Statutory Declaration:

I hereby declare that I have developed and written the enclosed Master Thesis completely by myself and have not used sources or means without declaration in the text. I clearly marked and separately listed all the literature and all the other sources which I employed when producing this academic work, either literally or in content. I am aware that the violation of this regulation will lead to the failure of the thesis.

Berlin, 22.08.2025   GINOOP PULINTHANATHIL VARUGHESE

Place, Date   Signature

ACKNOWLEDGEMENT

I would like to show my sincere and heart whelming gratitude to all those who supported me throughout the journey of this thesis.

Firstly, I would like to thank my thesis primary **Professor Dr. Iftikhar Ahmed**, and supervisor **Professor Dr. Raja Hashim Ali** for their invaluable support, guidance, encouragement, and feedback to complete this thesis, which truly helped me to refine my ideas and inner thoughts.

My appreciation also extends to the management and staff of KFC, who provided insights and valuable resources that enhanced the smooth running of this case study.

I am also thankful to all my peers and colleagues for their valuable suggestions, which motivated me to pursue this research.

Finally, I owe my deepest gratitude to my family and friends for their belief and support in me. Without their constant encouragement and understanding, this thesis would not have been possible.

ABSTRACT

This is a research study, whose primary focus is in the title (Exploring the Effectiveness of Data-Driven Marketing Campaigns through a Case Study; KFC). Adopting a quantitative method backed with a correlational research design, the study will focus on the four central research questions aimed at studying the role of personalized campaigns in their customer awareness, their impact on the purchasing behavior, how their content is perceived to be relevant, and how it affects their repeat purchase. A structured survey among KFC users was conducted to capture the data.

Results showed that the frequency of communication expressed a high relationship with personalization awareness (0.7), which means regular and customized messages increase the customer awareness of advertising activities. Associations between the offer importance and purchase likelihood (0.4) and between the content relevance and engagement likelihood (0.5) indicated that personalized campaigns might impact consumer behavior. Still, it is not the only factor affecting the behavior. In addition, the experiment has revealed a positive but moderate correlation between perceived customer value and returning customers (0.4), so it is strongly advised that a lasting, significant relationship should be maintained to create loyalty.

The research adds to the scholarly and practical knowledge of data-driven marketing in the domain of the quick-service restaurant business. It resonates with similar theories, including the AIDA Model, the positive influence of attention, interest, and perceived usefulness in consumer behavior theory, and the Technology Acceptance Model (TAM). To apply any of the findings to practice, recommendations should be made to improve the relevance of campaigns, maximize the frequency of communication efforts, and create personalized loyalty programs. At the end of the study, further research topics are also suggested, such as exploring psychological reactions towards personalization and contrasting practices of various brands to expand the applicability of the experiments.

CONTENT

FIGURES

TABLES

1. INTRODUCTION

1.1. *Background of the Study*

Today, marketing plans have changed a lot, and businesses are now using data analytics to boost how they connect with customers (Adeniran et al., 2024: pp.41-51) When businesses use data-driven marketing, they can provide tailored messages and deals and communicate via preferred channels to each customer. To compete in a crowded and active food industry, QSRs like KFC are using these methods. Being a well-known fast-food brand, KFC has started to use targeted ads, offer variety to people, and send appropriate messages to its customers (Albarq, 2023). Although brands try to make their marketing campaigns effective, it is still important to find out if these efforts truly matter to the business. Even as companies invest a lot in customer data platforms and digital devices, how successful they are at influencing buyers is an important question. So, paying close attention to KFC makes it easier to see the impact data-driven marketing has on how customers interact with the brand and decide what to buy.

Since digital technology and big data are always improving, organizations in many areas are updating their marketing strategies to match these advancements (Putra, Rivera and Pramukti, 2023: pp.71-91). Thanks to using analytics, KFC tries to provide a custom customer experience that strengthens their relationships and increases the number of repeat visits. Still, it is important to know how much customers notice and are guided by these personalized efforts to improve the strategy. Considering if and how much the content personally matters to customers helps in figuring out how appealing the campaigns are. The way these data-driven efforts appeal to customers' preferences can affect their loyalty to the company in the long term (Chen and Cui 2025: p.53). So, this research aims to find out how

marketing technology impacts customers' minds using an in-depth study of KFC. The goal is that the findings will help understand how to adjust data-focused campaigns for better marketing outcomes in the QSR industry.

1.2. Problem Statement

KFC has dedicated plenty of funds to using data in marketing, yet it is not known if these efforts are resonating with their customers. There is a need to assess whether customers are even aware of these personalized campaigns, and if so, whether such campaigns are influential in their decision-making process. Furthermore, it is important to:

- Evaluate how customers perceive the relevance of the promotional content they receive
- And whether such personalization translates into increased loyalty and repeat purchases

This research seeks to bridge the gap between the implementation of data-driven marketing by KFC and the actual perceptions and behaviors of its customers.

1.3. Objectives

- To assess customer awareness of KFC's personalized and data-driven marketing campaigns.
- To evaluate the influence of data-driven marketing efforts on the purchasing decisions of KFC customers.
- To examine customer perceptions of the relevance and personalization of promotional content received from KFC.
- To determine the impact of KFC's data-driven marketing on customer loyalty and repeat purchase behavior.

1.4. Research Questions

- How aware are KFC customers of the brand's personalized marketing campaigns (example targeted emails, offers, or ads)?

- To what extent do data-driven marketing campaigns influence the purchasing decisions of KFC customers?

- How do KFC customers perceive the relevance and personalization of the promotional content they receive from the brand?

- What impact do KFC's data-driven marketing efforts have on customer loyalty and repeat purchases?

1.5. Significance of the Study

This study helps both academics and industry practitioners realize the function of data-driven marketing in promoting food service companies. Using KFC for the case study, this research applies data analytics to the field of marketing to clarify what customers understand, feel, and do when making decisions (Hermanto and Ngatimun, 2023: pp.1083-1095). The discoveries will support and add to studies on engaging customers and tailoring marketing in the QSR industry. It also supports marketers in figuring out whether the investments made in data analytics tools generate a good return. Knowing how campaigns affect customers' choices and loyalty helps businesses improve the use of marketing resources and create better information. Consequently, this study combines theory and real-world experiences, so it remains useful for future marketing research and work.

The study helps KFC and similar brands' managers determine which parts of their marketing approach are most important to customers. Reviewing the effects of data-driven strategies on customer loyalty and purchasing decisions allows companies to optimize their strategies for more customer retention (Odionu, Bristol-Alagbariya and Okon 2024: pp.050-067). These insights make it easier to segment customers,

target them with special offers, and maintain relations with them. Besides, the outcomes may affect how we deal with using consumer data, their privacy, and their permission in personalized marketing. This has become more needed as individuals become more aware of their data and ask for openness concerning its use. All in all, the research stresses that marketing innovations should keep up with customer desires to sustain the brand's growth and keep it recognized for a long time.

1.6. *Synopsis Of Chapters*

The research project is structured into six main sections. The Introduction provides an overview of the topic providing a background of our study; moreover it also outlines the research problem, objectives, and research questions. Literature Review follows and these includes presenting the theoretical and conceptual frameworks and Empirical Literature Review, analyzing previous studies related to data-driven marketing in the fast-food industry, especially in terms of consumer behavior. This chapter will also identify existing gaps in the literature. Chapter two outlines the Methodology, including research design, population sampling, data collection methods, and analysis techniques. It will also address limitations and ethical considerations. Chapter three presents the results and sicussion, where results will be analyzed, interpreted, and discussed. Key implications for marketing professionals and KFC's strategy will also be explored. Finally, the Conclusion will summarize the major findings, highlight contributions to knowledge and practice, and propose recommendations for future marketing efforts by KFC and other fast-food brands.

2. THEORETICAL AND CONCEPTUAL FRAMEWORKS

2.1. Introduction to Literature Review I

Literature Review: I discuss some of the theories and models that underpin the investigation of the research problem, examining data-driven marketing campaigns in the fast-food sector. The literature review encompasses consumer behavior theory, the AIDA model, and the Technology Acceptance Model (TAM), which help describe customers' reactions and interactions with personalized marketing. These theories provide a systematic framework for understanding customer journeys, psychological reactions, and technology acceptance in the context of digital marketing. Additionally, the review examines the moderating effect of demographic characteristics and purchasing behaviors on the effectiveness of these campaigns. A special focus is made on how such brands as KFC utilize data analytics to create promotional materials and ensure high customer engagement. The identified literature helps introduce the essential variables that affect purchase decisions and loyalty in a digitally driven-marketing environment.

2.2. Theoretical framework

2.2.1. AIDA Model (Attention, Interest, Desire, Action)
How KFC's Marketing Campaigns Are Designed as Customers Guide

The data-driven marketing campaigns of KFC are well-designed to guide customers through the phases of the AIDA model —Attention, Interest, Desire, and Action (Yesmin 2024). At the attention stage, KFC will utilize bright visual images and time-specific offers to capture customers' attention on digital platforms. The interest stage is nurtured with customized messages regarding browsing activity and purchase history to pique curiosity. Transitioning into the desired phase, the brand emphasizes product features, time-sensitive offers, and app-exclusive rewards to

make its offerings appear more valuable. Lastly, the action stage is motivated by prominent calls-to-action (CTAs), easy mobile ordering, and location-based rewards that turn interest into sales.

Techniques Used in Data-Driven Ads to Grab Attention and Spark Interest

To attract attention at first glance, KFC utilizes customer demographics to design digital banners and video advertisements that appeal to its target customers (Albarq 2023). As an example, promotions of spicy items on the menu or partnerships with influencers can be displayed to younger consumers on TikTok and Instagram. Customer attention is also intercepted at the opportune time through the use of time-based notifications during peak hunger hours. These methods will be based on data analytics to ensure relevance and timeliness.

To create interest, KFC employs retargeting advertisements based on past customer activity, such as displaying chicken combo offers to users who have visited the menu page on the website. One-to-one email promotions offer loyalty members special offers based on their previous purchases. Mobile apps use personalized push notifications with time-sensitive offers that create a desire to know more and take action. These strategies are designed to maintain consumer attention and shift them to the desired phase of the AIDA model.

Analysis of Emotional Triggers and Value Propositions in KFC's Messaging

KFC advertising can frequently tap into emotional hot buttons of nostalgia, comfort, and indulgence. KFC advertising can reach into the memories of consumers about family gatherings around the dinner table or a reward after a hard day at work. The brand is based on more than just a fast-food provider; it is also positioned as a provider of warmth and satisfaction. Affordability, variety of tastes, and bundle offers are some of the value propositions highlighted to cater to emotional and

rational needs. Such campaigns, such as Finger Lickin' Good, appeal to the senses, provoking desire and a positive emotional connotation (Мелещенко, 2023). Additionally, a sense of urgency and exclusivity is created through limited-time offers and unique app discounts. All these factors increase the customer's want and willingness to respond.

Metrics That Show Conversion Effectiveness from Campaign to Purchase

The key performance indicators that KFC uses to optimize the effectiveness of its marketing funnel are the click-through rates (CTR) on adverts, the rate of app installs, and the redemption rates of digital offers. For instance, personalized email offers have demonstrated improved click-through rates (CTRs) compared to non-specific mass emails. These metrics indicate a higher level of customer interest and activity at the top of the AIDA funnel.

At the action stage, KFC will closely monitor sales uplift, digital ad conversion rates, and customer lifetime value (CLV) (Delgado, 2023). When the campaign requires an app download or coupon redemption, it is directly tied to purchase behavior, enabling the brand to measure its return on investment (ROI). Even CRM systems linked to POS (point-of-sale) data can aid in monitoring individual customers' reactions to marketing activities. It is with such metrics that KFC can continue to improve its strategies to achieve better results.

2.2.2. Consumer Behavior Theory
Consumer Decision-Making Processes Influenced by Targeted Advertising and Offers

Targeted advertisements and promotional offers at the right time play a crucial role in influencing consumer decision-making (Shabbir, Kamran and Ayaz, 2024: pp.63-81). As a result of data-driven insights, KFC provides tailored messages in line with

consumer preferences and behaviors to nudge them through their decision journey. As they see custom offers that appeal to their food preferences or prior purchases, customers are most likely to make a purchase. An example is targeted application (app) updates with limited-time offer combo meals during lunchtime, which would affect immediate purchase intent. The strategic positioning of the advertisements on social media to generate demand also influences the demand presentation of options before the consumer at the opportune moment when they are most likely to take action. Due to this, KFC manages to reduce the time spent on decision-making by limiting choice overload and providing ready-to-use, attractive options. Such precise treatment not only makes the customer's life more convenient but also makes the resources spent on marketing more efficient.

Motivation, Perception, Attitude, and Learning in the KFC's Marketing Messages

 The level of motivation plays a significant role in influencing consumers' responses to KFC marketing, particularly in the presence or absence of hunger, convenience, and time pressure. The perception will be determined by the positioning of the brand's value in terms of affordability, taste, and accessibility that the brand will convey through its advertising. Consistent messaging, social proof, and satisfaction with prior experiences all contribute to forming attitudes toward KFC. With continuous exposure to the advertisements, the consumers are conditioned to trust and recognize KFC as a source of guilty pleasure. This learning of behavior reinforces brand recall and influences prospective buyer behavior.

Psychological Response to Personalized Content

Customized content elicits a series of feelings and emotions, which are crucial in determining behavior. They know when they are recognized and valued by receiving

emails or notifications relaying back to their past purchases, which in turn generates brand affinity. This feeling of individual care generates confidence and stimulates a positive emotional response, which can be excitement or satisfaction. Conversely, a message that is too generic or irrelevant can cause disengagement or irritation. It satisfies emotional and psychological needs, as KFC will send personalized content, such as a suggestion of a favorite meal or a birthday discount. Such considerate actions render the consumers more responsive to promotion messages and inclined to take action. In this way, personalization will serve as a psychological incentive for loyalty and purchases (Jiang and Zhang, 2021: pp. 490-497).

KFC Leverages Behavioral Data to Influence Decisions

KFC utilizes behavioral data analytics to personalize marketing and influence individual and group purchasing decisions (Albarq, 2023). Through purchase history, the company gains insight into popular items and customer preferences, enabling it to target these customers with targeted upsell and cross-sell strategies. Location data can be utilized to deploy timely promotions in the form of geo-fenced push notifications, providing a discount to customers when they are in proximity to a KFC outlet. Message targeting can also be further accomplished by utilizing demographic information about the recipient, including factors such as age, gender, and income level, which helps make the content of the message more relevant to the recipient. This layered application of behavioral information enables KFC to send out highly relevant messages that align with customer preferences, thereby increasing the likelihood of a purchase.

Differences in Behavior Based on Customer Segments

The behavior of customers at KFC exhibits a wide deviation among various customer segments, specifically in terms of age and frequency of purchase. Gen Z

and millennial customers are more likely to engage with digital marketing campaigns and app-based promotional offers, and they are quick to respond to social media advertising and influencer posts. Conversely, older demographics would respond better to email offers or loyalty programs that appreciate long-term consistency. More loyal customers are better susceptible to rewards-based motivation and special offers that affirm their current buyer behavior. Instead, occasional buyers respond more to convenience and value-based promotions that tend to induce a sense of urgency, for example, "limited time only" offers. At KFC, these trends are leveraged to target each group with tailored campaigns that utilize data. By catering to the individual preferences and behaviors of different segments, the brand maximizes the effectiveness of its data-driven marketing initiative.

