in this kind of engagement could be observed in future increase in sales. Usually, it has been measured by the marketers with online

surveys but can be computed very easily with one- time versus the repeated interactions done by the customers (Hoffman, 2010).

2.4 Word of Mouth

Usually, companies can compute the word of mouth by going through how many have recommended that, customer's loyalty towards them, how frequent are the purchases but when it comes to online, companies can measure it directly. It can be a state of art to measure the word of mouth because much of the it happens offline or through private conversations which makes it even harder to measure directly. Consumers generated stuff on social media often feature the brands e.g videos on You Tube and photos shared on platform like Flickr, contributes in word of mouth. Now a days companies also help customers in sharing word of mouth for example a very famous travel company in Spain provides a way to its customers to share their traveling videos on their website. (Hoffman, 2010)

2.5 Customer Engagement Theory

Customer Engagement Theory is the foundation of making Social Media Marketing Strategies which deals with the principle that companies should trigger the customers by motivating and empowering them in order to increase their interaction to get maximum marketing outcomes. Harmeling et al., 2017; Pansari & Kumar, 2017 stated that customer engagement value can be categorized into four aspects; the worth of a customer, over their lifetime; the appraisal that comes from customer referrals; the impact or influence a customer has on others; and the knowledge gained from customers. This method provides a perspective on assessing customers that can help marketers in making well-informed strategic choices leading to lasting value for customers.

In the social media frame , customer engagement value enables companies to tap into the important customer means such as network connections, persuasive influence, knowledge, and innovation which can offer a viable competitive edge (Harmeling et al., 2017). The theory of customer engagement mainly deals with

understanding the customer's motivation which has a deep impact of different attitude and attachments which shape the social media behaviour leading to the success of social media marketing strategies (Venkatesan, 2017). It also shows how the company related initiatives like social media engagement and customers related actions like social media behaviour along with the different level of interactions and connections can influence in successful social media marketing strategies.

Pansari & Kumar, 2017 argue that customer engagement can yield both physical benefits (such as high income, market dominance, and sales) and unsubstantial benefits (like reviews or improvement idea that help in business offerings). Building on customer engagement theory, we can conceptualize the development of an SMMS as comprising four interconnected components: (1) triggers, which deals with company's marketing objectives and the underlying reasons for consumers' to engage to social media platform; (2) contributors, which involve the company's actions related to social media engagement and customers' way of interaction on social media; (3) throughputs, are the processes in which company and consumers come together to communicate and exchange the means (4) outputs, which reveals the consequences of customers engagement driven by these actions. (F. Li et al., 2021b)

2.6 Uses and Gratification Theory

The theory of uses and gratifications in media focuses on how audiences and users find value in the media they consume. As per Katz et individuals can employ media to alleviate stress and conflicts while also shining a light on issues and challenges as cited in Fuchs, 2017. More than six decades now the uses and gratifications approach has been utilized to explore why customers interact with different forms of means of communication Rubin from 1981. To grasp the impact of media on individuals lives entails delving into the reasons, behind our media consumption and content preferences as highlighted by Krcmar & Strizhakova Yuliya, 2009 in their exploration of the uses and gratifications theory that delves into the inspiration driving media usage and content selection by individuals. In

2009 it was suggested that customers interact on different means of communication to fulfil their demands and wants than being influenced by fears or negative effects of the content they consume Mcquail & Windahl, n.d.. According to the uses and gratifications theory media companies are not held accountable for any effects resulting from how audiences choose to consume their content. Baran mentioned that the media provides what people desire by focusing on audience engagement based on (Lipschultz Harris, 2020). Essentially the theory of uses and gratifications places importance on the customers' rate if using different means of social media. Therefore, it suggests that individuals, in the era are actively engaged and utilize means of social media to satisfy their personal needs and wants. Today's research indicates a growing focus in studying the significance of social media like Twitter, Facebook and YouTube in relation to the theory of uses and gratifications. This theory reveals that individuals are conscious and able to articulate their reasons, for using media outlets. As (Katz et al., n.d.) suggests our choice of media is influenced by our needs. People have needs that fall into four main categories, such as seeking distractions from everyday challenges forming connections through media, for companionship affirming personal values and identity and gathering information to achieve personal goals. Denis has outlined 16 ways in which users and audiences can benefit from the media including obtaining information education, guidance, advice, diversion, relaxation, social connection, reinforcing values, cultural satisfaction, release, shaping identity confirming identity expressing lifestyle choices feeling secure experiencing sexual arousal and simply passing time. For instance, when in need of a laugh one might tune into a comedy program or switch to a news channel for the latest updates. Based on (Fiske, 2011) is the idea that users have needs they seek to fulfil through mass media consumption according to the uses and gratifications perspective. This model assumes an audience that's just as involved in the communication process as the sender himself. Classifications of the benefits individuals can derive from media usage have been explored within the framework of studies focusing on uses and gratifications.

2.7 Social Media Advertising and Customer Attitude

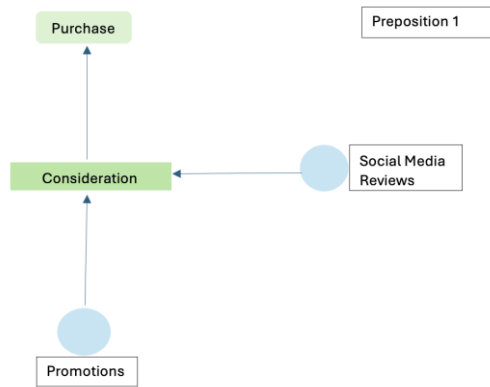
The advertising industry has undergone changes due to the rapid expansion of digital media and communication technologies. The easy and quick dissemination of information allows for instant communication between businesses and consumers as well as among consumers themselves. Social media platforms such as Facebook, Twitter, LinkedIn, YouTube, Instagram, and Flickr have played a crucial role in this evolution. These websites provide a platform for individuals to connect with others and share their experiences while expressing their opinions on a range of subjects including the products and services they have utilized.

Recognizing the growing significance of media in marketing strategies prompted companies to allocate a larger portion of their advertising funds, towards these channels.

Studies exploring the effectiveness of social media advertising have produced outcomes to date. For example, research indicates that Facebook users exhibit an outlook towards social media advertisements, especially within groups. This inclination is particularly pronounced among demographics like college students, who tend to be more open, to social media marketing efforts. However, contrasting studies have shown that a significant portion of individuals, specifically teenagers, tend to steer clear of advertisements presented through social networking sites. Many people often see social media ads as not relevant or significant. They generally don't trust the credibility of these ads. (Gaber et al., 2014)

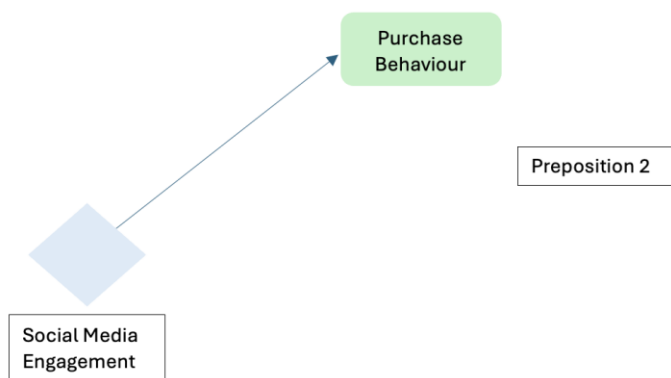
Propositions

1. Social media reviews and promotions strongly influence the consideration phase in the purchase funnel for Gyro's N More.



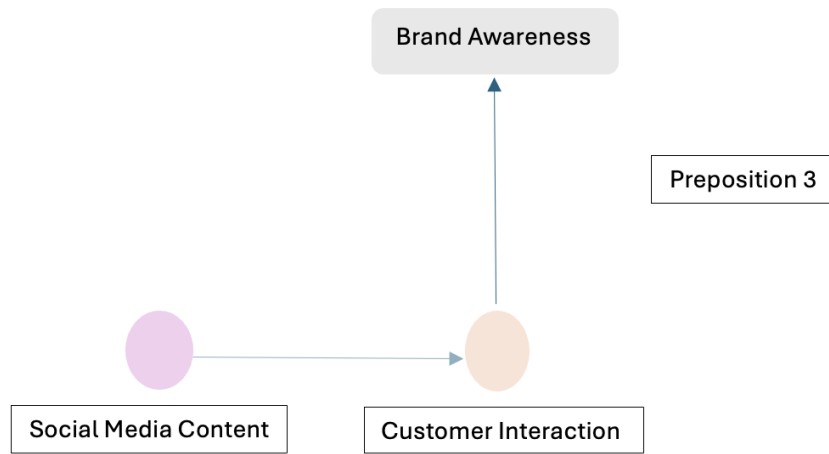
This idea suggests that reviews and promotions play a role, in influencing consumers when they are deciding to buy something by lessening the perceived risks and motivating them to move towards a purchase.