2.2.3. Technology Acceptance Model (TAM)
How Customers Perceive the Usefulness and Ease of Interacting

The overall experience of customers on KFC's digital marketing platforms is practical and convenient, a factor that enhances their interaction with the brand. The mobile application is considered an effective means of placing orders, receiving exclusive offers, and tracking rewards. Promotions can be accessed quickly through emails and push notifications, allowing users to take advantage of offers with time limits easily. The site is easy to navigate, contains up-to-date menu details, and is connected to delivery services, enhancing the customer experience. Users tend to view promotional material more effectively when the digital interface is simplified and responsive. These favorable attitudes align with the key aspects of TAM: perceived usefulness and ease of use, which support the fact that KFC's data-driven marketing approaches are practical and effective (Anggraini, 2024).

Factors Influencing the Acceptance of Digital Channels Used in KFC's Campaigns

Some conditions determine customer acceptance of the digital platforms on which KFC bases its marketing activities. Brand recognition and the assurance that personal information will be kept securely are key contributors to personalized offer engagement. The aesthetics, performance, and effectiveness of the application or website are also essential when it comes to being adopted by users. The effect of social influence, for instance, a recommendation from peers or a positive online review, can be used to motivate first-time users to explore digital platforms. Positive past experiences with loyalty rewards or digital orders make people more likely to use them again. The cross-device availability and the ability to integrate with third-party apps, such as Uber Eats, also contribute to increased user satisfaction. Overall, these aspects ensure a positive environment for digital channel reception within KFC's data-driven approach (Jha, Chandwani and Zaki, 2025: pp. 148-161).

Customer Attitudes Toward Receiving and Engaging with Personalized Marketing

The general customer sentiment about technology-enabled personalized marketing is positive, provided the messaging is relevant. Many KFC clients enjoy receiving personalized meal suggestions or offers that align with their purchasing behavior (Thin, 2024) Small details, such as the ability to manage preferences, like choosing in or out of specific notifications, also make users feel more powerful and comfortable with the platform. Nevertheless, excessive or unnecessary messages might trigger disengagement, emphasizing the importance of data accuracy and timing. When done right, personalization can make customers feel that the messages are sent with their interests in mind, not with the intent to sell. This positive attitude

implies a readiness to become more involved in the brand through technology-mediated interaction. Personalization, therefore, not only enhances receptiveness but also solidifies the customer-brand relationship.

2.3.   Conceptual framework

2.3.1. Dependent Variable

Customer Purchase Decision

The crucial outcome measure that can be employed to analyze the success of data-driven marketing approaches applied by KFC is customer purchase decisions. It represents the degree to which individualized campaigns, including personalized emails, mobile applications, and geo-targeted advertising, are effective in encouraging customers to make a purchase (Joshi-Gole, 2023: pp. 239-254). By using behavioral and demographic segmentation, KFC can deliver content that matters to customers by providing them with relevant offers and suggestions, which in turn can help shape their behavior at the moment of decision-making. These are data-informed strategies designed to alleviate decision fatigue and enhance purchase intent by tailoring offers to customer preferences and prior purchasing behavior. The customer will, therefore, not place an order arbitrarily but as a reaction to well-calculated marketing stimuli. The purchase decision variable is thereby considered one of the primary measures of campaign effectiveness, linking promotional activity with actual consumer behavior. By conducting pre- and post-purchase behavior analysis among individuals who have been exposed to a campaign, researchers are likely to estimate the exact effect of a data-driven approach on sales levels.

2.3.2. Independent Variable

Customer Awareness of Personalized Campaigns

The fundamental elements that define the relevance of data-driven marketing revolve around customer awareness of personalized campaigns. It determines the level at which KFC customers acknowledge and remember the communication messages initiated by the brand, including promotional emails, push notifications on mobile apps, and ads on social media. In the case that customers are unaware of the existence of such campaigns or their intention, their ability to influence behavior is drastically reduced. The strength, clarity, and frequency of messaging on digital touchpoints typically determine the level of awareness. In the case of KFC, the company should focus on building awareness by ensuring campaign presence on as many platforms as the customers are active. Thus, customer awareness serves as a necessary condition of further interaction and, hence, is a category that needs to be present in the purchased path to understand the decision.

Perceived Personalization of Promotional Content

Perceived personalization refers to how much customers believe the promotional material sent by KFC is specifically tailored to their needs, preferences, and past behavior. This variable takes a central role in the reception and interpretation of marketing messages. Customers can find offers personalized, for example, by receiving a discount based on previous purchases or meal recommendations tailored to their dietary preferences, which will result in an increased likelihood of perceiving the brand as customer-centric and attentive. The feeling of personal recognition tends to increase trust and brand identification. At KFC, data-driven personalization may either result in a customer feeling valued or being targeted. Perceived personalization, in turn, determines customer openness and willingness to take action regarding marketing messages (Khamoushi, 2024).

Perceived Relevance of Marketing Messages

The perceived relevance of marketing messages examines the usefulness and importance of KFC's marketing messages to its target customers. This variable extends beyond personalization and evaluates the broader usefulness, relevance, and context of the campaign message. Even a customized message can be disregarded if it is not related to the customer's needs at that moment, in that place, or in that situation. For example, a lunch offer that expires after a specific time will not be of much importance to a customer who receives it in the evening. Relevance also encompasses the compatibility of the message with lifestyle, consumption behavior, and cultural context. At KFC, developing a marketing message that appeals to the target audience at the right time is a great way to enhance interaction and increase the likelihood of changing purchasing habits.

2.3.3. Moderating Variable
Demographic Factors

Age, level of income, and geographical location are demographic variables that could moderate the effect of the personalized marketing campaigns aimed at customers by KFC (Thin, 2024). As an illustration, more digitally active, younger consumers may be more appreciative of specially targeted app alerts and social media campaigns. Conversely, the elderly demographic might use more basic, conventional communication methods or not use mobile apps very often. The income also determines the attractiveness of a particular offer, where a customer with a low income may be more inclined to accept discounts and special actions. In contrast, customers with higher incomes may value convenience or a high-quality experience. Moreover, depending on the region and culture, the relevance and persuasiveness of specific messages may vary. Such demographic variations determine the level of consciousness, as well as the success, of data-driven strategies that KFC applies among its different customer categories.

Frequency of KFC Purchases

The number of times a customer buys at KFC may influence how they perceive and react to personalized marketing campaigns (Obomwan, 2022). Standing clients could be better aware of the products provided by the brand and may be more open to reward programs or special offers available through the app. Since they constantly interact, they will be more likely to see and take advantage of promotions offered based on their habits. Conversely, less frequent customers may require more persuasive or distinctive messages to motivate purchasing behaviors, as they are less likely to be firmly committed to the brand. To such people, personalized content needs to try extra hard to attract attention and generate perceived value. The customer journey phase (the status of being a regular customer or an occasional buyer) can thus mediate the effects of targeted campaigns on buying behavior. This frequency element helps explain the differences in customer responsiveness to identical marketing stimuli.

2.4. *Summary of Literature Review I*

The reviewed literature provides a solid theoretical foundation for examining the efficiency of KFC's data-driven marketing strategies. The AIDA model, which describes the targeted content that leads the consumer through the process from attention to action, is complemented by consumer behavior theory, which explains the internal and external influences that affect the purchase decision. TAM provides information on how the perceived usefulness and comfort of digital instruments influence customers' readiness for Internet promotion (Joshi, et al., 2021: pp.202-223). Collectively, these theories provide the investigation of independent variables, including customer awareness, perceived personalization, and message relevance. The impact of personalized content on customer response is demonstrated to be moderated by factors such as demographics, frequency of purchase, and digital

literacy. Overall, the literature provides invaluable guidance in organizing the research design and conceptualizing the relationships between marketing inputs and consumer responses.

3. EMPIRICAL REVIEW AND LITERATURE GAPS

3.1. *Introduction to Literature Review II*

Literature Review II offers a factual account of the available literature in the scope of interest of the intended study on collecting studies similar to data-driven marketing in the fast food industry, especially customer reactions, best strategies of personalization, and efficiency of the campaign. It uses a real-life example of major QSRs worldwide, including McDonald's, Domino's, and Subway, to point out the use of customer data to make marketing decisions. Other important points are considered as well in the review, including consumer awareness, perceived personalization, and the effect of targeted campaigns on buying behavior and loyalty. However, it also examines moderating variables such as age, frequency of purchasing, digital literacy, and cultural background, which affect both the intensity of campaign effects and its direction. The analysis indicates that there is an increasing trend of using behavioral and transactional information to create personal messages. Still, it also shows that a lot is lacking in brand-relevant research matters in a supportive context. With the help of this literature review, it is possible to determine the ways KFC can improve and test the data-driven strategies of its own (Jha, Chandwani and Zaki 2025: pp. 148-161).

3.2. *Data-Driven Marketing in the Fast-Food Industry*
Use of Customer Data in Fast-Food Marketing

Customer data has become an important source to help fast-food brands identify their marketing strategies to leverage customer engagement. The user preferences, purchase behavior, and user patterns can be identified with the help of data gathered via mobile apps, loyalty programmers, and online orders. The information enables marketers to divide the audiences and offer personalized deals consistent with some

tastes or habits. In the fast-food industry such targeted marketing is needed in order to survive in a competitive industry in a flooded market. It has been demonstrated that the effectiveness and efficiency of promotional work can be improved with the help of data-driven marketing (Rosário and Dias 2023: p.100203).

Case Studies on Data-Driven Campaigns by Global QSR Brands

Numerous case studies exhibited by top global quick-service restaurant (QSR) brands across the world confirm the effectiveness of data-driven marketing. In other words, the McDonald's app can monitor and help it identify the purchase cycle, sending customized offers, and has enhanced the use of its app considerably and increased its visit frequency. Subway also uses data analytics in its loyalty program, which enables the restaurant to suggest sandwiches made according to each customer based on their preferences, which leads to increased customer satisfaction. Domino makes use of predictive analytics to provide specific discounts relating to location, the previous order, and weather conditions. These instances also indicate the scope by which data-driven efforts are assisting fast-food brands in relating to their customers in a better manner.

Role of Data Analytics in Menu Personalization and Promotions

The usage of data analytics allows quick-food chains to personalize their menu service and advertising to particular customers. Examining the buying preferences, as well as the patterns, the brands are in a position to detect the high selling products and design offers that are limited in time, which are attractive to the target populations. As an example, it is possible that sit-down menu personalization would include displaying an interest in vegetarian or spicy foods more strongly to the persons who may have expressed an interest in them. Based on the time of the day, day of the week, or special events, it is possible to adjust the promotion. Such

customization makes such marketing efforts more relevant and an overall customer experience (Vashishth et al., 2024: pp.7-32).

Trends and Innovations in Fast-Food Digital Marketing

Fast-food companies do not stop using new technologies to help in marketing based on data. Machine learning and artificial intelligence (AI) are being employed to forecast the needs of customers as well as optimum campaign time. Beacon technology and geo-targeting enable real-time sending of offers to customers close to a store. Gamified apps and augmented reality (AR) experiences are also being considered to make customers more engaged. Such innovations correspond to an increase in personalization and interactivity, which play a crucial role in the success of data-driven approaches. All the trends are likely to gain prominence further in QSR marketing with the advancement of digital transformation.

3.3. Customer Awareness and Responsiveness to Personalized Campaigns
Empirical Studies on Customer Awareness of Targeted Ads

Studies have also revealed that personalized marketing largely depends on the customer's knowledge of the targeted advertisements. The research shows that consumers are more willing to listen to ads that they acknowledge are customized to their probable interests or prior behavior. This awareness can be increased in the fast-food context by using the strategic locations of ads in online platforms where the customers visit. As an example, mobile apps can be used to enable the use of push notifications (such as loyalty programs) to raise visibility. The appreciation of brand awareness rises more when the brands explain the importance of personalization clearly to them. Thus, empirical studies prove that there exists a high degree of connection between awareness and campaign effect.

Impact of Campaign Visibility and Frequency on Awareness

The recurrence of individualized campaigns considerably influence customer awareness and engagement. Consumers are most likely to notice and memorize high-visibility campaigns that are presented in the apps or on social media accounts as prominent items. Nevertheless, it should not be overly frequent since then the advertising effects add to fatigue and are not very effective. Research indicates the best bet is a point that strengthens the brand mix, which is not too intense on the user. In the example of KFC, the relevance and awareness are increased with the help of strategic offer timing, for instance, during either luncheon or dinner time. Campaign design should, therefore, be timed as well as placed to remain effective.

Consumer Recall and Recognition of Personalized Offers

Remember and recognition are significant success measures of customized marketing. A number of studies have concluded that offers that are accurate as per the customer preference or previous product purchases are more likely to be recalled by the customer; in the fast-food business, that could be a recollection of a discount on a favorite combo meal or birthday reward. This is carried through mobile platforms that store the available offers and remind the users of the same when they are on the go, and they can redeem them. There is also improvement in the long-term remembrance of the brand. These results support the importance of customized content with regard to enhancing consumer interaction (Olsen and Pracejus 2020: pp.245-257).

Relationship between Awareness and Brand Engagement

Customer awareness of personalized campaigns has a close connection with their engagement with the brand. Increased awareness usually means greater activity on a digital medium, playing by opening promotional emails, clicking on the deal on the application, or acting on the SMS notification. This also leads to better

personalization due to interested customers who are more willing to attend loyalty programs, as well as give feedback, thus making the program interactive, leading to better personalization. Research indicates that interaction does not only result in one-time purchases but also brand inclination and lifelong loyalty. In such a way, the creation of awareness by conducting effective data-driven marketing has a direct impact on enhancing brand-to-customer relationships.

3.4. *Perceived Personalization and Relevance of Marketing Messages*
Perceived Value of Personalized Marketing Content

Marketing content that consumers find unique to their preferences has more chances of being valued by the consumers. Research demonstrates that customized content both enhances the probability of message acceptance, as well as enhances perceptions of usefulness in the promotion. This can mean recommending foodstuff in the fast-food business concerning diet and previous orders. When the customers feel understood by a brand, they tend to trust that brand and become loyal. Perceived personalization is, therefore, a critical determinant in enhancing campaign effectiveness.

Consumer Preferences for Customized Promotions

Empirical studies reveal that more consumers are inclined to tailored promotions as opposed to generic ads. Offers that are reflective of the usage patterns example, a time-based or frequent purchase offer, are ways of attracting a customer. Promotions based on location or frequency of orders is more likely to perform better in a QSR situation. These tastes provide an impetus for how brands must be able to examine behavioral data. Respondents are more likely to respond once their messages are customized which optimizes the whole experience of customers (Deligiannis, Argyriou and Kourtesis 2020).

Relevance vs. Intrusiveness: Balancing Personalization

Although personalization increases the relevance of the message, questions of privacy and intrusion may come into consideration. Research has shown that a message can be too specific, to be exact, so that consumers find it uncomfortable to use an example of what has happened recently. Fast-food brands have to balance relevancy and subtlety in order to stay trustworthy. Consumer comfort is also dependent on transparency when it comes to the use of data. Successful campaigns are thus those that are customary without being intrusive.

Personalization as a Driver of Purchase Intent

In different empirical investigations, personalized messages have continuously been associated with heightened purchase intentions. When a customer gets a feeling that a promotion is designed so that customer preferences are taken into consideration, they are likely to consider a transaction and consummate it. This is specifically in cases where space is dynamic such as QSR where convenience and speed matters. Personalized content decreases the mental work of the decision and pushes customers to action. Therefore, customization is both the psychological and strategic sales motivation.

3.5. *Influence of Data-Driven Campaigns on Consumer Purchase Behavior*
Data-Driven Marketing and Buying Behavior: Evidence from Retail and QSR

Both retailing and fast-food empirical studies prove that data-driven marketing can affect purchasing behavior to a great extent. With customer needs to be matched, there are high chances of impulse buys in the case of custom campaigns. Within fast-food environments, rate-of-prompts during peak meal times have demonstrated statistically significant effects on placing increasing amounts of orders. The studies show that promotional messages that are customized towards customers make them

more responsive and spend more during each buying experience. Based on these findings, sufficient importance is placed on the use of behavioral data to affect consumer decisions.

Impact of Digital Coupons, Push Notifications, and Retargeting on Sales

Due to their direct influence on sales conversion rates, digital tools such as coupons, push notifications, and retargeting advertisements are right in line with the concept of direct impact. Research indicates that clients who get such messages stand a good chance to purchase out of impulse. Limited-time offers and geo-targeted advertising are the advantages of fast-food brands that motivate them to take action. This improves the likelihood of purchase, too, in retargeting using cart abandonment or previous visits. These resources not only highlight engagement but also reduce the time to convert the interest (Lee, Rocco and Shuck 2020: pp.5-38).

Online Ordering Behaviors Driven by Personalized Offers

Increased involvement in personalized offers has all the more increased its effects on behavior in purchasing behavior with the emergence of online ordering systems. The study has found that customers are easily persuaded to make orders via the Internet when they are offered customized offers, like that of the frequently ordered menus or I recommend you this menu. This is one of the techniques employed by fast-food apps to promote upselling and cross-selling. Customized ordering systems enhance customer satisfaction and result in bigger average tickets. This evidence-based solution supports the emerging future in terms of customer convenience and relevance.

Predictive Targeting and Conversion Rates

Predictive analytics is an essential system in amplifying marketing functionality and conversion rates. Algorithms analyze the behavior of the past and can predict the customers that would react well to specific promotions. It has been demonstrated that even the open rate and sales conversions of campaigns that employ predictive targeting are better at converting sales than generic mass campaigns. Predictive models can be used in the fast-food industry to predict peak ordering times, preferred food items, and expenditure patterns. This gives marketers opportunities to deliver messages that appeal to every individual segment of customers. Consequently, the conversion rates are maximized by means of pinpoint targeting.

Moderating Factors Affecting Campaign Effectiveness

Age and Digital Marketing Responsiveness

One of the most common moderating variables in consumer response to digital marketing, especially in fast-food and quick-service restaurants (QSR), is age. The younger consumers, in this case, Gen Z and Millennials, are typically more responsive to online campaigns as they are conversant with mobile applications, social media, and online interfaces. These are the age groups that stick to app-based coupons, personal notifications, and interactive advertising, which respond on a real-time basis. Conversely, older generations might have a low level of engagement because of a lack of digital exposure, privacy attention, or using traditional media. Studies have indicated that differentiation by age group under the tone of voice, platform, and content structure can go a long way in the process of marketing. Hence, age does not only contribute to responsiveness; it also predetermines the most suitable channels and style of personalization. Targeting in the case of KFC may be more efficient and increase its return on investment through discontinuity in age throughout the campaigns (Fowler, Garro and Spenkuch 2020: pp.844-858).

Influence of Purchase Frequency on Ad Effectiveness

Another root factor that influences the customer reaction towards personalized marketing is purchase frequency since it is a high-ranking moderating variable. Not all customers of KFC need to be influenced by advertising content that much since frequent ones have prior knowledge of what KFC offers. To such customers, recalls concerning the accruement of loyalty points, special combo offers, or new products on the menu may work to elicit repetitive purchases. One-time or unusual customers may require more persuasive awareness campaigns, which focus on value- or novelty-driven promotions. Trainings have indicated that increased customer awareness of a brand will boost the effectiveness of a targeted promotion. Still, too much may result in fatigue on the part of regular purchasers. Hence, targeting various segments means that marketers can maximize the content of the campaigns as well as the frequency of the campaigns based on the purchase cycle. In the case of KFC, the frequency and the type of message sent can be dynamically changed according to customer behavior to improve the overall performance of the campaign.

Role of Digital Literacy in Campaign Engagement

Digital literacy is one of the main factors that can influence the ability and willingness of the customer to participate in data-driven marketing campaigns. Digitally competent consumers have better prospects of browsing applications and navigating through digital advertisements as well as redeeming mobile-based offers. Such users are also more at ease in sharing data in order to receive personalized experiences, thus making the targeted content more accurate and effective. Conversely, people with a low digital literacy level might have issues with the usage of app functions, interpretation of promotional texts, or app trust in gathering information. This may be a source of an engagement barrier and diminish even the

best-developed campaign. In accordance with KFC, the design of user interfaces and the provision of digital education prompts in the application might close the gap between less tech-savvy customers. Therefore, the extent and impact of digital marketing plans are mediated by digital literacy (Umboh and Aryanto 2023: pp.94-108).

Cross-Cultural Differences in Perceptions of Targeted Marketing

Cultural background plays a key role in influencing the behavior of consumers in relation to personalized marketing campaigns. In other cultures and individualistic cultures, in particular, data-driven personalization is welcome and positive because it reflects efficiency, innovation, and customer care. In some, it can be received with skepticism or aversion, particularly when it is regarded as invasive or controlling. The nature of cultural values when it comes to invading privacy, trust, and commercial messaging determines how comfortable consumers are with tracking and targeting by brands. To multinational corporations such as KFC, operating in various markets, cultural attitude is essential so as to design campaigns that are effective and also proper towards the locals. Research has established that a given marketing strategy can produce varying results when used in various geographical areas because of the differences in culture on how people behave in digital media in addition to consumer expectations. Therefore, cross-cultural sensitivity and localization are vital cross-cultural initiatives in successful data-driven marketing in the global QSR environments.

3.6. *Literature Gaps*

Even though current literature supports a sound picture of the topic of data-driven marketing at large, the research concerned with specifics of customer awareness of personalized marketing campaigns in the fast-food sector especially that of KFC, is

lacking. The majority of the empirical studies focus on the effectiveness of digital marketing in the retail or the e-commerce field without addressing the perception and reception of fast-food customers to the focused communication. On the one hand, specific literature discussed the topic of consumer awareness; on the other hand, there are not many studies that examined the question of whether customers could recognize and remember campaigns launched by fast-food restaurants such as KFC. Such is a big gap as awareness would be a precondition of engagement and purchase behavior. The research that does venture into the field of awareness does not tend to democratize findings in any given industry or industry in particular, as there is no individuation of any given brand or any given group of consumers. Further insights into the impact of the medium of communication (for example, using an app compared to an email) on the level of awareness are also somewhat limited. This creates a research gap whereby the level of informing and influencing the customers of KFC through its personalized campaigns can be examined (Rani, 2023).

Regarding the effect of data-driven marketing actions on consumer purchasing behavior, the available literature presents an incomplete picture, as much of the research focuses on such areas as e-commerce and paid subscriptions. Although there is expanding evidence that personalization enhances purchase intention, no sector-specific literature has been provided concerning the application of personalization on potential buying in fast-food restaurants, where the purchase is mostly impulsive and depends on surface needs. The research specifies its success in general engagement levels instead of genuine conversion and transactional behavior. Additionally, none of the studies examined whether or not the psychological or behavioral process (es) results and personalized offers in quick service restaurant (QSR) environments are decision-making. This leaves a

knowledge gap about how the marketing strategies of KFC through short-term discounts or geographical specific offers influence short-term behavior of buying. Also, the studies on real or near-time analytics to verify the direct connection between the exposure to the campaign and the subsequent purchase are few. Consequently, the effect of data-driven marketing on impulsive or habitual fast-food purchasing behavior has seldom been explored.

The other critical literature gap is the perception of the consumer on the relevancy of the marketing content in a fast-food situation. Despite the extent of the literature on personalization in online advertising, it has not been so deeply analyzed how consumers understand and process promotional messages of QSR companies such as KFC. Current research focuses a lot on relevance and personalization in a Boolean context, whether it exists or not, and discusses them in general terms that do not take into consideration customer expectations in various food and service settings. As an example, what may be viewed as personalized in an advertisement of clothing online may not be viewed as such in an advertisement of a fast-food restaurant that offers a combo meal. Also, the perception of the relevancy of marketing is not focused on by research in terms of how some variable like customer lifestyle, cultural expectations, or previous experiences influences the perception. In the case of the fast-food industry, where the focus is on speed, convenience and affordability, there might be a distinction to make about personalization which has not received the necessary attention. Thus, a contextualized/brand-specific research study is needed to study the reaction and reception of personalization, its interpretation, and its value by fast-food consumers.

Last, the effects of data-driven marketing on long-term customer loyalty or repeat purchase behavior in the QSR industry are based on little empirical evidence. In the context of the available research concerning loyalty programs, it is commonly

observed that the authors concentrate on such parameters as the number of people enrolled or the total amount of redeemed points, neglecting the element of psychological loyalty cultivated by the regularity of individual, customized communication. Also, unlike in the hotel and retail sectors, there is a lack of adequate data that shows how CRM systems and data analytics influence the loyalty of fast-food companies such as KFC. Longitudinal studies, which follow the changes in repeat visits or brand advocacy based on prolonged exposure to personalized marketing, are also missing. The existing analyses are neither promotional nor long-term; they do not consider the future relationships between a customer and a brand. Moreover, there has been no extensive investigation about the moderating role of the frequency of purchase or usage of digital platforms on loyalty outcomes in this field. This raises a striking research vacuum in the field of data-based approaches to KFC to retrieve how the data-based firm works and can be used to facilitate not only short-term sales but also long-term customer loyalty (Wu et al., 2021: p.113495).

3.7. *Summary of Literature Review II*

The literature on the empirical review shows that data-driven marketing strategy is now dominant in the fast-food sector as it promotes customer engagement, buying behavior, customer loyalty, and personal customer communication. The feasibility of targeting customers based on data on customers has been proven in various studies. Still, many of them are applied in the general retail or e-commerce medium, which results in the inability to study the fast-food context effectively. Although awareness and sensitivity to personalized offers have been generally recognized to be key elements, there is little literature showing how both variables work individually among KFC customers. Also, digital literacy, age, and cultural context are presented to be significant variables to moderate the results of campaigns; however, these are hardly used in an interconnected study. The current literature

tends to focus on short-term metrics of campaigns as opposed to long-term customer relationships and repurchasing. Comprehensively, the review offers not only good practices but also uncharted territory, proving that specific research is needed to study how the data-driven marketing campaigns by KFC influence the customers, targeting the individual brands (Allen, 2023: pp. 217-245).

4. METHODOLOGY

4.1.   Research Approach

This research embraces the quantitative research approach to study the effectiveness of KFC's data-driven marketing campaigns. The method can be employed with numerical statistics to gauge the connection between the variables, including customer awareness, perceived personalization, purchase conduct, and loyalty. The primary tool for collecting data will be structured survey questionnaires based on Google Forms, which will enable receiving standardized answers on the diversity of KFC customers. This way, by concentrating on answers that can be determined, the study can use statistical methods like descriptive analysis, correlation, and regression to find patterns and verify hypotheses. The quantitative character of the research provides objectivity, reproducibility, and the derivation of practical knowledge of how customers react to KFC's digital marketing in making it personal (Jha, Chandwani and Zaki 2025: pp. 148-161).

4.2.   Method of Data Collection

An online survey using Google Forms will be the primary form of data collection in this research study. This tool was chosen because it is accessible, easy to use, and can concisely reach a broad audience segment. The structured questionnaire comprises closed-ended, primarily Likert Scales, multiple choice questions, and demography check boxes. These questions are drafted to capture the voice of KFC customers in matters of awareness, perception, personalization, and behavior response to the data-driven marketing initiatives. The questionnaire provides homogeneity of answers, but at the same time, it will enable the researcher to get measurable data to use in statistical analysis.

To attract recruits, the Google Form link is distributed via various online channels, such as social media groups, WhatsApp mass distributions, or email chains, to people who are either known or believed to be KFC clients. The sampling methodology used was non-probability convenience sampling, whereby the researcher could obtain responses quickly and cheaply. The participants are to be told the study's intention and reassured of their anonymity and confidentiality to get them to commit honestly and without any bias (HWANG, 2023: pp.1-7). The eligibility is limited to persons who have participated in KFC through digital marketing initiatives like mobile apps, emailing offers, or advertisements via the Internet. This makes it possible to ensure that the data collected relates to the study's goals and is based on real consumer experience.

The online survey will have questions whose themes will go hand in hand with the study's research questions and conceptual framework. The respondents are asked intermediate questions in specific areas based on their awareness of the personalized KFC campaigns, whether the marketing messages felt relevant and highly personalized, their impact on purchase behavior, and loyalty and repeat purchases. Other questions will collect demographic data, which include age, sex, location, and the rate of KFC visits, which will assist in selecting moderating variables. A systematic procedure for collecting information in this structured format permits a cumulative recording of categorical and ordinal data types that may be subjectively analyzed in descriptive and inferential styles (Alem, 2020: pp.1-27). With due design of the questions, the researcher considers that the retrieved data matches the main variables under analysis.

Efficient organization and analysis of data are obtained as well using Google Forms. The responses are automatically summarized into a spreadsheet that is simpler to clean and ready for the data to be statistically analyzed with the help of software

applications, including SPSS or Excel. The same approach also reduces data entry mistakes and allows real-time tracking of the survey's progress. In addition, the online aspect of the format will allow reaching a wider audience scattered across geographical areas, which is useful when researching consumer reactions in other places where the KFC store sells its products. Overall, Google Forms is quite a convenient and valid instrument for gathering primary data when assessing the efficiency of data-driven marketing campaigns applied to KFC (Butaney et al., 2024: pp.81-91).

4.3.   Validating Data Reliability

The questionnaire was created with standard form items and was well-structured to make the results of the data obtained using the Google Forms survey reliable. The questions were well structured based on the objective of the research and conceptual framework to remain constant and pertinent. A few respondents were used in the pilot test before full-scale respondents were administered to determine the items' comprehensibility, interpretability, and consistency. Based on the responses received by the pilot group, ambiguous or confusing questions were corrected to achieve uniform interpretation among all participants. This initial stage was key in detecting and amending possible data reliability mistakes.

Also, Google Forms were digital, helping ensure that responses were consistent as it avoided missing information and multiple responses by a respondent. It required fields allowing all participants to answer every question, reducing gaps, and completing the dataset. The logicality of flow and the sequential design of the form also curbed chances of respondent fatigue and random response. In addition, demographics queries and screening questions were incorporated to ascertain the genuineness of the reactions and sieve just the pertinent respondents, namely the individuals who had previous exposure to the digital marketing activities at KFC.

Therefore, all these measures enhanced the reliability of the data, and the research findings complemented its validity.

4.4. Sample Size

The given research will target up to 100 KFC customers who will be selected to take part in an online survey questionnaire conducted with the assistance of Google Forms. The purposive sampling method will be used to choose the target participants, and only individuals who have had recent experiences with KFC's marketing campaigns will be included. The sampling procedure also enables the researcher to target respondents in the best position to offer pertinent information on the no-successful activities of data-driven marketing initiatives. The study improves the reliability of the collected data and contextual applicability by focusing attention on people or individuals who take an active part in KFC promotions. Google Forms' features will enable economical and effective outreach to customers in different locations. Real-time tracking of the response and organization of data to be analyzed is also possible through this digital strategy (Wirtz, Müller and Weyerer 2021: pp.896-906).

A feasible sample size of 50 to 100 is appropriate for considering different customer perceptions since it concerns sufficient and manageable information and interpretation. All chosen employees will be persuaded to participate in the questionnaire voluntarily, and the answers will be anonymous to guarantee privacy. The aim is to achieve response saturation example, further recruitment of respondents would not bring many new insights. The information gathered in this sample should indicate the general role of customer experiences and attitudes toward KFC's data-driven marketing campaigns. The information collected in this sample will be used to make inferences about the effectiveness of targeted promotions, tailored messages, and customer data usage to connect with KFC's clients. Finally,

this scale is carefully selected to satisfy the requirements of valid and relevant data and the reality of the case study (Bekele and Ago 2022: pp.42-50).