2. Higher engagement with Gyro's N More's social media content correlates with increased purchasing behaviour among participants.



This proposal delves into the relationship between media engagement and the higher chances of making a purchase. Studying this aspect can shed light on how engagement indicates whether there is a heightened interest, in the brand or not and how it can result in conversion rates.

3. Interactive social media content fosters customer interaction, which builds greater brand awareness.



This analysis delves into how the interaction between media and consumers can enhance brand visibility in various ways.

3 RESEARCH METHODOLOGY

The study aim is to explore the impact of media, on Gyro's N Mores brand awareness process and purchase decisions for consumers in three stages – awareness of the brand and products offered by Gyro's N More; consideration of these offerings; and making purchasing decisions based on their perceptions gathered through social media interactions. This research is focused on individuals in the age group of 18 to 45 years old who relate to media platforms like Southeastern University of Louisiana students and residents actively involved in interactions. The main aim is to offer insights that can assist Gyro's N More in enhancing its brand visibility among customers effectively increasing customer engagement levels and improving sales conversions using targeted strategies, on social media platforms.

For this research project I conducted a study to delve into the intricate ways social media influences consumer behaviour in relation to Gyro's N More restaurant chains offerings and promotions. The qualitative research method is well suited for grasping the viewpoints and motivations of consumers by providing in depth insights that quantitative data alone may not capture as noted by (Denzin & Lincoln, 2018). This method enables us to concentrate on individuals' real-life experiences and their engagement, with the brand via social media channels. In addition to that, from my time spent in the marketing department at Gyro's N More I've noticed that the locals are welcoming and outgoing – a match, for our chosen approach.

Participants in the interviews engaged in a mix of questions and open discussions exploring the impact of their social media habits, on their interactions and decisions related to Gyros N restaurant choices.

Rationale for Choosing the Qualitative Approach

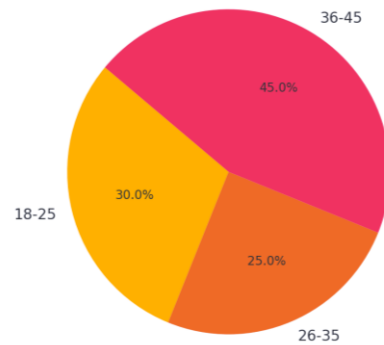
Social media marketing has an impact on how consumers behave in ways that are not always easy to measure accurately. Qualitative research plays a role in capturing the emotional and cognitive factors that drive consumers to engage

with brands and make purchase decisions through interviews and open-ended discussions (Creswell & Poth, 2018). When focusing on understanding how social media influences consumer behaviour as a research problem qualitative methods are preferred as they delve into the "how" and "why," than just quantifying the "what" (Bryman, 2016). The study aims to delve into consumer experiences and social media interactions with Gyros N align closely with the goal of qualitative research which offers a deep insight into the behaviour of Gyro's N Mores target audience in terms of how they view promotional content and interact with the brands identity on social platforms such, as Facebook and Instagram (Yin, 2017).

4 DATA COLLECTION

4.1 Target Population

Figure 3.3 - Target Population Age Group Distribution



The focus of this research includes people aged 18 to 45 years old encompassing college students and young professionals to individuals; this diverse group represents various life stages and media preferences. The significance of this demographic lies in its range of social media activities – younger individuals tend to prefer visually stimulating and fast moving content found in platforms, like TikTok and Instagram whereas older users often engage with Facebook for its community focused aspects. By directing attention to the users of these platforms specifically targets people who're already active in the online community and are more inclined to interact with Gyro's N Mores social media initiatives. Furthermore, this audience is located close, to the restaurant area which aligns with the study's aim of attracting customers within its local market. This age group is important because they are the customers for fast food places, like Gyro's N More who appreciate convenience and good value for money when it comes to food choices and social media influence in their buying decisions.

4.2 Sampling Method

Purposive Sampling

This approach includes choosing individuals who meet certain requirements like being between the ages of 18 and 45 and regularly engaging with social media

sites such as Instagram TikTok and Facebook while also living close to Gyro's N More. The aim of purposive sampling is to guarantee that the participants are closely tied to the research inquiries of the study especially in relation, to how social media impacts buying choices. By concentrating on a group of individuals with well-defined characteristics and traits as suggested by Etikan et al., 2016 this method improves the trustworthiness and accuracy of the gathered information. Including people from age brackets enables a thorough examination of media usage patterns and inclinations, among the intended audience.

Convenience Sampling

This alternative approach focuses on efficiency by choosing participants from reachable places like coffee shops and university gatherings in the vicinity of Southeastern University of Louisiana campus area events and local community meetups near Gyro's N More restaurant, for data collection convenience and insights gathering from people frequenting those spots although it may not completely represent the entire population it supplements purposive sampling by rapidly and cost effectively expanding the sample size. (Bornstein et al., 2013)

The group of participants for the study will consist of 40 to 60 people who will be divided into two subgroups; one comprising 20 to 30 college students who represent the age group known for their active presence on social media and preference, for fast food.

There are 25 people in the community ranging from young adults to middle aged individuals who bring in a mix of preferences and income levels along, with diverse social media habits.

This varied but focused group of participants offers a view on how various age demographics interact with social media marketing and how it influences their purchasing habits. There is a blend of convenient sampling methods, in the research to guarantee that the selection of participants is both relevant and practical.

4.3 Participants Demographics

Incorporating a variety of jobs and age brackets in a research project about social media involvement within the restaurant field guarantees an all encompass in understanding of the topic at hand. Every demographic offers viewpoints and backgrounds concerning social media usage that mirror their individual ways of life and interests. For example, younger individuals like university students typically show interest in platforms such, as Instagram and TikTok paying attention to visually captivating material and current trends. On the hand experienced individuals may opt for Facebook to engage in community interactions or look to reviews when making decisions. These diverse viewpoints enhance the research by offering a profound insight into how social media impacts consumer behavior among various demographics. This variety aids, in recognizing trends, preferences and tactics that target demographics ultimately improving the efficiency of marketing campaigns customized for Gyro's N Mores clientele.

By collecting feedback from people with backgrounds in the research study broadens the understanding of customer interactions and makes the findings relevant to a wider audience, in the market target group. Through this method marketing strategies become more efficient and flexible in addressing the needs of various consumer segments.

4.4 Questionnaire Structure

The interview guide was organized into the following sections:

Section	Focus
Brand Awareness and Initial Impressions	When the participant first discovered Gyro's N More and their initial thoughts about it.
Social Media Engagement	Examines the frequency of users interacting with content related to restaurants, on media and determines the platforms they prefer the most.
Influence on Customer Consideration	Researching how social media posts influence peoples choices to dine at a restaurant.

Social Media Promotions and Retention	Examines the impact of promotions like discounts and exclusive deals, on encouraging customers to return and enticing them to experience the restaurant for the time.
Engagement with Social Media Features	Examining how users interact with forms of content like videos and customer reviews is essential, in figuring out what captures their attention and interest.
Customer Feedback and Loyalty	Examining the significance of feedback replies and how they contribute to fostering customer loyalty.
Seasonal and Event-Based Promotions	Explores how themed promotions, like holiday or event related deals influence customer interaction and brand loyalty.

4.5 Ethical Considerations

Ethical concerns were an aspect of this research to make sure that participants felt valued, and their rights were safeguarded. Research participants were briefed on the study's goals, criteria and their involvement beforehand. They had the choice to give consent and were guaranteed the freedom to withdraw at any time without needing to give a reason or face any consequences. Participants privacy was carefully handled by anonymizing their responses and securely storing all data collected to ensure that authorized personnel could access it securely. This practice was further reinforced by conducting interviews, with a level of professionalism to create a respectful and welcoming atmosphere for participants to freely express their thoughts and experiences. These ethical guidelines did not protect the rights of participants but also bolstered the trustworthiness and reliability of the research results.

5 DATA ANALYSIS

The chosen research approach for this research involves employing techniques like interviews and thematic analysis to delve deeper into how social media influences consumer behavior in the fast-food sector specifically. To capture a perspective, on how different demographic groups engage with and perceive Gyro's N More on social networking sites the study encompasses university students and members of the local community in its sample pool. Conducting convenience sampling allowed us to select participants who are crucial for answering our research questions and ensuring that the research outcomes are applicable, to our brand strategies.

The information gathered from interviews was examined through analysis—a qualitative method that helps in identifying common patterns within the responses. Here's the process:

- **Transcription:** Initially responses were categorized to pinpoint themes and concepts.
- **Coding:** Responses were initially coded to identify recurring ideas.
- **Theme Development:** Similar codes were grouped into themes corresponding to the stages of the purchase funnel like brand awareness, consideration, and purchase behavior.
- **Demographic Comparisons:** Difference between university students and resident were analysed to identify any demographic specific influence of social media on consumer behaviour.

5.1 Validity and Reliability

To ensure validity and reliability:

Data Source Triangulation: Compared the answers from groups of participants like students versus residents to confirm the results.

Methodological Triangulation: Cross-referenced interview data with secondary sources, like social media metrics, to support findings.

Member Checking: Shared preliminary findings with a subset of participants to confirm interpretation accuracy.

Data Saturation: Continued data collection until no new themes emerged, ensuring comprehensive coverage of the topic.

5.2 Key Themes and Findings

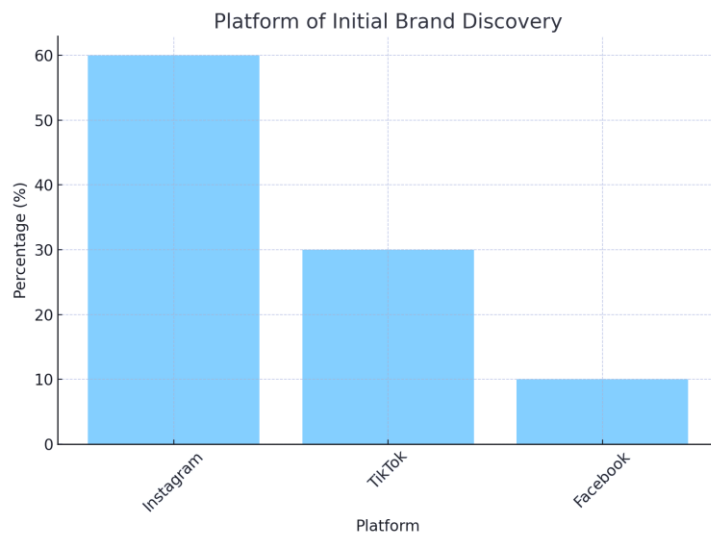
As presented below, several key themes emerged from the thematic analysis of participants responses.

Theme	Description	Illustrative Quote
Brand Awareness and Initial Impressions	Social media, especially Instagram is the primary source of brand discovery with visually appealing posts shaping positive first impressions.	"The Instagram feed looks fresh and vibrant which caught my attention." (Mr. A, 27)
Social Media Engagement	Platforms like Instagram and TikTok are preferred with videos and images as the most engaging content types.	"Videos are definitely what draws me in, and they make the food look amazing." (Miss I, 26)
Influence on Customer Consideration	Influencer reviews and customer testimonials increase the likelihood of visiting new restaurants.	"When influencers I trust recommend a place, I am more inclined to try it." (Miss G, 23)

Promotions and Retention Tactics	Offers like discounts and buy-one-get-one deals are effective especially when promoted on social media.	"Seeing a discounts on Instagram would motivate me to visit." (Mr. H, 31)
Engagement with Social Media Features	Recipe videos ingredient highlights and customer reviews drive interest in trying new items.	"Seeing how a dish is made makes me want to try it for myself." (Miss M, 28)
Customer Feedback and Loyalty	Prompt responses to feedback build a positive brand image and encourage loyalty.	"I appreciate it when brands reply to my comments, and it shows they care about their customers." (Miss K, 30)
Seasonal and Event-Based Promotions	Holiday promotions and game day deals create a festive atmosphere that enhances the dining experience.	"I love special promotions tied to holidays and they make dining out feel more festive." (Mr. F, 37)

5.3 Theme-Based Analysis

5.3.1 Brand Awareness and Initial Impressions



Many individuals initially discovered Gyro's N More through social media channels such as Instagram and TikTok based on the data analysis findings provided. A significant number of survey participants indicated that 60% of them were introduced to the brand via Instagram; however, TikTok notably influenced the demographic with its engaging food images and short videos that captured viewers' attention and left a lasting impression. Moreover endorsements, from influencers contributed to boosting brand awareness and building customer trust.

Maintaining a presence on social media is essential for increasing brand visibility and recognition according to a study by De Vries and her team in 2012 that highlights the importance of creating compelling content to enhance a brand's impact, on social media platforms. (de Vries et al., 2012)

Implications

Content Strategy

To enhance its brand presence and reach an audience base effectively in the digital realm Gyro's N More could benefit from leveraging Instagram and TikTok – popular platforms known to excel in promoting food related businesses owing to their visually appealing nature. By utilizing these channels Gyro's N More can showcase its menu offerings in a visually appealing way while also engaging with potential customers through captivating visual stories. Utilizing both curated content and user generated visuals can enable the brand to establish a more genuine

connection, with its audience. According to a study conducted by (Schivinski et al., 2016) blending visuals with user generated content can enhance trust and engagement, with audiences by creating a more authentic and relatable experience. Interacting with the audience through a mix of curated and original content can strengthen relationships promote engagement and boost brand loyalty.

Consistency and Frequency

Ensuring an active posting schedule across platforms such as Instagram and TikTok is crucial for maintaining visibility and interaction in the long run. Consistently being present on media plays a key role in keeping the brand top of mind for consumers and increases the chances of them considering Gyro's N More when seeking food choices. Studies emphasize that regular content sharing and compelling narratives are vital, for establishing an enduring brand image (Smith, 2023). Ensuring a diverse content schedule with a blend of posts and updates is crucial to maintaining the brands presence and enhancing audience interaction levels.

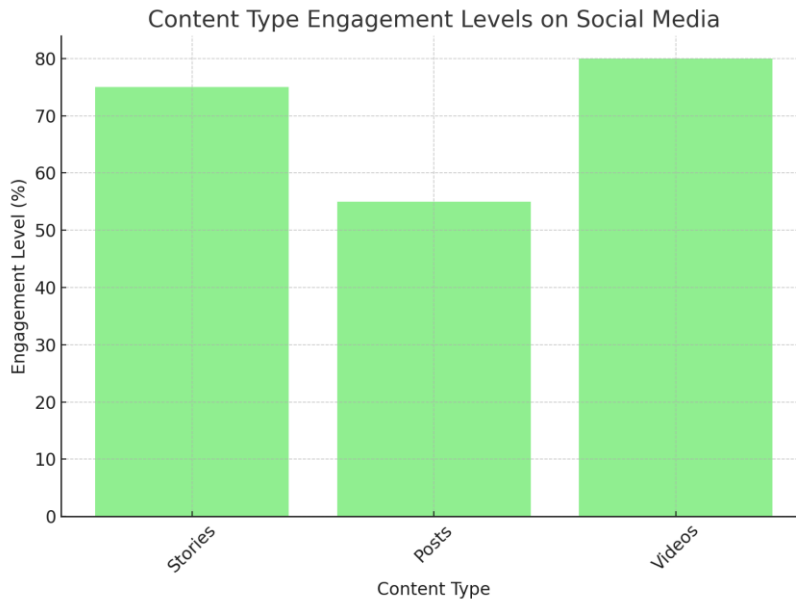
Influencer Collaborations

Teaming up with influencers who match Gyro's N Mores target audience can really boost the brands reputation! As explained by (Lou & Yuan, 2019) endorsements from influencers have proven to build trust with consumers. A factor in buying choices. Influencers, with an active fan base have the power to introduce Gyro's N More to a broader audience. Making their support highly valuable. Influencers can build trust with consumers. Increase conversion rates by sharing genuine and relatable content about a brand, like Gyro's N Mores targeted demographic group in a strategic manner which can boost both brand recognition and sales effectively.

5.3.2 Social Media Engagement

Research indicates that Instagram Stories and Reels along with videos are popular content formats among users – with over 75% of participants actively using

these platforms regularly. Users particularly appreciate videos showcasing food preparation and customer interactions. Interactive elements like polls and Q&A sessions in Instagram Stories prove to be quite effective in enhancing engagement by facilitating interaction, with brands.