4.5.   Tools of Analyzing Primary Data

Microsoft Excel would be a primary tool for carrying out correlational and regression analysis based on the quantitative data gathered with the help of Google Forms. The responses were exported into the Excel file, cleaned, and arranged to be subjected to statistical analysis. The correlational analysis determined the nature and magnitude of associations among variables, including customer awareness, perceived personalization, and purchasing behavior. Also, regression analysis using independent variables such as targeted advertisements and relevance of the campaigns was further used to determine how the customer purchase decision and loyalty predict customer purchase decision and loyalty. The data analysis tool pack in Excel is such an efficient platform, and it is also very easily accessible when computing these statistical relationships and presenting the results in tables and scatter plots to be interpreted.

The automatic percentage analysis was created in the Microsoft Forms platform after the responses were gathered. The percentage distribution of answers to each closed-ended question was automatically computed on the platform, and one could quickly visualize the trend of customer feedback. These built-in analytics came in handy, particularly in summarizing responses regarding demographics, recall of the campaign, and preferences. The auto-summarized percentages aided the researcher in pointing out the prevailing trends in customer activity and response to KFC's data-driven marketing campaigns. More elaborate statistical procedures followed this initial observation in Excel to make a more thorough observation.

4.6. *Ethical Considerations*

The research also conforms closely to ethics of the study that guarantees protection of the rights and well-being of all individuals who take part in the study. Before completing the questionnaire, the participants were made aware that they were joining the research voluntarily and offered explicit information on the aim of the study. The data was gathered in case informed consent was entered electronically, and the respondent had to accept the terms stating that they understood what informed consent means. The anonymity and confidentiality of the participants were also upheld since the Google Forms survey did not capture any personally identifiable information, including names, contact details, or device identifiers (Sedlmeir et al., 2021: pp.603-613). The answers were considered confidential, and the data was to be used for no purpose other than academic purposes regarding the analysis of the data-driven marketing effectiveness of KFC. Honesty and the idea of transparency were not overlooked in the study because it did not involve any deception, and it gave the participants the right to withdraw whenever they deemed it appropriate before completing the form.

Data security security established information registered on the online platform. Google Forms was an encrypted platform to collect and store data securely, so there were fewer risks of the information being leaked or unauthorized access. Only the researcher could access raw data, which was kept in a safe location on password-protected laptops or other devices and backed up with encrypted hard drives. The study presents all the findings given in aggregate form to conceal individual responses. Moreover, the subjects were assured that their participation would not lead to injuries, pressure, or commercial follow-ups. Through these ethical principles, the research study was academically upright and honored the members' privacy and personal decisions (Dill, 2020: pp.45-64).

4.7. Limitations of This Research Approach

Although the study was well planned and ethically sound, various limitations of this research method could infiltrate the extensiveness and transferability of results. Time is one of the main limitations since it restricts the collection of the data scope and duration of collection. Since the study was done under a specific school time frame, the survey was carried out over a limited time, and thus, other people may have been eager to respond later. This period was also a barrier to further contact or eliciting feedback. Moreover, the online nature limited the researcher to non-verbal communication or contextual mannerisms that would have positively contributed to the interpretation of customer response. The elapsed period also limited the possibility of performing longitudinal analysis to test the behavior changes in time. The results indicated a point in time and thus might not be able to capture the dynamic marketing-customer relationships.

The other notable limitation is using self-reported data that may add biases like desired social image, exaggeration, or not understanding questions. Participants provided answers without the direct facilitation of the researcher; thus, any ambiguity could not be clarified, or the integrity of answers could not be determined. Additionally, it is possible that the participants took different meanings from the questions, especially in subjective aspects such as personalization or relevance of the campaign. The study was also limited because a small and non-random sample was selected, which was done through convenience. This implies that the results cannot be generalizable to the overall population of KFC customers, particularly the ones who do not fall within the digital outlays of the researcher. The findings might not be generalized since the sample used was diverse, especially regarding geographical distribution and age. One should consider these drawbacks when

discussing the results and making conclusions concerning the effectiveness of data-driven marketing campaigns used by KFC (Butaney et al., 2024: pp.81-91).

5. RESULTS AND DISCUSSION

5.1. Results from analysis

5.1.1. Descriptive and percentage analysis

Age Distribution of Respondents

The analysis revealed that the average age category of respondents was approximately 1.9, indicating a slight leaning toward younger participants. The most frequently occurring age group was category 2 (35–54 years), as reflected by the mode value 2.0. A standard deviation of 0.6 suggests that most respondents' ages clustered closely around the average, showing a fairly tight distribution. These statistics indicate that the sample includes a relatively balanced spread, with a slight dominance of mid-aged participants (Wellings et al., 2023: pp.1304-1317).

Figure 1: Age Distribution of Respondents

1. What is your age group?
80 responses

62.5%
13.7%
23.8%
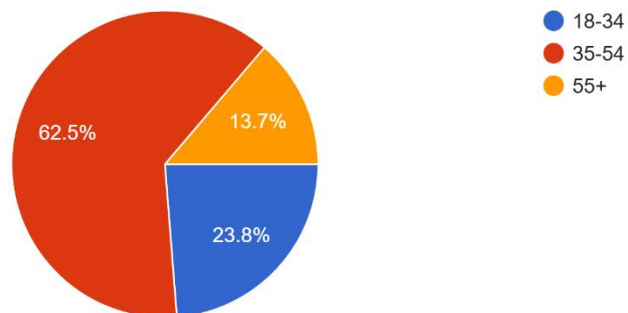
● 18-34
● 35-54
● 55+

From the percentage analysis, 23.8% of respondents were in the 18–34 age bracket, while the majority, 62.5%, fell into the 35–54 range. Only 13.7% were aged 55 or older. It confirms that middle-aged consumers made up the majority of survey
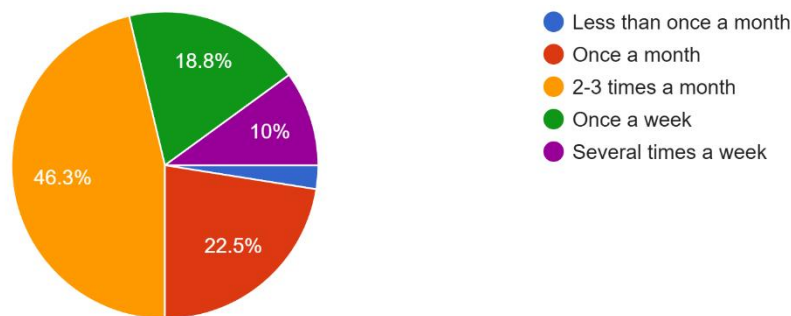
participants, suggesting that KFC's marketing campaigns might be most relevant or visible to this demographic.

Frequency of Purchases from KFC

The average frequency of purchases from KFC was 3.1, aligning with the "2–3 times a month" category. The mode also supported this finding, showing 3.0 as the most common selection. A standard deviation of 1.0 indicates a reasonable variation in how often customers dine at KFC, but most remained within a predictable range of monthly visits.

Figure 2: Frequency of Purchases from KFC

2. How often do you typically purchase from KFC?
80 responses

18.8%

10%

46.3%

22.5%

- Less than once a month
- Once a month
- 2-3 times a month
- Once a week
- Several times a week

According to percentage breakdowns, 46.3% of customers reported purchasing 2–3 times per month, followed by 22.5% who buy once a month and 18.8% who visit weekly. Notably, only 2.5% purchased less than once a month, while 10% bought several times a week. These insights indicate that personalized marketing efforts have a higher chance of success if aimed at frequent and semi-frequent buyers.
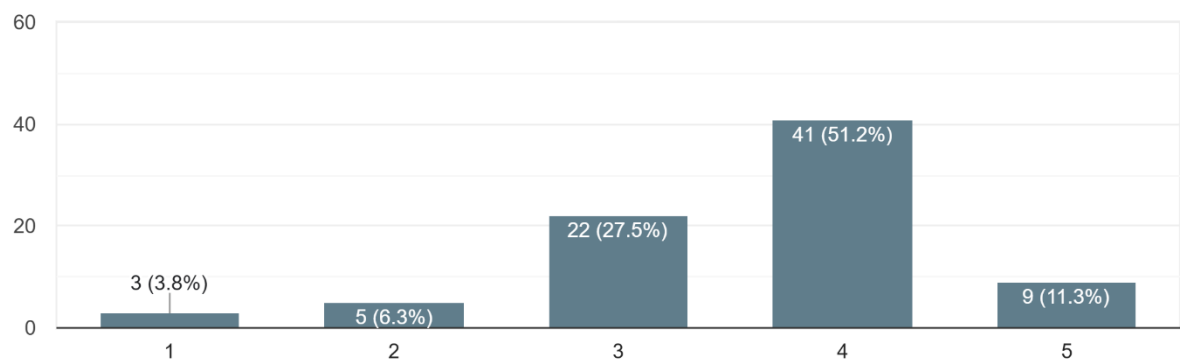
Frequency of Receiving Marketing Communications

The average frequency score of 3.6 and a mode of 4.0 indicate that most respondents receive marketing communications from KFC regularly. The standard deviation of 0.9 suggests moderate response variability, showing that while some customers are contacted more often, the overall trend leans toward frequent communication.

Figure 3: Frequency of Receiving Marketing Communications

3. How often do you receive marketing communications (like emails, SMS, app notifications) from KFC?
80 responses

Percentage-wise, 51.2% reported receiving messages frequently, while 27.5% said occasionally. Very frequent communications were noted by 11.3% of respondents. Only 3.8% claimed they never receive any marketing content. These results suggest that KFC maintains an active and consistent communication strategy, which forms a critical foundation for data-driven campaigns (Harsha et al., 2024: pp. 11-24).

*Awareness of Personalized Marketing Channels*

On average, respondents were familiar with three personalized marketing channels, the most common being targeted social media ads (mode = 4.0). The standard

deviation of 1.0 shows moderate variation, implying differing levels of exposure across respondents.

Figure 4: Awareness of Personalized Marketing Channels

4. Which of the following personalized marketing channels from KFC are you aware of? (Select all that apply)
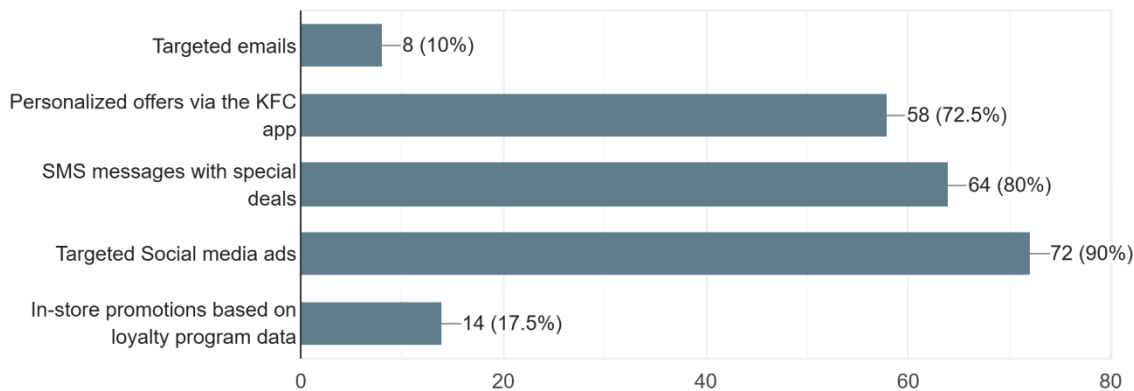
80 responses

According to percentage responses, 90% of participants were aware of KFC's targeted social media ads, 80% had seen SMS offers, and 72.5% recognized personalized offers via the KFC app. In contrast, only 17.5% were aware of in-store promotions based on loyalty data. These findings highlight that digital channels, particularly social media and SMS, are the most visible forms of personalized outreach (Zhang, L., 2025: pp.25-41).

Awareness of Personalized Marketing Content

The average response to awareness of KFC's personalization efforts was 3.7, close to the "Agree" category, with a mode of 4.0 indicating that agreement was the most frequent perception. The standard deviation of 0.8 suggests that responses were generally consistent.

Figure 5: Awareness of Personalized Marketing Content

5. To what extent do you agree with the following statement: "I am aware of KFC's efforts to send me personalized marketing content."
80 responses
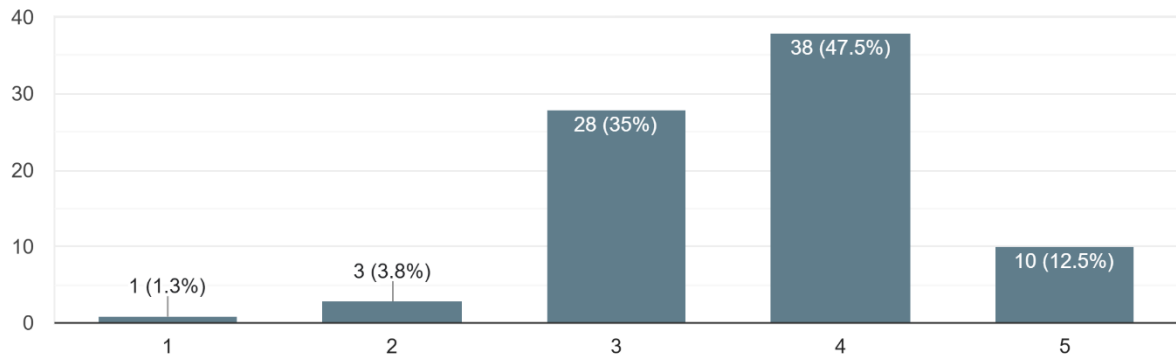
From the percentage data, 47.5% agreed and 12.5% strongly agreed that they are aware of KFC's personalized marketing strategies. Meanwhile, 35% remained neutral, and only a small fraction (3.8%) disagreed. It shows that most respondents recognize KFC's personalized marketing efforts, though a significant neutral group suggests there's room to increase visibility or clarity.

Likelihood to Purchase After Receiving a Personalized Offer

The mean score of 3.6 implies that customers are generally inclined to purchase after receiving personalized deals. Interestingly, the mode was 3.0, indicating that a neutral stance was the most common choice. A standard deviation of 0.9 reveals moderate variability in responses.

6. How likely are you to make a purchase from KFC after receiving a personalized offer or discount?
80 responses
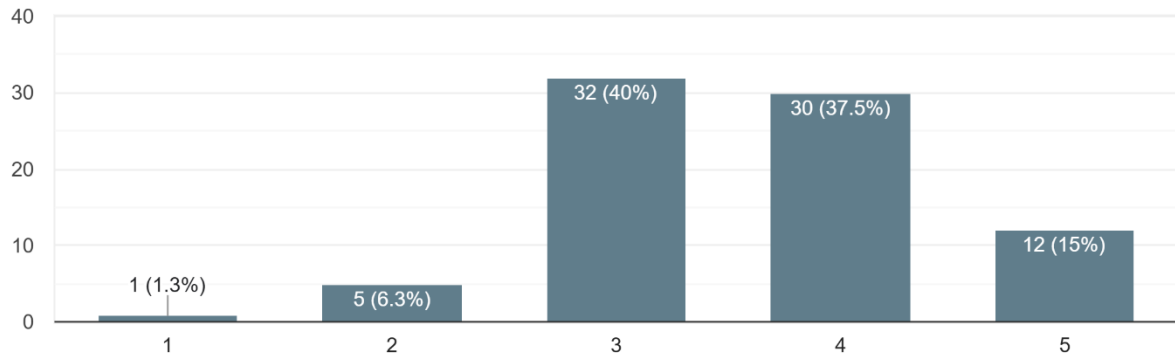
Percentage-wise, 40% remained neutral on their likelihood to purchase, while 37.5% stated they were likely and 15% very likely to buy. Only 6.3% were unlikely to be influenced by personalized offers. These figures suggest that while personalized marketing has a positive influence, its effectiveness may depend on offer relevance or individual buying habits.