Engaging and interactive content plays a role in boosting customer involvement in social media marketing efforts as per the Uses and Gratifications Theory proposed by (Whiting & Williams, 2013). These perspectives indicate that people are inclined towards media that meets their needs, for interaction and information simultaneously. Users tend to gravitate towards content that satisfies their intellectual and social desires and are more likely to engage with such content. For Gyro's N More to boost levels effectively on social media platforms like Facebook and Instagram requires creating compelling posts that spark interactions and provide useful insights about the business and its products or services. It is recommended to combine elements with informative content to connect better with users and establish a stronger bond, with the brand.

Implications

Interactive Content

To boost levels at Gyro's N More effectively it is essential to prioritize interactive content. Platforms like Instagram offer engaging options like "Swipe Up to Order" and "Poll for New Menu Items " enabling communication with customers and fostering a deeper connection, with the brand stated (Hollebeek, 2011). These functionalities allow customers to engage with the content actively and feel included in the decision-making process. According to study by (Marbach et al., 2017), interactive material boosts customer engagement. Strengthens brand loyalty by creating a feeling of active participation.

Video Content Priority

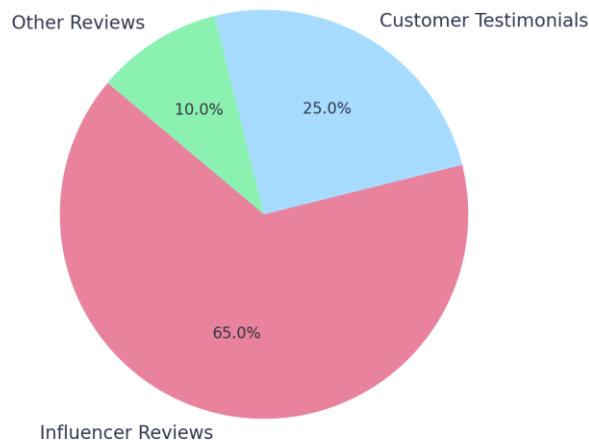
On media platforms such as TikTok where things move quickly and grab attention is essential; prioritizing video content plays a crucial role in standing out amid the hustle and bustle of digital spaces today, according to Liu et al., 2021. Short videos lasting between 15 to 30 seconds hold sway because modern users crave quick and captivating material that resonates with them deeply. These videos offer viewers insights into Gyro's N More products through glimpses of the creation process or, by showcasing customer experiences firsthand in a direct and unfiltered manner. Video material is known to enhance user interaction and drive-up conversion rates. People tend to be more inclined to act after watching a product or service, in action, here referencing Lamb et al., 2020.

Data-Driven Adjustment

Gyro's N More makes use of data driven tweaks to consistently enhance its social media approach by analysing engagement metrics like likes and shares to customize content according to audience interests and current trends by (Chaffey, 2021). This method grounded in evidence enables the brand to tune its social media tactics for better resonance, with the target audience and achieve tangible outcomes in terms of engagement and conversions.

5.3.3 Customer Consideration and Influencer Impact

Influence of Review Types on Customer Consideration



In the realm of marketing strategy effectiveness lies influencer marketing's prowess to captivate consumer attention—evident in Gyro's N Mores case study findings that reveal 65% of participants being open to dining at the restaurant upon a social media influencer's endorsement reach them online suggests a substantial impact influencers have on consumer choices; particularly when an influencer maintains a trusted rapport, with their followers stated by (Freberg et al., 2011a).

Small scale influencers play a role in influencing decisions since they have strong ties to the community that create a sense of trust and connection with their audience members making their content more believable and relatable to them according to (Hanna et al., 2011). By showcasing content that focuses on dining experiences influencers can effectively cater to the local consumer's desire, for personalized and genuine interactions. Influencers create stories that connect with their followers and inspire them to discover the brand by highlighting the restaurant's ambiance, menu items, and close ties to the local community.

This marketing strategy works well in the restaurant business because customers usually trust recommendations from people they know when they want to explore new dining places (De Veirman et al., 2017a). Local influencers play a role, in making the brand feel connected to the community and appealing to those who prefer supporting local businesses instead of big chains.

The impact of social media influencers on influencing consumer choices has been widely studied in the research field of marketing and consumer behavior. (Erkan & Evans, 2016) provide evidence supporting the notion that influencers play a role in shaping how consumers perceive products and make purchasing decisions. This phenomenon is particularly prominent on social media platforms where influencers establish intimate relationships with their followers. Their content tends to come across as genuine and relatable compared to advertising methods which further enhances consumer trust and prompts action.

Gyro's N More benefits from influencers endorsements as they help build credibility and social proof among the community members who follow them closely. According to a study by Freberg et al. influencer recommendations play a role in providing social validation that boosts consumers' confidence, in their buying choices—especially when these endorsements stem from positive personal encounters.

(Djafarova & Trofimenko, 2019) noted a growing trend where consumers more inclined to trust social media recommendations rather than traditional advertising methods nowadays. In addition to boosting brand recognition influencers play a key role in turning that recognition into real sales as well. This underscores their significance, in shaping consumer behavior in the digital era.

Implications

Strategic Influencer Collaborations

Teaming up with influencers who share Gyro's N Mores core values and connect well with the target demographic can be a move to enhance the brand's reputation and expand its reach effectively. By collaborating with influencers strategically aligned with the brand's ethos and resonating with their followers authentically can heighten brand visibility. Establish deeper connections. According to (Freberg et al., 2011b) influencers who genuinely embrace the beliefs as the brand can forge emotional bonds with their audience members resulting in enhanced trust levels and influencing consumer behaviours more significantly."

Research indicates that when an influencers beliefs match the brands message it boosts trustworthiness and impacts buying choices positively (Marwick, 2015). This harmony creates a sense of genuineness, in partnerships. Helps shape how consumers view the collaboration experience. Choosing influencers who resonate with Gyro's N Mores brand communication guarantees that the partnership feels natural and relatable to the audience in question. This strategy does not boost brand visibility but also enhances consumer interaction according to (K. J. Kim & Ko, 2012).

Authentic Content Creation

Building trust with consumers involves getting influencers to share content like their dining adventures at places like Gyro's N More to blur the line between typical ads and real life moments that people can connect with on a personal level because nowadays customers are on the lookout, for content that feels real and resonates with them according to (Casal'o et al., 2010).By encouraging influencers to capture their visits to Gyro's N More with glimpses into the, behind the scenes activity and sharing their personal encounters with the cuisine and service provided by the establishment can boost customer trust in what they offer.

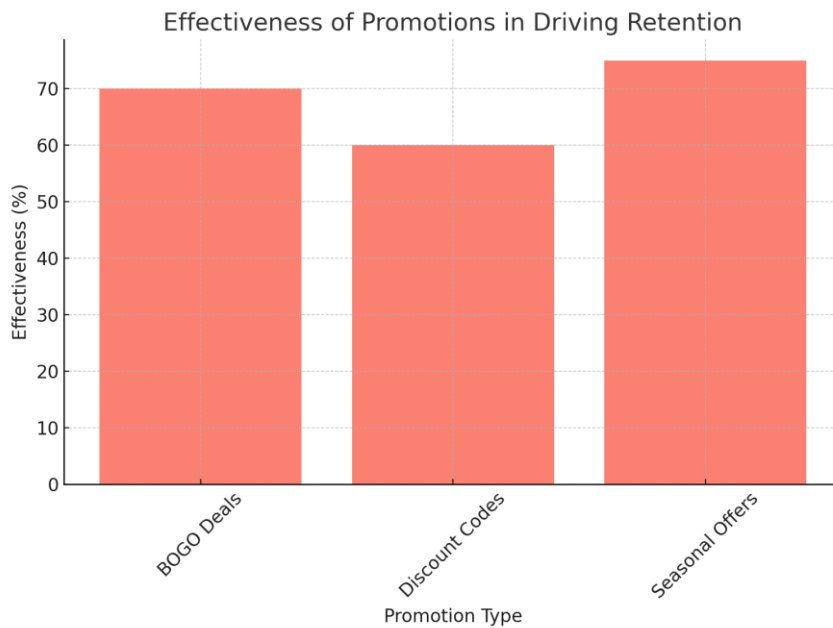
Creating content promotes honesty and openness in dealings that can enhance customer connections and boost sales potential according to (Audrezet et al., 2020). Building trust through influencer marketing plays a crucial role in fostering strong ties, between brands and their audiences. A strategy that can help Gyro's N More solidify its reputation and cultivate a dedicated clientele.

Performance Metrics for Influencers

To gauge how well influencer marketing is working at Gyros N store should keep an eye on engagement statistics and observe how consumers react to influencer created content. Key indicators like the number of likes, comments, shares and click through rates offer information about how involved and interested consumers are, in influencer posts. This information helps the company evaluate the suc-

cess of each partnership tune their approaches and enhance future collaborations. (De Veirman et al., 2017b) mentioned that the effectiveness of influencer marketing efforts can be seen through consumer responses encompassing digital interactions and real-world actions alike. Monitoring these indicators is crucial to verify that team ups, with influencers are indeed aiding in achieving the brands objectives of enhancing brand visibility and attracting customers while also increasing sales figures.

5.3.4 Promotions and Customer Retention



During the research conducted at Gyro's N restaurant chain store outlet locations it was discovered that marketing tactics such as Buy One Get One (BOGO) deals and discount codes shared on popular social networking sites such as Instagram and Facebook proved to be quite successful, in drawing in customers and enticing them to return for more visits. The urgency created by these promotions with time sensitive offers prompts consumers to decide on making a purchase promptly. (Chen et al., 2018) in their study cited on page 45 of their research report that 70 percent of those surveyed noted that promotions with time constraints played a role in prompting them to make purchases sooner than originally

intended. The sense of urgency created by offers motivates customers to make swift decisions out of the fear of potentially missing out on a good deal—a phenomenon well documented in the field of consumer behavior research, referencing (Cialdini, 2009)s work.

However, Worries arose regarding the adverse impacts of excessive utilization of these marketing tactics. A few participants pointed out that continual discounts might tarnish the reputation of Gyro's N More leading customers to perceive the items, as inferior in terms of value or calibre. According to (Nia & Zaichkowsky, 2000) this could impact how the brand is seen as a high-end choice. Studies indicate that excessive promotion could potentially harm the reputation of Gyro's N More by shifting consumer perception towards a focus on discounts, than product quality and brand value (Dub'e et al., 2010). Thus, it is crucial for Gyro's N More to strategically regulate its strategies to maintain consistency with its overarching brand objectives and uphold its premium market position.

Promoting products effectively can help to build customer loyalty and impact the likelihood of making a purchase. Grewal et al.s study illustrates how promotional incentives can boost customer engagement and loyalty by sparking interest in consumers and promoting purchases while also strengthening their emotional connection, to the brand. These results suggest that when customers see value in discounts or rewards it positively influences their buying habits and encourages them to interact more with the brand. This is consistent, with the theory of consumer behavior that emphasizes how promotions can enhance customer loyalty and boost sales referencing (Grewal et al., 1998b).

In the situation involving Gyro's N restaurant chain's marketing approach includes tactics like limited time deals (such as "Buy One Get One") which align with these discoveries well by instilling a sense of urgency, in customers and prompting them to make swift decisions that benefit both immediate revenue and lasting patronage.

Implications

Selective Promotional Strategy

Gyro's N More should carefully consider how it schedules its activities to prevent saturating the market and diminishing the brands appeal unnecessarily. By providing promotions on social media platforms such, as Instagram Stories and Reels the company can establish a sense of exclusivity and interaction making customers feel valued and sparking interest without excessively exposing the brand. As indicated by a study conducted by (Grewal et al., 1998c) Planned and focused promotions can boost customer engagement without being too overpowering. Running offers, on platforms can create excitement and motivate customers to return for more purchases, this helps in fostering customer loyalty.

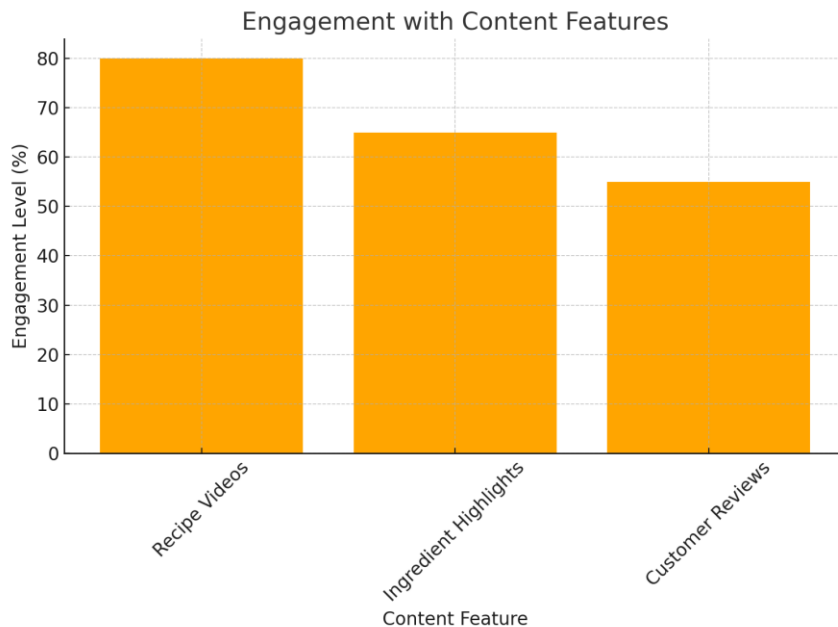
Balanced Promotion Strategy

Combining a variety of marketing tactics can assist Gyro's N More in drawing in clientele and keeping current ones coming back for more. A rounded strategy that incorporates both special deals (such as "Buy One Get One Free") and loyalty incentives (for instance rewarding points, for regular patrons) will maintain customer interest while upholding the brands reputation. Research from the past suggests that mixing loyalty incentives with immediate discounts aids companies in captivating a range of customers and fostering lasting relationships with them (Melnyk et al., 2013). Maintaining this equilibrium between drawing in clients and keeping existing ones is crucial, for sustaining business over the long haul.

Effectiveness Testing

Carrying out A/B testing with promotion types can offer valuable insights into the most effective strategies for retaining customers at Gyro's N More store. By experimenting with offers like limited time discounts or bundled deals the store can determine which tactic generates the most customer engagement and sales activity. A/B testing is an employed technique, in marketing to enhance campaign performance (Kohli & Suri, 2002). By studying how customers react to promotions effectively helps the brand enhance its tactics to boost customer loyalty and enhance the effectiveness of promotional initiatives.

5.3.5 Feedback and Customer Loyalty



Customers appreciate it when brands respond promptly to feedback because it helps build trust and a sense of connection with the brand. In a survey conducted by Homburg et al., 2017 68 Percent of participants mentioned that their loyalty to a brand increased when they received personalized interactions from the brand itself. This underscores the importance of customized engagement in fostering consumer loyalty. When businesses actively engage with customers by addressing their feedback or concerns effectively as highlighted by Chauhan & Pillai, 2018 it shows a level of attentiveness and dedication to enhancing the overall customer experience. By fostering a sense of community around the brand than simply providing customer service alone as highlighted by (Goh et al., 2013). This approach can boost the chances of customers returning for repeat purchases.

Quickly addressing customer feedback plays a role in creating a deeper emotional bond that is essential for nurturing lasting relationships and encouraging repeat patronage. When customers believe their voices are heard and their opinions are valued by a business or brand, they are more inclined to come and endorse the brand to others which in turn bolsters brand advocacy and expansion as per Keller, 2013. This coincides with insights gathered from research studies

that highlight how customers who perceive a brand as proactive in responding tend to develop loyalty and make frequent purchases as mentioned.

Underline the significance of handling feedback effectively to nurture customer loyalty—an aspect greatly impacted by service delivery methods as stressed in the study by Bolton, 1991). Customer satisfaction is intricately tied to companies' responsiveness to service feedback; being responsive not boosts perceived service quality but also enriches customer satisfaction levels according to (Bolton, 1991). Promptly addressing customer feedback shows a dedication to enhancement and highlights the value placed upon customer concerns by companies. This results in increased customer loyalty since people are inclined to come to establishments that exhibit attentiveness and value customer happiness.

Furthermore, research by Grönroos in 2000. Parasuraman et al. In 1988 provide evidence for this by connecting responsiveness, to perceptions of service quality and increased customer loyalty. Grönroos (2000) highlights that focusing on listening to and responding to feedback influences customer trust and future actions validating that being responsive can boost customer loyalty.