Importance of Personalized Offers in Purchase Decisions

Respondents rated the importance of personalized offers with an average of 3.7, leaning toward the "Important" category. The mode of 3.0 again reflects a neutral or moderate perception, and the standard deviation of 1.0 indicates a broader spread of opinions.

Figure 7: Importance of Personalized Offers in Purchase Decisions

7. When deciding to purchase from KFC, how important is the availability of personalized offers or discounts to you?

80 responses
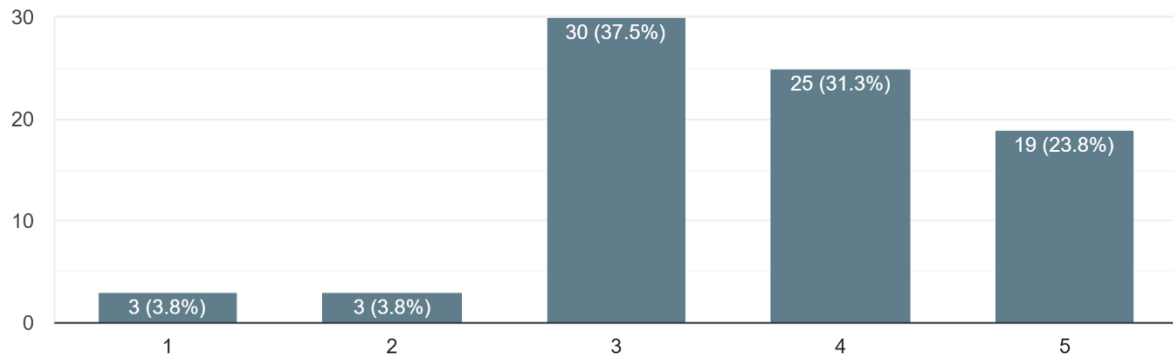
Breaking it down, 37.5% considered personalized discounts moderately important, 31.3% important, and 23.8% very important. Only a small percentage (3.8%) found them unimportant. These insights underscore that personalized marketing plays a significant role in influencing customer decisions and should remain a strategic focus for KFC (Amoako et al., 2023: pp.110-130).

Influence of Personalized Campaigns on Brand Preference

The analysis revealed that participants preferred KFC over its competitors when influenced by personalized marketing campaigns. The mean response was 3.3, with a mode of 3.0 and a standard deviation of 0.9, suggesting a neutral to slightly positive trend across the sample. While some respondents leaned toward favorability, the responses were widely distributed across the scale, indicating mixed levels of influence.

Figure 8: Influence of Personalized Campaigns on Brand Preference

8. Do personalized marketing campaigns from KFC make you more inclined to choose KFC over a competitor?

80 responses

Legend:
- Definitely not
- Probably not
- Neutral
- Probably yes
- Definitely yes
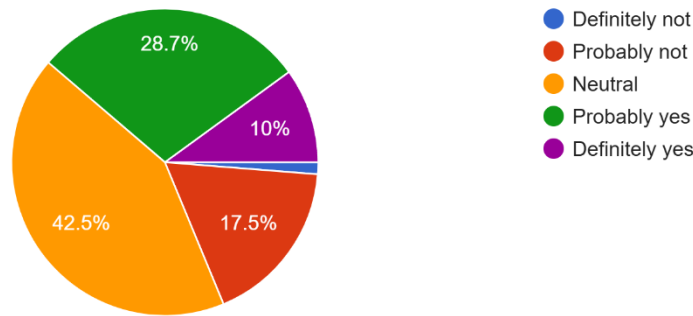
From a percentage standpoint, 42.5% of participants remained neutral, showing no strong preference. However, 28.7% reported that they were probably inclined to choose KFC due to these campaigns, and 10% indicated definite influence. On the other hand, 17.5% said they were probably not swayed by such efforts, highlighting a segment that remains resistant to marketing-driven persuasion.

Impact of Personalized Offers on Purchase Volume

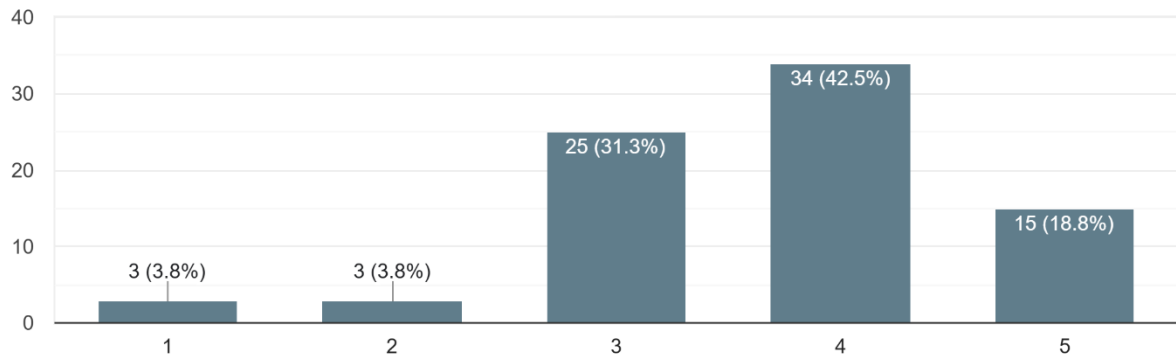Findings indicate that personalized offers moderately encouraged customers to increase their intended purchase volume. The mean score was 3.7, with a mode of 4.0 and a standard deviation of 0.9. It is therefore a suggestion that while the central tendency leans toward agreement, there is still variability in how customers respond to these campaigns in terms of spending behavior.

Figure 9: Impact of Personalized Offers on Purchase Volume

9. How often do you find yourself purchasing more from KFC than originally intended due to personalized offers?

80 responses

In terms of percentages, 42.5% of respondents admitted to often purchasing more than planned due to personalized offers, and 18.8% said this happened very often. An additional 31.3% indicated that this occurred sometimes. Only a small proportion (3.8%) reported never or rarely experiencing this, reinforcing the potential of data-driven strategies in influencing buying behavior (Rolando and Mulyono 2024: pp.303-321).

Relevance of Marketing Content to Customer Preferences

The results reflected a generally positive sentiment when evaluating the relevance of KFC's marketing content. The average score was 3.7, the mode was 4.0, and the standard deviation was 0.9. These figures suggest that most customers find the personalized content moderately to highly aligned with their interests.

Figure 10: Relevance of Marketing Content to Customer Preferences

10. How relevant do you find the marketing content (offers, ads) you receive from KFC to your personal preferences?

80 responses
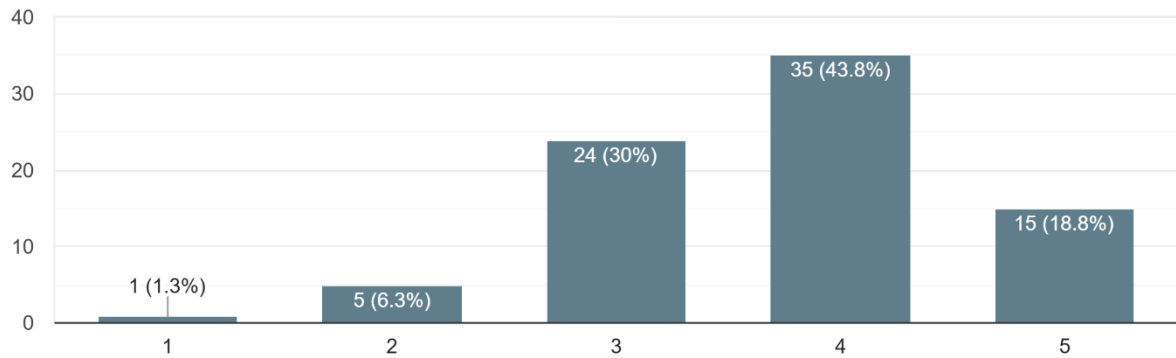
Percentage-wise, 43.8% considered the content relevant and 18.8% found it very relevant, while 30% rated it as moderately relevant. Only 6.3% viewed it as slightly relevant, indicating a favorable overall reception toward KFC's personalization approach.

Perceived Understanding of Customer Preferences by KFC

The responses showed that participants generally believed KFC understood their preferences. The average score was 3.9, the mode was 4.0, and the standard deviation was 0.9. This suggests strong customer acknowledgment of KFC's targeted messaging strategies.

Figure 11: Perceived Understanding of Customer Preferences by KFC

11. Do you feel that KFC understands your preferences based on the content they send you?
80 responses
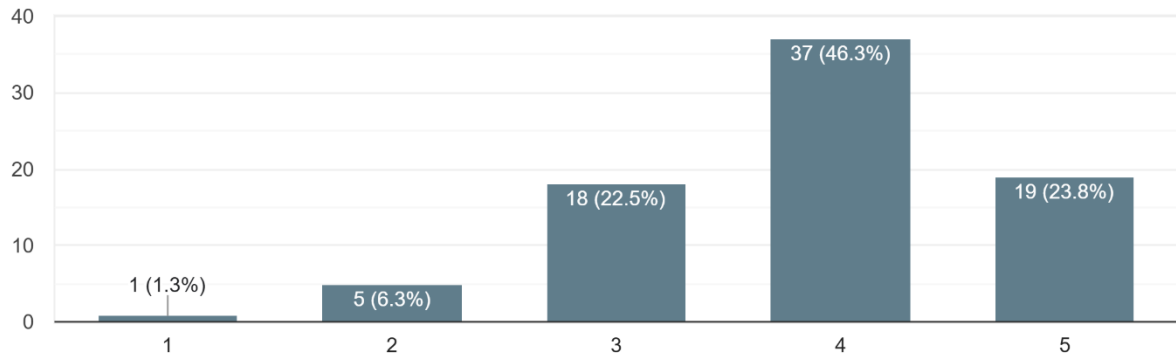
From a distribution perspective, 46.3% of the respondents agreed with the statement, while 23.8% strongly agreed. Neutral responses made up 22.5%, and only 6.3% disagreed. This highlights a general customer confidence in the brand's ability to tailor content effectively based on individual preferences.

Perceptions of Personalized Message Frequency

Responses indicated that most customers were satisfied with the frequency of personalized messages received from KFC. The average score was 2.1 on a 3-point scale, the mode was 2.0, and the standard deviation was relatively low at 0.5, indicating consensus.

Figure 12: Perceptions of Personalized Message Frequency

12. Which of the following best describes your perception of the frequency of personalized marketing messages from KFC?

80 responses
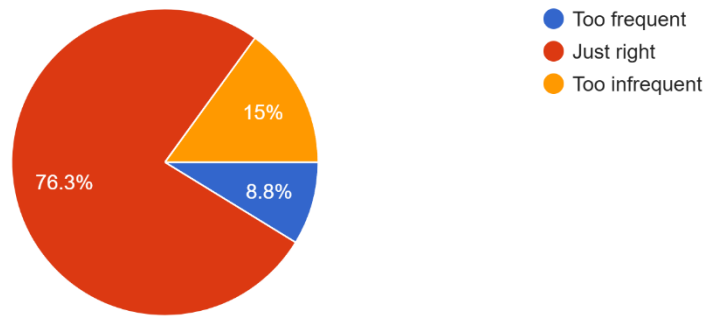
According to the percentage breakdown, 76.3% felt the frequency of communication was just right. However, 15% felt it was too infrequent, and 8.8% felt the messages were too frequent. These results suggest that while KFC maintains a generally acceptable communication cadence, there is room for fine-tuning to cater to smaller segments.

Usefulness of Personalized Offers

Findings show a moderately positive response toward the utility of personalized offers. The average rating was 3.3, the mode was 3.0, and the standard deviation was 1.0, indicating a slightly wider variation in responses.

13. Do you find the personalized offers from KFC to be genuinely useful to you?
80 responses

Legend:
- ● Never useful
- ● Rarely useful
- ● Sometimes useful
- ● Often useful
- ● Always useful
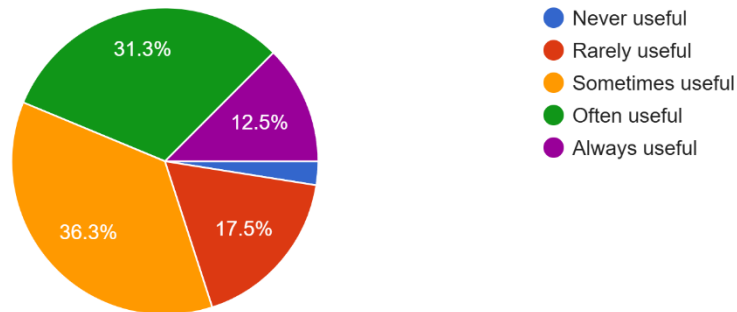
36.3% of respondents found the offers sometimes useful, 31.3% often useful, and 12.5% always useful. A combined 20% indicated they rarely or never found them useful, which suggests that while most customers appreciate these offers, their actual relevance or timing may not always meet expectations.

Most Appealing Types of Personalized Content

The responses to the types of personalized content found most appealing varied across the sample. The average number of selections fell around 3.1 out of the available five options, with the mode being 3.0 and the standard deviation at 1.1, reflecting a broad range of preferences (Cotter et al., 2021: pp.194-205).

Figure 14: Most Appealing Types of Personalized Content

14. Which types of personalized content do you find most appealing from KFC? (Select all that apply)

80 responses
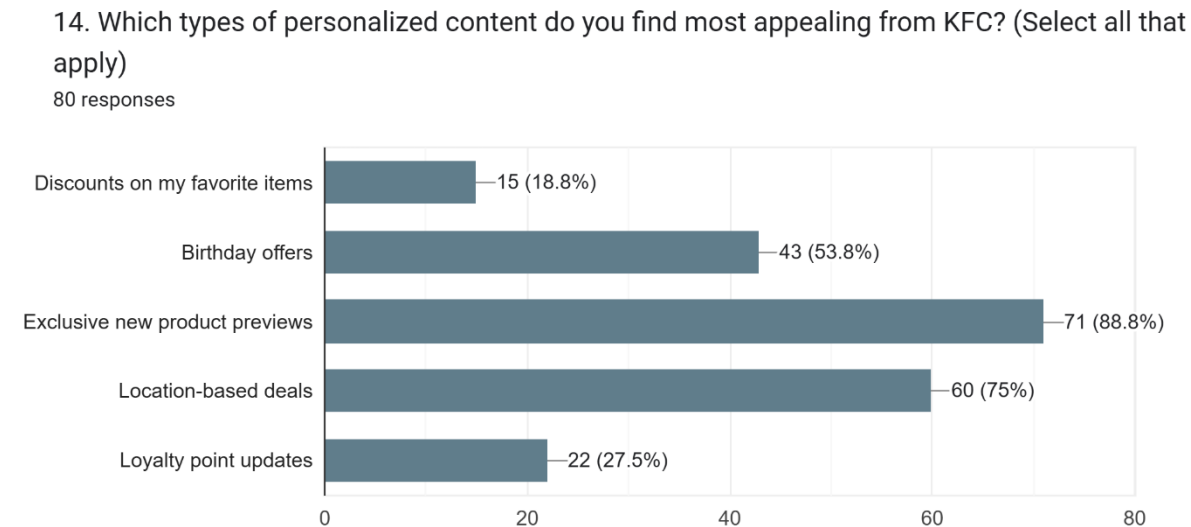
Based on percentage results, 88.8% of participants strongly preferred exclusive previews of new products. Location-based deals followed at 75%, and birthday offers were also highly favored at 53.8%. Discounts on favorite items (18.8%) and loyalty point updates (27.5%) were less appealing. These insights can help guide KFC in prioritizing the types of content most likely to drive customer engagement.

Engagement with Personalized Emails or Notifications

The responses indicate a generally favorable engagement with personalized communications from KFC. The average score was 3.7, and the mode was 4.0, suggesting that many participants were inclined to open or interact with such messages. The standard deviation of 0.9 indicates moderate variability, reflecting differences in how customers respond to personalized notifications.