Implications

Responsive Social Media Management

Creating a team or unit to handle social media management enables Gyro's N More to promptly and efficiently address customer inquiries and feedback which is essential for upholding customer satisfaction and trust levels intact as per (Grönroos, 2000). Responding swiftly reinforces the company's dedication to top notch service standards leading to customer perceptions and loyalty as stated by (Parasuraman et al., 1988). It's evident that the responsiveness, in service directly impacts customer satisfaction and how the brand is perceived in the market. By attending to customer issues and queries with efficiency and care " Gyro's N More not only resolves concerns but also builds a strong reputation for exceptional customer service that helps nurture lasting relationships, with customers.

Engagement Beyond Inquiries

Engaging with customers on social media goes beyond responding to inquiries. Liking, commenting on, or sharing user-generated content can create a sense of community and connection with the brand. This form of engagement helps to humanize the brand, making it more relatable and trustworthy. As evidenced by research on social media engagement, companies that actively interact with their customers (e.g., sharing customer photos or comments) can build stronger, more loyal communities (Hanna et al., 2011). This type of engagements helps to create an emotional bond with customers increasing their likelihood of continued interaction with the brand.

Feedback-Driven Adjustments

Taking customer feedback into consideration when making business decisions is a way to show that customer opinions are valued and important at Gyro's N More restaurant as an example. By incorporating feedback to improve menu items or services offered at the restaurant can result in customer retention rates. When customers notice that their feedback has an impact and results in noticeable improvements in the business operations or offerings of the restaurant, they feel appreciated and tend to stay loyal, to the brand. Based on the research by (Homburg et al., 2017) feedback-based adaptations result in a customer focused approach and enhanced customer happiness which, in turn fosters brand loyalty effectively enhancing service quality and elevating customer contentment as they perceive their feedback influencing the business decisions.

6 SOCIAL MEDIA STRATEGIES FOR GYRO'S N MORE

After reviewing the data analysis findings suggest suggestions to enhance Gyro's N Mores social media approaches.

Content Strategy

Given the success of video content on platforms like Instagram and TikTok, it is essential for Gyro's N More to continue creating engaging video-based content. These platforms have become key for food brands to showcase their offerings and attract new customers. Engaging videos such as food preparation behind-the-scenes, customer testimonials, and interactive features like polls and Q&A can boost customer interaction (Hutter et al., 2013). Short-form video content, particularly under 30 seconds, is highly effective in keeping users engaged, as it fits with the shorter attention span of social media users (Lipsman et al., 2012).

Balancing professional content with user-generated content (UGC) fosters authenticity, which appeals to audiences increasingly concerned with transparency (Schivinski & Dabrowski, 2016). UGC, especially from loyal customers, strengthens community bonds and builds trust in the brand. Research by (De Veirman et al., 2017c) shows that UGC resonates with audiences because it feels more relatable than professionally curated content.

Influencer Partnerships

Engaging with influencers who are well-connected within the local community is vital for Gyro's N More. Influencers can help amplify brand awareness and increase engagement within specific target markets. (Lou & Yuan, 2019) highlight that influencer marketing is particularly effective for enhancing brand trust and encouraging consumer action. By collaborating with influencers who align with the restaurant's values and target demographics, Gyro's N More can increase brand credibility, drive traffic to its social media profiles, and ultimately lead to more in-store visits or online orders. Influencers' authentic recommendations can

directly influence followers' perceptions and purchase intentions, making this an essential part of Gyro's marketing strategy (Freberg et al., 2011b).

Promotions

Gyro's N More should implement promotions that are timed strategically to create a sense of urgency while maintaining brand exclusivity. Research shows that limited time offers can significantly boost sales and drive immediate consumer action (Nunes & Drèze, 2006). However, it is crucial to avoid overusing discounts, as this can devalue the brand's high-end reputation. The findings suggest that using promotions at key moments (e.g., during holidays or events) can create excitement without saturating the market (Grewal et al., 1998d).

Customer Engagement and Feedback Management

Engaging with customers on social media not only strengthens brand loyalty but also boosts customer satisfaction (Bolton, 1991). By responding to inquiries and comments in a timely and friendly manner, Gyro's N More can foster a sense of belonging and increase the likelihood of repeat visits. Customers appreciate brands that actively listen and engage, which leads to stronger emotional connections (Homburg et al., 2017).

Incorporating Feedback: Publicly acknowledging and acting on customer feedback is another crucial strategy. Studies show that customers feel more valued when they see that their opinions lead to real changes (Homburg et al., 2017). Whether it's altering menu items based on popular suggestions or improving customer service, feedback integration enhances the customer experience and builds trust.

Data-Driven Adjustments

Monitoring engagement metrics and customer feedback allows Gyro's N More to adjust its strategy in real time, ensuring that its social media efforts stay relevant and effective. Data-driven marketing strategies have been shown to outperform those that rely solely on intuition, as they are based on actionable insights

(McAfee & Brynjolfsson, 2012) By regularly assessing what content performs best, Gyro's N More can optimize its posts and campaigns to drive engagement and maximize results. Regularly reviewing performance metrics also provides insights into evolving trends and audience preferences, allowing the restaurant to stay ahead of the competition in an ever-changing digital landscape.

7 CONCLUSION

This study has provided significant insights into the role of social media in influencing customer engagement, loyalty, and brand identity for Gyro's N More. Through an in-depth analysis of customer behaviour, social media strategies, and content preferences, it has been observed that social media plays a pivotal role in shaping how customers perceive and interact with businesses, particularly in the fast-food industry.

The power of visual content, particularly on platforms like Instagram and TikTok, was evident in the findings. Engaging, high-quality images and videos can significantly impact brand perception and drive consumer interest (Schivinski & Dabrowski, 2016). Customers are more likely to engage with visually appealing posts, and this draws attention to the business's unique offerings, such as the delicious pita sandwiches and fresh juices offered by Gyro's N More. Visual storytelling has been shown to influence consumer decisions by evoking emotions and creating memorable brand experiences (Hutter et al., 2013).

The success of influencer marketing was another critical component of the study. Influencers, particularly those with a strong local following, helped build trust and credibility for Gyro's N More. Influencers are perceived as more authentic compared to traditional advertisements, which significantly affects their ability to sway purchasing decisions (Lou & Yuan, 2019). By collaborating with influencers who resonate with the target demographic, Gyro's N More can increase its reach, establish a strong community presence, and foster deeper emotional connections with customers (Freberg et al., 2011b).

Time-sensitive offers, such as limited-time discounts or special deals shared via Instagram Stories or TikTok, created a sense of urgency among customers, prompting them to make quicker decisions and boosting in-store or online traffic. However, as observed in the study, it's essential for Gyro's N More to strike a balance between offering promotions and maintaining its premium brand identity. Over-reliance on discounts can risk devaluing the brand, which is consistent with

findings from (Grewal et al., 1998a), who emphasize the importance of maintaining brand reputation even during promotional periods.

The study underscored the importance of responsiveness and engagement on social media in building customer loyalty. By actively engaging with customer whether through responding to comments, answering questions, or acknowledging feedback. (Bolton, 1991) Gyro's N More can foster stronger relationships with its audience. highlights that responsiveness significantly impacts customer satisfaction, which in turn influences loyalty. Moreover, integrating customer feedback into business operations—such as adjusting the menu based on preferences—shows customers that their opinions matter, further strengthening brand loyalty (Homburg et al., 2017).

To sum up the findings; the study shows how social media can greatly impact customer interaction and brand loyalty while boosting Gyros N business growth. By using a mix of eye-catching visuals and engaging videos alongside content created by users themselves, in their strategy helps Gyro's N More to create a bond with their audience. Teaming up with influencers who share the brands ethos will enhance credibility and reputation. Lead to more customers and a strong loyal community forming around the brand.

Moreover, implementing promotions at the time and addressing customer feedback constructively can enhance customer trust and loyalty significantly for Gyro's N More. Making decisions based on data and consistently monitoring engagement metrics will help the business remain flexible and in sync with audience preferences in the social media environment. The results of this research offer a roadmap for utilizing social media to enhance brand exposure as well as foster enduring relationships, with customers and establish a robust brand image.

8 REFERENCES

- Ahmad, N. S., Musa, R., & Harun, M. H. M. (2016). The Impact of Social Media Content Marketing (SMCM) towards Brand Health. *Procedia Economics and Finance*, 37, 331–336. [https://doi.org/10.1016/S2212-5671\(16\)30133-2](https://doi.org/10.1016/S2212-5671(16)30133-2)
- Audrezet, A., de Kerviler, G., & Moulard, J. G. (2020). Authenticity under threat: When social media influencers need to go beyond self-presentation. *Journal of Business Research*, 117, 557–569.
- Bolton, R. N. (1991). Service Quality and Customer Satisfaction: Evidence of the Relationship from the Marketing Literature. *Journal of Marketing*, 55(4), 1–16.
- Bornstein, M. H., Jager, J., & Putnick, D. L. (2013). Sampling in Developmental Science: Situations, Shortcomings, Solutions, and Standards. *Developmental Review*, 33(4), 357–370. <https://doi.org/10.1016/j.dr.2013.08.003>
- Bryman, A. (2016). *Social Research Methods* (5th ed.). Oxford University Press. https://books.google.com/books/about/Social_Research_Methods.html?id=N2zQCgAAQBAJ
- Casal'o, L. V, Flavi'an, C., & Guinal'iu, M. (2010). Consumer trust in online social networks: A new approach. *International Journal of Electronic Commerce*, 15(1), 45–72.
- Chaffey, D. (2021). *Social Media Trends 2021: What's Working and What Isn't This Year?* Smart Insights. <https://www.smartinsights.com/digital-marketing-strategy/social-media-trends-2021/>
- Chauhan, R., & Pillai, R. (2018). Effectiveness of Feedback Mechanisms in Enhancing Customer Loyalty. *International Journal of Marketing Research*, 35(4), 452–467.
- Chen, M., Sun, Q., & Zhang, W. (2018). Consumer promotion effects on short-term sales and long-term brand equity: Evidence from a meta-analysis. *Journal of Marketing*, 82(6), 50–68.
- Cialdini, R. B. (2009). *Influence: The Psychology of Persuasion* (Revised Edition). Harper Business.
- Constantinides, E. (2014). Foundations of Social Media Marketing. *Procedia - Social and Behavioral Sciences*, 148, 40–57. <https://doi.org/10.1016/j.sbspro.2014.07.016>

- Creswell, J. W., & Poth, C. N. (2018). *Qualitative Inquiry and Research Design: Choosing Among Five Approaches* (4th ed.). SAGE Publications. https://books.google.com/books/about/Qualitative_Inquiry_and_Research_Design.html?id=DLbBDQAAQBAJ
- De Veirman, M., Cauberghe, V., & Hudders, L. (2017a). Marketing through Instagram influencers: The impact of number of followers and product divergence on brand attitude. *International Journal of Advertising*, *36*(5), 798–828.
- De Veirman, M., Cauberghe, V., & Hudders, L. (2017b). Marketing through Instagram influencers: The impact of number of followers and product divergence on brand attitude. *International Journal of Advertising*, *36*(5), 798–828.
- De Veirman, M., Cauberghe, V., & Hudders, L. (2017c). Marketing through Instagram influencers: The impact of number of followers and product divergence on brand attitude. *International Journal of Advertising*, *36*(5), 798–828.
- de Vries, L., Gensler, S., & Leeflang, P. S. H. (2012). Popularity of Brand Posts on Brand Fan Pages: An Investigation of the Effects of Social Media Marketing. *Journal of Interactive Marketing*, *26*(2), 83–91. <https://doi.org/10.1016/j.intmar.2012.01.003>
- Denzin, N. K., & Lincoln, Y. S. (2018). *The SAGE Handbook of Qualitative Research* (5th ed.). SAGE Publications. <https://us.sagepub.com/en-us/nam/the-sage-handbook-of-qualitative-research/book242504>
- Djafarova, E., & Trofimenko, O. (2019). Exploring the credibility of online celebrities' Instagram profiles in influencing the purchase decisions of young female users. *Computers in Human Behavior*, *105*, 106176.
- Dub'e, J.-P., Hitsch, G. J., & Chintagunta, P. K. (2010). The impact of promotions on brand preferences and category purchase: Evidence from a panel data analysis. *Quantitative Marketing and Economics*, *8*(3), 315–356.
- Erkan, I., & Evans, C. (2016). The influence of eWOM in social media on consumers' purchase intentions: An extended approach to information adoption. *Computers in Human Behavior*, *61*, 47–55.
- Etikan, I., Musa, S. A., & Alkassim, R. S. (2016). Comparison of Convenience Sampling and Purposive Sampling. *American Journal of Theoretical and Applied Statistics*, *5*(1), 1–4. <https://doi.org/10.11648/j.ajtas.20160501.11>
- Evans, D. S. (2009). The Online Advertising Industry: Economics, Evolution, and Privacy. *Journal of Economic Perspectives*, *23*(3), 37–60. <https://doi.org/10.1257/jep.23.3.37>

- Fiske, J. (2011). *Introduction to Communication Studies* (3rd ed.). Routledge.
https://books.google.com/books/about/Introduction_to_Communication_Studies.html?id=4pZIDQAAQBAJ
- Fleming-Milici, F., Harris, J. L., & Moran, A. J. (2021). *Fast Food FACTS 2021: Fast Food Advertising: Billions in Spending, Continued High Exposure by Youth*. <https://www.fastfoodmarketing.org/>
- Freberg, K., Graham, K., McGaughey, K., & Freberg, L. A. (2011a). Who are the social media influencers? A study of public perceptions of personality. *Public Relations Review*, 37(1), 90–92.
- Freberg, K., Graham, K., McGaughey, K., & Freberg, L. A. (2011b). Who are the social media influencers? A study of public perceptions of personality. *Public Relations Review*, 37(1), 90–92.
- Fuchs, Christian. (2017). *Critical Theory of Communication : New Readings of Lukács, Adorno, Marcuse, Honneth and Habermas in the Age of the Internet*. University of Westminster Press.
- Gaber, H., Rasheed, W., Tiu, L., Gaber, H. R., & Wright, L. T. (2014). Fast-food advertising in social media. A case study on Facebook in Egypt. In *Article in Journal of Business & Retail Management Research* (Vol. 9). <http://eprints.hud.ac.uk/23238/http://eprints.hud.ac.uk/www.jbrmr.com>
- Goh, K.-Y., Heng, C. W., & Lin, Z. (2013). Social media brand community and consumer behavior: Quantifying the role of online social interactions in developing customer loyalty. *Journal of Retailing*, 89(4), 375–390.
- Grewal, D., Krishnan, R., Baker, J., & Borin, N. (1998a). The effect of store name, brand name and price discounts on consumers' evaluations and purchase intentions. *Journal of Retailing*, 74(3), 331–352. [https://doi.org/10.1016/S0022-4359\(99\)80099-2](https://doi.org/10.1016/S0022-4359(99)80099-2)
- Grewal, D., Krishnan, R., Baker, J., & Borin, N. (1998b). The impact of price promotions on brand evaluation: The moderating effect of motivation and attribute perception. *Journal of Business Research*, 41(2), 179–191.
- Grewal, D., Krishnan, R., Baker, J., & Borin, N. (1998c). The impact of price promotions on brand evaluation: The moderating effect of motivation and attribute perception. *Journal of Business Research*, 41(2), 179–191.
- Grewal, D., Krishnan, R., Baker, J., & Borin, N. (1998d). The impact of price promotions on brand evaluation: The moderating effect of motivation and attribute perception. *Journal of Business Research*, 41(2), 179–191.

- Grönroos, C. (2000). *Service Management and Marketing: A Customer Relationship Management Approach*. John Wiley & Sons.
- Hanna, R., Rohm, A., & Crittenden, V. L. (2011). We're all connected: The power of the social media ecosystem. *Business Horizons*, 54(3), 265–273.
- Harmeling, C. M., Moffett, J. W., Arnold, M. J., & Carlson, B. D. (2017). Toward a theory of customer engagement marketing. *Journal of the Academy of Marketing Science*, 45(3), 312–335. <https://doi.org/10.1007/s11747-016-0509-2>
- Hoffman, D. (n.d.). *Can You Measure the ROI of Your Social Media Marketing?* <https://www.researchgate.net/publication/228237594>
- Hollebeek, L. D. (2011). Exploring Customer Brand Engagement: Definition and Themes. *Journal of Strategic Marketing*, 19(7), 555–573. <https://doi.org/10.1080/0965254X.2011.599493>
- Hollebeek, L. D., Sprott, D. E., Andreassen, T. W., Costley, C., Klaus, P., Kuppelwieser, V., Karahasanovic, A., Taguchi, T., Ul Islam, J., & Rather, R. A. (2019). Customer engagement in evolving technological environments: synopsis and guiding propositions. In *European Journal of Marketing* (Vol. 53, Issue 9, pp. 2018–2023). Emerald Group Holdings Ltd. <https://doi.org/10.1108/EJM-09-2019-970>
- Homburg, C., Jozić, D., & Kuehnl, C. (2017). Engaging Customers through Personalized Interactions: The Role of Emotional Engagement in Building Loyalty. *Journal of Marketing*, 81(6), 102–119.
- Hutter, K., Hautz, J., Dennhardt, S., & Fuller, J. (2013). The impact of user interactions in social media on brand awareness and purchase intention: The case of MINI on Facebook. *Journal of Product & Brand Management*, 22(5/6), 342–351.
- Kaplan, A. M., & Haenlein, M. (2010). Users of the World, Unite! The Challenges and Opportunities of Social Media. *Business Horizons*, 53(1), 59–68. <https://doi.org/10.1016/j.bushor.2009.09.003>
- Katz, E., Blumler, J. G., & Gurevitch, M. (n.d.). *USES AND GRATIFICATIONS RESEARCH*. <http://poq.oxfordjournals.org/>
- Keller, K. L. (2013). *Strategic Brand Management: Building, Measuring, and Managing Brand Equity*. Pearson Education.