Figure 15: Engagement with Personalized Emails or Notifications

15. How likely are you to open or engage with a personalized email or notification from KFC?
80 responses
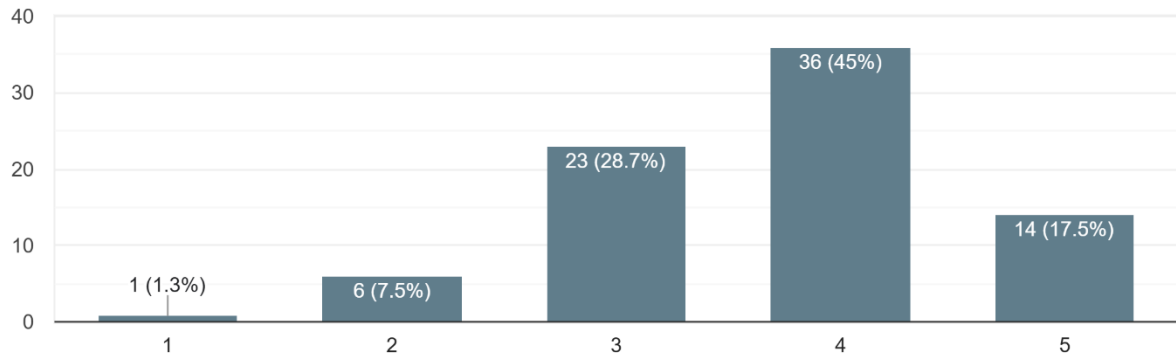
45% of respondents stated they were likely to engage with KFC's personalized messages, and 17.5% were very likely to do so. Meanwhile, 28.7% were neutral, and only 7.5% were unlikely to engage. It is a suggestion that a substantial majority of customers are open to communication that is tailored to their preferences.

Feeling Valued Through Personalized Campaigns

Participants moderately agreed that personalized marketing campaigns made them feel more valued as customers. The mean score was 3.7, with a mode of 3.0, indicating a central tendency around neutrality with a positive skew. A standard deviation of 0.9 implies consistent perceptions among respondents.

Figure 16: Feeling Valued Through Personalized Campaigns

16. Do personalized marketing campaigns from KFC make you feel more valued as a customer?
80 responses
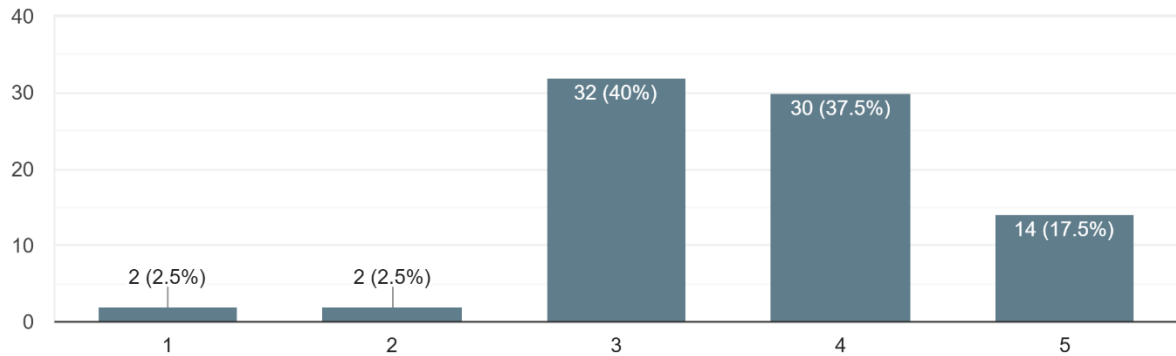
Percentage-wise, 40% remained neutral about feeling valued, while 37.5% agreed and 17.5% strongly agreed with the sentiment. Only 5% expressed disagreement. These results suggest that while the impact of personalization on perceived customer value is evident, there remains room to enhance emotional connection (Rodríguez-Ardura et al., 2025: pp.35-58).

Influence on Repeat Purchases

When asked about the effect of data-driven marketing on repeat purchasing, respondents gave an average score of 3.8, with the mode at 4.0. This implies that most customers view these campaigns as a significant motivator for returning purchases. The relatively low standard deviation of 0.9 reflects agreement across the sample.

Figure 17: Influence on Repeat Purchases

17. To what extent do data-driven marketing efforts from KFC encourage you to make repeat purchases?

80 responses
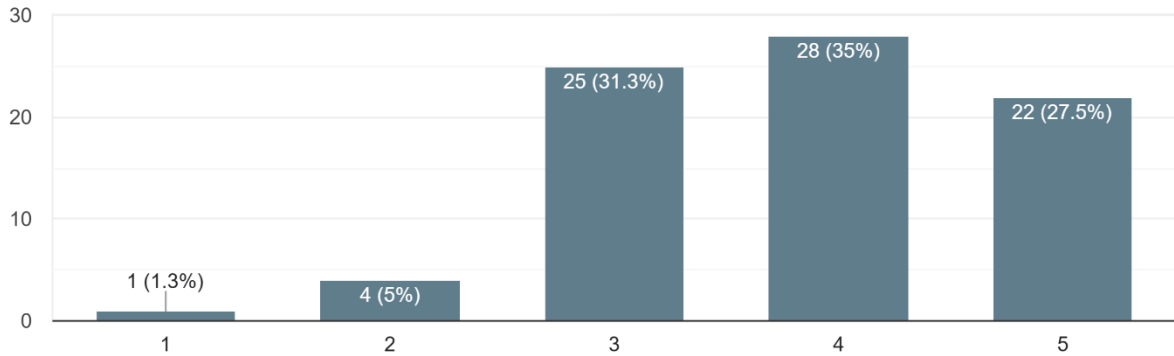
Looking at percentages, 35% said marketing encouraged repeat purchases significantly, and 27.5% said it did so. About 31.3% rated the effect moderate, while only 5% reported minimal influence. This is a confirmation that KFC's data-driven strategies play a key role in customer retention.

Recommendation Based on Personalized Marketing

The results also showed that personalized campaigns positively influence customers' likelihood to recommend KFC. The average score was 3.7, and the mode was 4.0, suggesting that most respondents leaned toward recommending the brand based on these efforts. The 0.9 standard deviation indicates moderate consensus.

Figure 18: Recommendation Based on Personalized Marketing

18. How likely are you to recommend KFC to friends and family due to their personalized marketing efforts?

80 responses
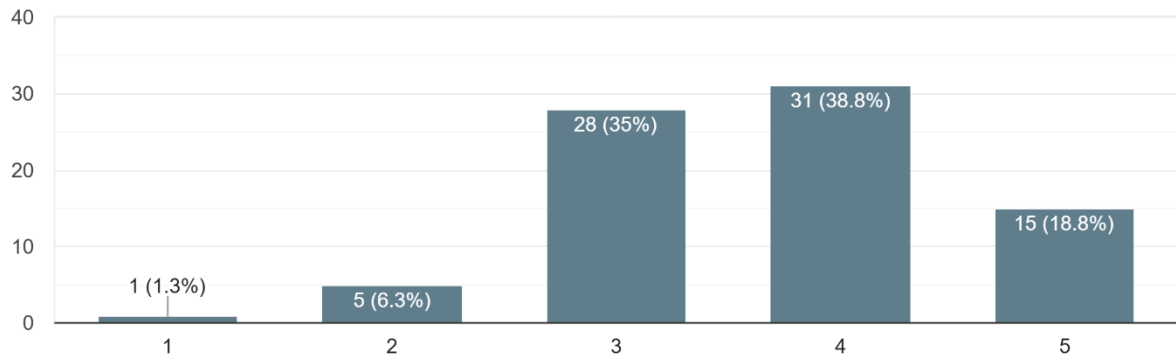
Specifically, 38.8% of participants were likely, and 18.8% were very likely to recommend KFC due to personalized marketing. Neutral responses comprised 35%, and only 6.3% were unlikely to recommend. These figures imply that targeted marketing contributes positively to customer advocacy.

Loyalty Drivers Towards KFC

Multiple factors drove customer loyalty, but some stood out more than others. The average rating across all options was 3.6, and the mode was 4.0. The standard deviation of 1.3 suggests higher variability in what customers value most.

Figure 19: Loyalty Drivers Towards KFC

19. Which of the following factors contributes most to your loyalty towards KFC?
80 responses
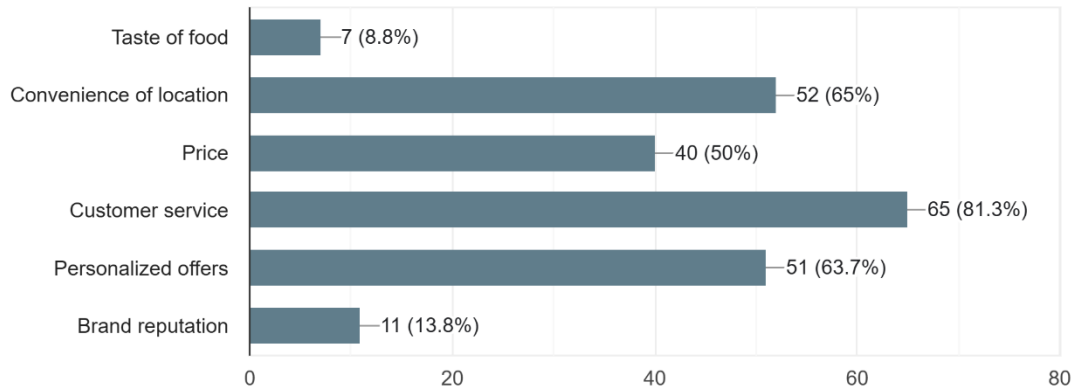
In terms of percentages, 81.3% cited customer service as a key driver of loyalty, followed by 65% who valued location convenience, and 63.7% favored personalized offers. Price was important to 50%, while brand reputation (13.8%) and food taste (8.8%) were less influential. It can be taken as a demonstration that while personalization contributes to loyalty, service quality and accessibility remain paramount.

Overall Satisfaction with Data-Driven Marketing

Regarding the overall effect of KFC's data-driven marketing on customer satisfaction, respondents gave an average rating of 3.7, with a mode of 4.0. The standard deviation was 1.0, indicating slightly broader response diversity.

Figure 20: Overall Satisfaction with Data-Driven Marketing

20. Overall, how would you rate the impact of KFC's data-driven marketing on your overall satisfaction as a customer?

80 responses
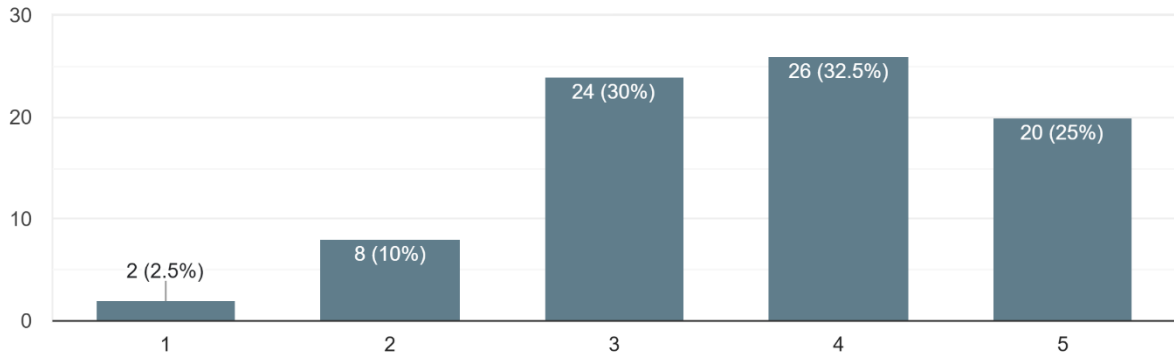
32.5% viewed the impact positively and 25% as positive. Around 30% were neutral, while a small proportion found it negative (10%) or very negative (2.5%). The data suggests that data-driven strategies have a generally favorable influence on customer satisfaction, though a notable segment remains indifferent or critical (Olayinka, 2021: pp.711-726).

5.1.2. Correlational analysis for research questions

Table 1: Output from correlational analysis

	Age Group	Purchase Frequency	Communication Frequency	Personalization Awareness	Purchase Likelihood	Offer Importance	Competitive Choice	Increased Purchase	Content Relevance	Preference Understanding	Message Frequency	Offer Usefulness	Engagement Likelihood	Customer Value	Repeat Purchases	Recommendation Likelihood
Age Group	1															
Purchase Frequency	0.0	1														
Communication Frequency	-0.1	0.2	1													
Personalization Awareness	-0.1	0.2	0.7	1												
Purchase Likelihood	0.0	0.2	0.6	0.5	1											
Offer Importance	0.0	0.1	0.5	0.5	0.4	1										
Competitive Choice	-0.3	0.1	0.4	0.4	0.3	0.3	1									
Increased Purchase	0.1	0.2	0.6	0.5	0.5	0.5	0.4	1								
Content Relevance	0.1	0.1	0.6	0.5	0.5	0.4	0.2	0.6	1							
Preference Understanding	0.1	0.1	0.2	0.3	0.4	0.3	0.1	0.4	0.3	1						
Message Frequency	0.1	0.1	0.1	0.1	0.2	0.0	-0.1	0.3	0.3	0.2	1					
Offer Usefulness	-0.1	-0.1	0.1	0.1	-0.1	0.1	0.3	0.2	0.2	0.1	-0.1	1				
Engagement Likelihood	-0.1	0.2	0.6	0.6	0.4	0.5	0.4	0.5	0.5	0.4	0.1	0.4	1			
Customer Value	0.1	0.0	0.5	0.4	0.6	0.5	0.2	0.4	0.5	0.4	0.1	0.3	0.6	1		
Repeat Purchases	-0.1	0.1	0.4	0.5	0.4	0.6	0.3	0.5	0.4	0.5	0.2	0.2	0.5	0.4	1	
Recommendation Likelihood	0.0	0.2	0.5	0.7	0.4	0.5	0.1	0.5	0.6	0.3	0.2	0.3	0.7	0.6	0.5	1

A correlational analysis was conducted using Pearson's correlation coefficient to examine the interrelationships between key variables relevant to data-driven marketing campaigns at KFC. The results reveal statistically meaningful associations between several variable pairs that align with the primary research questions.

Correlate between Personalization Awareness and Communication Frequency

The analysis shows a strong positive correlation ($r = 0.7$) between customers' awareness of personalized marketing efforts and the frequency of communication received from KFC. It is an indication that as the frequency of emails, SMS, and notifications increases, customers tend to become more aware of the brand's personalization strategies, suggesting that consistent and targeted outreach contributes to perception-building.

Correlation between Purchase Likelihood and Offer Importance

A moderate correlation (r = 0.4) was observed between the likelihood of purchasing after receiving a personalized offer and the importance of such offers in the customer's decision-making. This implies that while personalized discounts and promotions are significant in driving purchases, they are not the only factors influencing customer behavior.

Correlation between Purchase Likelihood and Increased Purchase

A moderate positive relationship (r = 0.5) exists between purchase likelihood and the tendency to spend more than originally intended. It supports the idea that well-targeted data-driven campaigns can not only prompt a purchase but also increase the average spend per visit or transaction.

Correlation between Purchase Likelihood and Competitive Choice

A weaker correlation (r = 0.3) exists between purchase likelihood and customer preference for KFC over competitors due to personalized marketing. Although personalization has some effect in shaping brand preference, other variables such as product quality and price may hold a stronger influence in competitive brand selection.

Correlation between Content Relevance and Preference Understanding

The correlation between content relevance and the perception that KFC understands customer preferences stands at r = 0.3, indicating a modest relationship. While relevant content enhances the perception of personalization, it may require deeper tailoring to impact perceived customer insight significantly (Nwosu, Babatunde and Ijomah 2024: pp.1157-1170).

Correlation between Content Relevance and Offer Usefulness

A low correlation (r = 0.2) was found between content relevance and the usefulness of offers, suggesting that even when content appears relevant, it may not always translate into practical or actionable value for the customer. Conversely, a moderate correlation (r = 0.5) between content relevance and engagement likelihood highlights that relevant content is more likely to prompt customer interaction, such as opening messages or responding to calls-to-action.

Correlation between Repeat Purchases and Customer Value

Lastly, a moderate correlation (r = 0.4) was observed between repeat purchases and the extent customers feel valued by KFC's personalized campaigns. It therefore underscores the role of emotional engagement and perceived appreciation in fostering loyalty and sustained buying behavior.

5.1.3. Regression analysis for research questions

Predicting personalization awareness using KFC's frequency in marketing communication

Table 2: Regression analysis of predicting personalization awareness using KFC's communication frequency

Regression Statistics	
Multiple R	0.67
R Square	0.45
Adjusted R Square	0.44
Standard Error	0.59
Observations	80

ANOVA

	df	SS	MS	F	Significance F
Regression	1	22.38	22.38	63.47	0.00
Residual	78	27.51	0.353		
Total	79	49.89			

	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95.0%	Upper 95.0%
Intercept	1.55	0.27	5.69	0.00	1.01	2.10	1.01	2.10
Communication Frequency	0.59	0.07	7.97	0.00	0.44	0.73	0.44	0.73

As presented in the regression table above, the Multiple R value was 0.67, indicating a moderately strong positive linear relationship between KFC's frequency in marketing communication and consumers' personalization awareness. The R Square value was 0.45, which suggests that approximately 45% of the variance in personalization awareness can be explained by the frequency of marketing communication. The Adjusted R Square, at 0.44, further supports the model's explanatory power, accounting for the number of predictors. The standard error of the estimate was 0.59, indicating the typical distance between observed personalization awareness values and the regression line (Chen et al., 2022: pp.1923-1937).

The "Communication Frequency" coefficient was 0.59, with a standard error of 0.07. The t-statistic for this predictor was 7.97, and the p-value was 0.00. Given that the p-value (0.00) is well below 0.05, the frequency of marketing communication is a statistically significant predictor of personalization awareness. The positive coefficient of 0.59 suggests that for every one-unit increase in KFC's marketing

communication frequency, personalization awareness is predicted to increase by 0.59 units, holding other factors constant.

Predicting the purchase likelihood using offer importance

Table 3: Regression analysis of predicting the purchase likelihood using offer importance

Regression Statistics	
Multiple R	0.35
R Square	0.12
Adjusted R Square	0.11
Standard Error	0.82
Observations	80

ANOVA

	df	SS	MS	F	Significance F
Regression	1	7.41	7.41	11.12	0.00
Residual	78	51.98	0.67		
Total	79	59.39			

	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95.0%	Upper 95.0%
Intercept	2.47	0.35	7.08	0.00	1.77	3.16	1.77	3.16
Offer Importance	0.31	0.09	3.33	0.00	0.12	0.49	0.12	0.49

The Multiple R value was 0.35, indicating a weak positive linear relationship between offer importance and purchase likelihood. The R Square value was 0.12, suggesting that approximately 12% of the variance in purchase likelihood can be explained by the perceived importance of the offer. The Adjusted R Square, at 0.11,

reflects the model's explanatory power after accounting for the predictor. The standard error of the estimate was 0.82.

The intercept of the regression equation was 2.47, with a p-value of 0.00. The "Offer Importance" coefficient was 0.31, with a standard error of 0.09. The t-statistic for this predictor was 3.33, and the p-value was 0.00. Given that the p-value (0.00) is less than 0.05, thus offer importance is a statistically significant predictor of purchase likelihood.

Predicting relevance of KFCs marketing content using offer usefulness

Table 4: Regression analysis of predicting relevance of KFCs marketing content

Regression Statistics	
Multiple R	0.21
R Square	0.04
Adjusted R Square	0.03
Standard Error	0.87
Observations	80

ANOVA

	df	SS	MS	F	Significance F
Regression	1	2.67	2.67	3.52	0.06
Residual	78	59.28	0.76		
Total	79	61.95			

	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95.0%	Upper 95.0%
Intercept	3.11	0.34	9.04	0.00	2.42	3.79	2.42	3.79
Offer Usefulness	0.19	0.10	1.87	0.06	-0.01	0.38	-0.01	0.38

A Multiple R value of 0.21 was found from regression analysis. It indicated a weak positive linear relationship between offer usefulness and the relevance of marketing content. The R Square value was 0.04, suggesting that approximately 4% of the variance in the relevance of marketing content can be explained by the perceived usefulness of the offer. The Adjusted R Square, at 0.03, reflects the model's explanatory power after accounting for the predictor. The standard error of the estimate was 0.87.

The intercept of the regression equation was 3.11, with a p-value of 0.00. The coefficient for "Offer Usefulness" was 0.19, with a standard error of 0.10. The t-statistic for this predictor was 1.87, and the p-value was 0.06. Given that the p-value (0.06) is greater than 0.05, offer usefulness is not a statistically significant predictor of the relevance of marketing content (Mathew and Soliman 2021: pp.61-75).

Predicting repeat purchase behavior using Customer Value

Table 5: Regression analysis of Predicting repeat purchase behavior using Customer Value

Regression Statistics	
Multiple R	0.38
R Square	0.15
Adjusted R Square	0.13
Standard Error	0.87
Observations	80

ANOVA

	df	SS	MS	F	Significance F
Regression	1	10.13	10.13	13.30	0.00
Residual	78	59.42	0.76		
Total	79	69.55			

	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95.0%	Upper 95.0%
Intercept	2.35	0.42	5.66	0.00	1.52	3.18	1.52	3.18
Customer Value	0.40	0.11	3.65	0.00	0.18	0.62	0.18	0.62

A Multiple R of 0.38 indicates a weak positive linear relationship between customer value and repeat purchase behavior. The R Square value was 0.15, suggesting that approximately 15% of the variance in repeat purchase behavior can be explained by customer value. The Adjusted R Square, at 0.13, reflects the model's explanatory power after accounting for the predictor. The standard error of the estimate was 0.87.

An intercept of the regression equation from the analysis was 2.35, with a p-value of 0.00. The "Customer Value" coefficient was 0.40, with a standard error of 0.11. The t-statistic for this predictor was 3.65, and the p-value was 0.00. Given that the p-value (0.00) is less than 0.05, customer value is a statistically significant predictor of repeat purchase behavior.

5.2. *Results interpretation*

5.2.1. Connecting to research questions

The initial research question concerned customer awareness of personalized marketing campaigns launched by KFC. The results indicated the power of the relationship ($r = 0.7$) between how frequently the communication was received and

the customized marketing efforts. This implies that frequent utilization of communication platforms like emails, SMS messages, and app alerts by KFC is one primary reason that customers recognize them in terms of their data-driven processes. The finding proves the point that awareness becomes driven by visibility and repetition. Hence, the brand's continued commitment to individual communication is a worthy strategy to guarantee that the customer is aware of marketing activities focusing on them (Purwanto Wafa and Sanjani 2023: pp.267-279).

As the answer to a second research question concerning the impact of data-driven campaigns on purchasing decisions, there was a moderate correlation between the tendency to acquire and the quality of personalized offers ($r = 0.4$). Also, a moderate correlation ($r = 0.5$) between propensity to buy and higher-level spending as a result of customized campaigns confirms the effectiveness of such forms of marketing. Such findings indicate that personalization is significant in encouraging purchases, even though it is not the only aspect people consider when making decisions. Therefore, the impact of KFC's campaigns is high; however, they may be improved by matching the offers with personal preferences and purchasing history.

A mixed situation was revealed when addressing the third research question concerning the perceptions of content relevance and personalization. The content relevance and perceived understanding of customer preferences revealed a low to moderate correlation ($r = 0.3$). In contrast, the relevance and usefulness of the offer had a similar correlation ($r = 0.2$). Nevertheless, the relevance of content was associated more with the likelihood of engagement ($r = 0.5$), indicating the view that the content may not necessarily be deemed very much relevant and useful; nevertheless, it leads to engagement. The result shows that customers are willing to interact with more personal content even when this content does not entirely match

their particular needs, which is an area that needs to be improved upon in terms of the implementation of personalization algorithms or segmentation approaches (Olayinka, 2021: pp.711-726).

Lastly, concerning the customer loyalty and repeat purchases, it was established that the feeling of being appreciated by the brand through its custom campaigns is moderately related to repeat purchases (r= 0.4). This implies that emotional involvement, like being recognized and appreciated, contributes largely to creating loyalty. Although the correlation is not so high, it confirms that data-driven personalization can enhance long-term customer relations when supplemented by a feeling of personal tie and an awareness of the customer's individuality.

5.2.2. Unexpected Findings

Despite these favorable overall outcomes, several unexpected patterns were obtained according to the data. To give but one example, even the adjusted low correlation (r = 0.2) between the content relevance and the perceived usefulness of the offers questions the assumption that the relevance of content imperceptibly implies its usefulness to the customer. It can be attributed to offers that meet a need theoretically (for example, based on browsing or prior purchases) but that do not currently meet a need or interest. It casts doubt on the validity and correctness of the KFC segmentation tactics and how opportunity fatigue can strike when there are too many offers simultaneously, creating boredom.

As expected, the other anomaly is a weak correlation (r = 0.3) between personalized campaigns and competitive brand choice. Although to some extent, the personalization encourages the customer to like KFC more than its competitors, it is not very extensive. It implies that the factors of quality standards, convenience of purchase, prices, and the effect of brand loyalty surpass the impact of personalized

marketing in competition decisions. It refers to the fact that KFC should ensure that personalization becomes a value proposition component and does not define the differentiability.

Besides, the slight correlation between awareness about the relevance of content and awareness of preferences (r = 0.3) suggests that the customers will not always feel understood, despite the seemingly relevant content. This perception difference may be due to automated personalization systems that do not review finer customer interests like time-of-day preferences, food preferences, or tastes. To fill this gap, it might be necessary to use more sophisticated data analytics or to rely on a mixed solution using automation and customer opinion (Ikegwu et al., 2022: pp.3343-3387).

Thirdly, the difference between the use of content and engagement with it implies that it was marked by superficiality in that most of the customers touched the content, whether of use or not. Customers may also be clicking you because they are curious or out of routine and derive no benefit from the message. This shows that KFC could do better with the targeting done to get clicks and ensure conversion to actual value, conversions, and brand advocacy. In future research, some qualitative aspects of engagement can be investigated to study such a behavioral nuance.

5.3.   Discussion

5.3.1. Practical Implications

The study results benefit practitioners in the marketing field, especially in the fast-food industry. The high correlation between the frequency of communication and customer awareness means that regular and personal communication via the multiplicity of digital sources significantly boosts customer awareness in personalized campaigns. In the case of KFC, a constant stream of target marketing

information using emails, app messaging, and other social media can be a good solution to retaining customer interest and awareness. The brand should, however, take care not to overuse the brand, leading to oversaturation with the messages being ignored by the customers due to the so-called notification fatigue.

In addition, the medium correlation between individualized offers and the likelihood of a purchase brings to the fore the importance of promotional material that marketers should carefully craft. Although personalization has positively affected buying behavior, it is not the only influencing factor. KFC and other businesses would find it worthwhile to incorporate customer feedback, seasonal preferences, and customer behavioral data to utilize the effects of the marketing programs best. Giving the offers based on real-time customer needs and preferences might enhance the campaigns' usefulness and boost sales.

Lastly, the study highlights the critical role of the emotional connection and perceived customer value in generating loyalty and purchasing repeat products. The data-driven marketing undertaken by KFC must not concentrate solely on transactional aspects but also develop effective engagements that make customers feel valued. Customer retention could be powerfully enhanced by introducing loyalty schemes, a customized thank-you, and unique reward systems. In reality, marketers must strive to achieve equilibrium between data analytical methods and genuine ways of engaging customers to develop strong ties between them and the brands.

5.3.2. Theoretical Implications

From a theoretical perspective, the results of this study align with the principles of the AIDA Model—Attention, Interest, Desire, and Action. The strong relationship between communication frequency and customer awareness reflects the initial stages

of this model, where personalized marketing helps capture attention and spark interest. Furthermore, the connection between offering importance and purchase likelihood relates to the "desire" stage, where targeted promotions shape consumer motivation. However, the moderate impact on purchasing behavior suggests reinforcing the final "action" stage, possibly through more compelling calls-to-action or time-sensitive incentives (Wakefield, 2024: pp. 1437-1462).

The study also contributes to the broader field of Consumer Behavior Theory, particularly in understanding the decision-making process under the influence of personalized content. The data reveals that while customized offers and relevant content can moderately impact purchasing decisions and repeat behavior, the consumer's perception of content usefulness and value plays a crucial role. This corresponds with theories that indicate that emotional and psychological reactions to the marketing messages play an important role in determining consumer behaviors. Marketers should thus think of the demographic and psychographic aspects of the market, namely, motivational needs, beliefs, and perceived benefits, when setting up campaigns.

Also, the results shed light on the Technology Acceptance Model (TAM), according to which perceived usefulness and ease of use affect individuals' readiness to adopt new technologies. Here, customers' response towards individualized marketing of KFC, mostly presented on digital platforms, is due to their perceived usefulness of the content. The low relationship between content relevance and perceived effectiveness of the offer indicates that customers do not necessarily find them helpful and meaningful, despite being willing to participate in digital campaign activities. The potential deficit in perceived usefulness may exist, which can contribute to the problem of user acceptance and engagement with technologies because, in the case of data-driven marketing usage, TAM is viewed as a key factor.

6. CONCLUSION

6.1.   Summary of Key Findings

The research questioned how data-driven marketing campaigns work on KFC customers' level of awareness, personalization, purchase behavior influence, and customer loyalty. One of the significant findings revealed a strong correlation (0.7) between communication frequency and customer awareness of personalized marketing, indicating that repeated, targeted messaging increases visibility and recognition. However, not all customized efforts had the same impact. The correlation between personalized offers and purchase likelihood was moderate (0.4), suggesting that while personalization matters, its effectiveness depends on the perceived value of the content. Furthermore, customer decisions are influenced by multiple factors beyond marketing frequency, such as the campaigns' timing, format, and perceived relevance. It highlights the importance of optimizing communication strategies.

Another key finding was the moderate relationship between increased purchase likelihood and the influence of compelling offers and content. With a correlation of 0.5, it is clear that data-driven campaigns can encourage customers to spend more when executed effectively. However, the correlation between purchase likelihood and competitive choice was relatively low (0.3), implying that while customers respond to KFC's offers, such strategies are not always strong enough to prevent them from considering rival brands. This suggests that although personalization is impactful, it must be coupled with competitive value and brand differentiation. Therefore, KFC needs to develop campaigns that engage existing customers and strengthen brand loyalty in a competitive landscape (Vueba, 2025: pp.60-75).

Additionally, the study explored how customers perceive the relevance of promotional content. A moderate correlation (0.5) was identified between content relevance and engagement likelihood, reinforcing that customers are more inclined to interact with marketing material that resonates with their interests. However, the weaker correlations between content relevance and preference understanding (0.3) and offer usefulness (0.2) indicate a disconnect between how brands perceive personalization and how customers interpret it. This misalignment underscores the need for KFC to refine how it collects and applies customer data to make personalization more meaningful and targeted. Effective segmentation and better contextual understanding of consumer needs can improve the relevance of future campaigns.

The final set of findings focused on customer loyalty and repeat purchases. A correlation of 0.4 between repeat purchases and perceived customer value implies that ongoing engagement and perceived benefit from marketing efforts play a vital role in fostering customer retention. While the data confirms that data-driven campaigns positively impact repeat behavior, the strength of this impact is only moderate. It is a suggestion that marketing initiatives must be sustained and continuously enhanced to keep customers returning. KFC must also prioritize building trust and offering long-term value to convert occasional buyers into loyal brand advocates. The study confirms that data-driven marketing is effective but must be continuously optimized to achieve its full potential.