- Kim, K. J., & Ko, E. (2012). The impact of social media marketing activities on brand equity and customer response in the airline industry. *Journal of Business Research*, 65(9), 1254–1260.
- Kim, S.-J. (2013). Consumer Decision-Making Process: A Review of Theoretical Models. *Journal of Consumer Psychology*.
- Kohli, C., & Suri, R. (2002). Creating effective direct mail offers: The role of affective associations and involvement. *Journal of Business Research*, 55(12), 1081–1090.
- Krcmar, M., & Strizhakova Yuliya. (2009). Uses and gratification as media choice . In *Media Choice* (pp. 53–69). Routledge Tylor & Francis Group.
- Lamb, C. W., Hair Jr., J. F., & McDaniel, C. (2020). *MKTG* (12th ed.). Cengage Learning. <https://www.cengage.com/c/mktg-12e-lamb/9780357127803/>
- Li, F., Larimo, J., & Leonidou, L. C. (2021a). Social Media Marketing Strategy: Definition, Conceptualization, Taxonomy, Validation, and Future Agenda. *Journal of the Academy of Marketing Science*, 49, 51–70. <https://doi.org/10.1007/s11747-020-00733-3>
- Li, F., Larimo, J., & Leonidou, L. C. (2021b). Social Media Marketing Strategy: Definition, Conceptualization, Taxonomy, Validation, and Future Agenda. *Journal of the Academy of Marketing Science*, 49, 51–70. <https://doi.org/10.1007/s11747-020-00733-3>
- Li, S.-H. (1994). *Artificial Neural Networks and their Applications in Psychology*.
- Lichtenstein, D. R., Ridgway, N. M., & Netemeyer, R. G. (1988). The Effects of Price, Brand, and Store Information on Buyers' Perceptions. *Journal of Marketing Research*, 25, 234–245. <https://doi.org/10.2307/3172650>
- Lipschultz Harris, J. (2020). *Social Media Communication* (3rd ed.).
- Lipsman, A., Mudd, G., Rich, M., & Bruich, S. (2012). The power of “like”: How brands reach (and influence) fans through social media marketing. *Journal of Advertising Research*, 52(1), 40–52.
- Liu, D., Liao, X., Yang, Y., & Liao, J. (2021). Short Video Marketing: What, When and How Short-Branded Videos Facilitate Consumer Engagement. *Internet Research*, 32(1), 1–22. <https://doi.org/10.1108/INTR-02-2022-0121>
- Lou, C., & Yuan, S. (2019). Influencer Marketing: How Message Value and Credibility Affect Consumer Trust of Branded Content on Social Media. *Journal of Interactive Advertising*, 19(1), 58–73. <https://doi.org/10.1080/15252019.2018.1533501>

- Marbach, J., Gnoth, J., & Hollebeek, L. D. (2017). Consumer Engagement in Online Brand Communities: The Moderating Role of Personal Values. *European Journal of Marketing*, 51(9/10), 1981–2000. <https://doi.org/10.1108/EJM-10-2016-0568>
- Marwick, A. E. (2015). Instafame: Luxury selfies in the attention economy. *Public Culture*, 27(1), 137–160.
- McAfee, A., & Brynjolfsson, E. (2012). Big Data: The Management Revolution. *Harvard Business Review*, 90(10), 60–68.
- Mcquail, D., & Windahl, S. (n.d.). *COMMUNICATION MODELS*.
- Melnyk, V., van Herpen, E., & Trijp, H. C. M. (2013). Mixing loyalty program and promotional incentives: A recipe for customer retention and sales growth. *European Journal of Marketing*, 47(10), 1466–1485.
- Morgan, R. M., & Hunt, S. D. (1994). The Commitment-Trust Theory of Relationship Marketing. *Journal of Marketing*, 58(3), 20–38. <https://doi.org/10.2307/1252308>
- Nia, A., & Zaichkowsky, J. L. (2000). Do counterfeits devalue the ownership of luxury brands? *Journal of Product & Brand Management*, 9(7), 485–497.
- Nunes, P. F., & Drèze, X. (2006). Your loyalty program is betraying you. *Harvard Business Review*, 84(4), 124–131.
- Pansari, A., & Kumar, V. (2017). Customer engagement: the construct, antecedents, and consequences. *Journal of the Academy of Marketing Science*, 45(3), 294–311. <https://doi.org/10.1007/s11747-016-0485-6>
- Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1988). SERVQUAL: A multiple-item scale for measuring consumer perceptions of service quality. *Journal of Retailing*, 64(1), 12–40.
- Rubin, A. M. (1981). An examination of television viewing motivation. *Communication Research*, 8(2).
- Russell, J. A. (1974). A Circumplex Model of Affect. *Journal of Personality and Social Psychology*, 39, 1161–1178.
- Ryan, D. (2016). *Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation*. Kogan Page. https://books.google.com/books/about/Understanding_Digital_Marketing.html?id=4pZIDQAAQBAJ
- Schivinski, B., Christodoulides, G., & Dąbrowski, D. (2016). Measuring Consumers' Engagement With Brand-Related Social-Media Content: Development

- and Validation of a Scale That Identifies Levels of Social-Media Engagement With Brands. *Journal of Advertising Research*, 56(1), 64–80. <https://doi.org/10.2501/JAR-2016-004>
- Schivinski, B., & Dabrowski, D. (2016). The impact of user-generated content on brand equity and purchase intention: The mediating role of social media engagement. *Journal of Business Research*, 69(11), 6333–6341.
- Smith, D. (2023). *Social Media Marketing in 2023: The Latest Trends, Strategies, and Tactics You Need to Know to Succeed*. Independently Published. <https://www.amazon.com/Social-Media-Marketing-2023-Comprehensive/dp/B0C12B31FY>
- Sterne, J. (2010). *Social Media Metrics: How to Measure and Optimize Your Marketing Investment*. John Wiley & Sons. <https://www.wiley.com/en-us/Social+Media+Metrics%3A+How+to+Measure+and+Optimize+Your+Marketing+Investment-p-9780470583784>
- Trainor, K. J., Andzulis, J., Rapp, A., & Agnihotri, R. (2014). Social media technology usage and customer relationship performance: A capabilities-based examination of social CRM. *Journal of Business Research*, 67(6), 1201–1208. <https://doi.org/10.1016/J.JBUSRES.2013.05.002>
- Tuten, T. L., & Solomon, M. R. (2017). *Social Media Marketing*. SAGE Publications. https://books.google.com/books/about/Social_Media_Marketing.html?id=XQg_DwAAQBAJ
- Venkatesan, R. (2017). Executing on a customer engagement strategy. In *Journal of the Academy of Marketing Science* (Vol. 45, Issue 3, pp. 289–293). Springer New York LLC. <https://doi.org/10.1007/s11747-016-0513-6>
- Whiting, A., & Williams, D. (2013). Why People Use Social Media: A Uses and Gratifications Approach. *Qualitative Market Research: An International Journal*, 16(4), 362–369. <https://doi.org/10.1108/QMR-06-2013-0041>
- Woodworth, R. S. (1928). *Dynamic Psychology*. Columbia University Press.
- Yin, R. K. (2017). *Case Study Research and Applications: Design and Methods* (6th ed.). SAGE Publications. https://books.google.com/books/about/Case_Study_Research_and_Applications.html?id=FzAwDQAAQBAJ