6.2. *Actionable Recommendations*

To maximize the impact of its data-driven marketing campaigns, KFC should increase the consistency and personalization of its communication. High communication frequency significantly enhanced campaign awareness, so establishing a structured cadence for emails, SMS, and app notifications can help

maintain visibility. However, care must be taken to avoid overwhelming customers, which could result in message fatigue. Using tools like customer segmentation and A/B testing will allow KFC to refine messaging frequency and content based on different customer preferences. Targeted campaigns should prioritize personalization without redundancy (Tarabasz, 2024: pp. 21-37).

KFC should also pay attention to raising the perceived usefulness and relevance of personalized offers. The substantial correlation between the importance of the offer and the likelihood of pursuit was moderate, yet the customer feedback indicates some room for improvement. Personalization should not settle on using names and generalized offers, but instead use purchase history, location, and behavior patterns. Value could be increased by giving contextual promotions like discounts on lunchtime or having family meals on a weekend. Promotions should follow the customer buying journey to enable KFC to generate more conversions.

It is also essential to enhance the relevance of the marketing content. The statistics indicated that customers would like to interact with relevant content. In contrast, there is a discrepancy in the thought process, where customers perceive that KFC is well aware of their likes and dislikes. To address this gap, KFC must invest in more customer analytics and a feedback loop to learn more customer behavioral cues. The use of dynamic content that can vary with user interaction can increase the chances of engagement. Personalization will become more genuine and effective by ensuring the campaigns reflect customers' values and preferences.

KFC should build customer loyalty and repeat purchases by adopting personalized data-informed loyalty schemes. A half correlation between the perceived value and repeated purchases demonstrates the impact of consistent value delivery on long-term customer behavior. KFC can also use the information to design reward systems

and use customer frequency, spending patterns, or past interactions to offer incentives to continue. More than keeping customers engaged in such programs, it ensures rich information to help in further customer targeting (Schaefer and Hallonsten 2024: pp.820-828).

6.3. *Future Research Works*

In further studies, it may be possible to have a bigger sample size and demographic variation to a broader range of consumers within different areas in the country. The researcher mainly dealt with a particular group of KFC customers in this research, so the research results cannot be generalized. Comparative research with other fast-food brands may also provide helpful insights on the relative performance of various strategies in the industry. There is also an opportunity to conduct longitudinal studies to monitor the change in the effect of data-driven marketing over time. Investigating these dimensions would enable the researcher to construct a more holistic picture of the role of data-driven marketing.

In addition, the psychological factors can be studied in the future, including the customer's attitude to personalization, fear of privacy, or digital burnout. A qualitative approach, such as interviews or focus groups, would offer a broader impression of what people perceive and respond to regarding marketing activities. Experts can also look into the contribution of newer technologies, AI-powered suggestions, and live marketing. With such studies, businesses may be advised on how they can strike a balance between technological innovation, customer trust, and satisfaction. In marketing development, future research should keep changing with new trends and customer demands (Kumar, Ramachandran and Kumar 2021: pp.864-877).

BIBLIOGRAPHY

Adeniran, I.A., Efunniyi, C.P., Osundare, O.S. and Abhulimen, A.O., 2024. Transforming marketing strategies with data analytics: A study on customer behavior and personalization. *International Journal of Management & Entrepreneurship Research*, *6*(8), pp.41-51.

Anggraini, S., 2024. The Impact of Marketing Mix, Technology Acceptance, and Perceived Value Towards Customers' Purchase Decisions at The 3-Star Hotels in Jakarta, Indonesia.

Albarq, M.F., 2023. *Perception of Kentucky Fried Chicken Consumer to the KFC Advertising on Instagram@ naughtybynaturekfc* (Doctoral dissertation, Universitas Islam Indonesia).

Alem, D.D., 2020. An overview of data analysis and interpretations in research. *International Journal of Academic Research in Education and Review*, *8*(1), pp.1-27.

Allen, C., 2023. What Do Twitter Users Think of Top Fast Food Brands?: Exploring Public Opinion Using a Sentiment Analysis Approach. In *Big Data Marketing Strategies for Superior Customer Experience* (pp. 217-245). IGI Global.

Amoako, G.K., Caesar, L.D., Dzogbenuku, R.K. and Bonsu, G.A., 2023. Service recovery performance and repurchase intentions: the mediation effect of service quality at KFC. *Journal of Hospitality and Tourism Insights*, *6*(1), pp.110-130.

Bekele, W.B. and Ago, F.Y., 2022. Sample size for interview in qualitative research in social sciences: A guide to novice researchers. *Research in Educational Policy and Management*, *4*(1), pp.42-50.

Butaney, I., Deo, A., Aggarwal, P. and Sinha, A.K., 2024. Examining McDonald's Operational Strategies: An Integrated Application of Regression and Social Media Sentiment Analysis. *International Journal of Science and Research (IJSR)*, *13*(8), pp.81-91.

Butaney, I., Deo, A., Aggarwal, P. and Sinha, A.K., 2024. Examining McDonald's Operational Strategies: An Integrated Application of Regression and Social Media Sentiment Analysis. *International Journal of Science and Research (IJSR)*, *13*(8), pp.81-91.

Chen, B. and Cui, W., 2025. Data-driven power marketing strategy optimization and customer loyalty promotion. *Energy Informatics*, *8*(1), p.53.

Chen, X., Owen, Z., Pixton, C. and Simchi-Levi, D., 2022. A statistical learning approach to personalization in revenue management. *Management Science*, *68*(3), pp.1923-1937.

Cotter, A.R., Batali, M.E., Ristenpart, W.D. and Guinard, J.X., 2021. Consumer preferences for black coffee are spread over a wide range of brew strengths and extraction yields. *Journal of Food Science*, *86*(1), pp.194-205.

Deligiannis, A., Argyriou, C. and Kourtesis, D., 2020. Predicting the optimal date and time to send personalized marketing messages to repeat buyers. *International Journal of Advanced Computer Science and Applications*, *11*(4).

Delgado, M.M., 2023. Predictive Customer Lifetime value modeling: Improving customer engagement and business performance.

Dill, D.D., 2020. Enhancing academic quality and collegial control: Insights from US policy on the ethical conduct of human subjects' research. *Higher Education Policy*, *33*(1), pp.45-64.

Fowler, A., Garro, H. and Spenkuch, J.L., 2020. Quid pro quo? Corporate returns to campaign contributions. *The Journal of Politics*, *82*(3), pp.844-858.

Harsha, M.S., Aseesh, Y. and Pise, A., 2024. Fundamentals of Data-Driven Marketing. In *Predictive Analytics and Generative AI for Data-Driven Marketing Strategies* (pp. 11-24). Chapman and Hall/CRC.

Hermanto, H. and Ngatimun, N., 2023. Does Customer Satisfaction Mediate Experiential Marketing and Promotion Against Customer Loyalty at Kentucky Fried Chicken (KFC) Restaurants in City" P" East Java?. *International Journal of Social Science and Business*, *7*(4), pp.1083-1095.

HWANG, H.J., 2023. The importance of anonymity and confidentiality for conducting survey research. *Journal of Research and Publication Ethics*, *4*(1), pp.1-7.

Ikegwu, A.C., Nweke, H.F., Anikwe, C.V., Alo, U.R. and Okonkwo, O.R., 2022. Big data analytics for data-driven industry: a review of data sources, tools, challenges, solutions, and research directions. *Cluster Computing*, *25*(5), pp.3343-3387.

Jha, G., Chandwani, J. and Zaki, M., 2025. The shift to fast-good service experience through digitalization: lessons from KFC. In *Handbook of Service Experience* (pp. 148-161). Edward Elgar Publishing.

Jha, G., Chandwani, J. and Zaki, M., 2025. The shift to fast-good service experience through digitalization: lessons from KFC. In *Handbook of Service Experience* (pp. 148-161). Edward Elgar Publishing.

Jiang, X. and Zhang, F., 2021. Application of Emotion-Based Design in Brand Communication—Taking KFC as an Example. In *Advances in Creativity, Innovation, Entrepreneurship and Communication of Design: Proceedings of the AHFE 2021 Virtual Conferences on Creativity, Innovation and Entrepreneurship, and Human Factors in Communication of Design, July 25-29, 2021, USA* (pp. 490-497). Springer International Publishing.

Joshi-Gole, K., 2023. Geo-Targeting for Enhanced Customer Experience. In *Enhancing Customer Engagement Through Location-Based Marketing* (pp. 239-254). IGI Global.

Joshi, S., Sharma, M., Bisht, P. and Singh, S., 2021. Explaining the factors influencing consumer perception, adoption readiness, and perceived usefulness toward digital transactions: online retailing experience of millennials in India. *Journal of Operations and Strategic Planning*, *4*(2), pp.202-223.

Jha, G., Chandwani, J. and Zaki, M., 2025. The shift to fast-good service experience through digitalization: lessons from KFC. In *Handbook of Service Experience* (pp. 148-161). Edward Elgar Publishing.

Khamoushi, E., 2024. AI in Food Marketing from Personalized Recommendations to Predictive Analytics: Comparing Traditional Advertising Techniques with AI-Driven Strategies. *arXiv preprint arXiv:2410.01815*.

Kumar, V., Ramachandran, D. and Kumar, B., 2021. Influence of new-age technologies on marketing: A research agenda. *Journal of Business Research*, *125*, pp.864-877.

Lee, J.Y., Rocco, T.S. and Shuck, B., 2020. What is a resource: Toward a taxonomy of resources for employee engagement. *Human Resource Development Review*, *19*(1), pp.5-38.

Mathew, V. and Soliman, M., 2021. Does digital content marketing affect tourism consumer behavior? An extension of t echnology acceptance model. *Journal of Consumer Behaviour*, *20*(1), pp.61-75.

Мелещенко, А.Р., 2023. Emotion Evoking as an Effective Tool of Advertising.

Nwosu, N.T., Babatunde, S.O. and Ijomah, T., 2024. Enhancing customer experience and market penetration through advanced data analytics in the health industry. *World Journal of Advanced Research and Reviews*, *22*(3), pp.1157-1170.

Odionu, C.S., Bristol-Alagbariya, B. and Okon, R., 2024. Big data analytics for customer relationship management: Enhancing engagement and retention strategies. *International Journal of Scholarly Research in Science and Technology*, *5*(2), pp.050-067.

Obomwan, I.B., 2022. *EFFECT OF MARKETING MIX ON QUICK SERVICE RESTAURANT (QSR) CONSUMPTION IN BANGKOK, THAILAND. A STUDY OF KFC, MCDONALD'S AND BURGER KING* (Doctoral dissertation).

Olayinka, O.H., 2021. Data driven customer segmentation and personalization strategies in modern business intelligence frameworks. *World Journal of Advanced Research and Reviews*, *12*(3), pp.711-726.

Olayinka, O.H., 2021. Data driven customer segmentation and personalization strategies in modern business intelligence frameworks. *World Journal of Advanced Research and Reviews*, *12*(3), pp.711-726.

Olsen, G.D. and Pracejus, J.W., 2020. Customized advertising: Allowing consumers to directly tailor messages leads to better outcomes for the brand. *Journal of Business Research*, *116*, pp.245-257.

Putra, A.H.P.K., Rivera, K.M. and Pramukti, A., 2023. Optimizing Marketing Management Strategies Through IT Innovation: Big Data Integration for Better Consumer Understanding. *Golden Ratio of Mapping Idea and Literature Format*, *3*(1), pp.71-91.

Purwanto, A., Wafa, A. and Sanjani, M.A.F., 2023. Interpersonal Communication Strategies in Building an Image of Contigency Perspective of Accommodation. *Managere: Indonesian Journal of Educational Management*, *5*(3), pp.267-279.

Rani, J., 2023. Exploring McDonald', adaotation to changing consumer preferences and trends.

Rodríguez-Ardura, I., Meseguer-Artola, A., Herzallah, D. and Fu, Q., 2025. Pumping up customer value with convenience and personalisation strategies in e-retailing: an analysis of the engagement connection. *Journal of Research in Interactive Marketing*, *19*(1), pp.35-58.

Rolando, B. and Mulyono, H., 2024. Unlocking the power of data: Effective data-driven marketing strategies to engage Millennial consumers. *Transekonomika: Akuntansi, Bisnis Dan Keuangan*, *4*(3), pp.303-321.

Rosário, A.T. and Dias, J.C., 2023. How has data-driven marketing evolved: Challenges and opportunities with emerging technologies. *International Journal of Information Management Data Insights*, *3*(2), p.100203.

Schaefer, S.M. and Hallonsten, O., 2024. What's wrong with creativity?. *Organization*, *31*(5), pp.820-828.

Sedlmeir, J., Smethurst, R., Rieger, A. and Fridgen, G., 2021. Digital identities and verifiable credentials. *Business & Information Systems Engineering*, *63*(5), pp.603-613.

Shabbir, A., Kamran, H. and Ayaz, M., 2024. The Impact of Promotion and Advertising on Consumer Brand Choice. *The Journal*, *4*(1), pp.63-81.

Tarabasz, A., 2024. The impact of digital on marketing strategy. In *Digital marketing* (pp. 21-37). CRC Press.

Thin, M.K., 2024. *The Effect of Marketing Mix on Consumer Purchase Decision Towards KFC Fast Food (Mya Kyu Thin, 2024)* (Doctoral dissertation, MERAL Portal).

Umboh, I.A. and Aryanto, V.D.W., 2023. Digital marketing development model through digital literacy mediation to improve SME's performance. *Media Ekonomi Dan Manajemen*, *38*(1), pp.94-108.

Vashishth, T.K., Sharma, K.K., Kumar, B., Chaudhary, S. and Panwar, R., 2024. Enhancing customer experience through AI-enabled content personalization in e-commerce marketing. *Advances in digital marketing in the era of artificial intelligence*, pp.7-32.

Vueba, A., 2025. Winning with Consumers: Exploring KFC's Survival Strategies in the Angolan Market. *Namibia Journal of Managerial Sciences*, *6*(1), pp.60-75.

Wakefield, L., 2024. Conceptualizing ephemerality in online marketing communication for consumers and firms. *European Journal of Marketing*, *58*(6), pp.1437-1462.

Wellings, K., Gibson, L., Lewis, R., Datta, J., Macdowall, W. and Mitchell, K., 2023. "We're Just Tired": Influences on Sexual Activity Among Male-Partnered Women in Midlife; A Mixed Method Study. *The Journal of Sex Research*, *60*(9), pp.1304-1317.

Wirtz, B.W., Müller, W.M. and Weyerer, J.C., 2021. Digital pandemic response systems: a strategic management framework against Covid-19. *International Journal of Public Administration*, *44*(11-12), pp.896-906.

Wu, J., Cai, J., Luo, X.R. and Benitez, J., 2021. How to increase customer repeated bookings in the short-term room rental market? A large-scale granular data investigation. *Decision Support Systems*, *143*, p.113495.

Yesmin, S., 2024. What Drives Bangladeshi Consumers' Use of Online Food Delivery Applications? Investigating the Role of Trust in Repeat Purchase Intention.

Zhang, L., 2025. The digital age of religious communication: The shaping and challenges of religious beliefs through social media. *Studies on Religion and Philosophy*, *1*(1), pp.25-41.

APPENDIX

Link to survey questionnaire

https://docs.google.com/forms/d/e/1FAIpQLSciyPAdLMSG3OisXyrd7M9mkiJ1t
VTHds5XoJrMrDlEIEK4nQ/viewform?usp=dialog

Excel spreadsheet with data analysis

Exploring the
Effectiveness of Dat