



Uncovering How Social Media Marketing Tactics Drive Gen Z's Fast Food consumer behaviour with special reference to Gampaha District, Sri Lanka

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Introduction

Social media has transformed consumer behavior, especially among Generation Z. The fast-food industry has effectively utilized social media marketing to engage Generation Z, given their digital nativity and constant connectivity. There should be more research done on the relationship between social media strategies and customer behavior, particularly in areas like Gampaha District. Our research aims to explore how social media marketing influences Gen Z's fast-food consumption patterns.

Main Objective

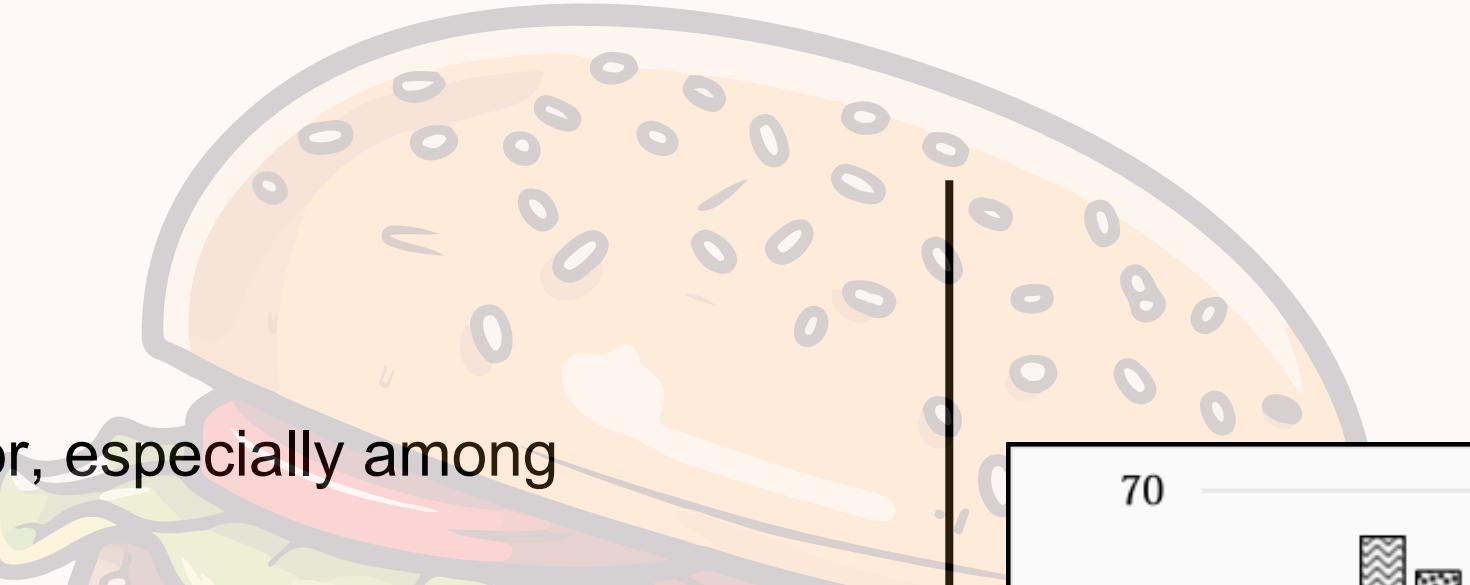
To investigate the impact of social media marketing strategies on Gen Z's fast-food consumption in the Gampaha District.

Methodology

- Type: Mixed approach (Quantitative and Qualitative)
- Approach: **Online survey** with a structured questionnaire to explore trends and relationships in the data.
- Target Group: **Generation Z** residents of the Gampaha District. (Age group 18-27)
- Technique: **Convenience sampling**.
- Sample Size Calculation: Cochran's Formula

Data Analysis

- Descriptive Statistics
- Inferential Statistics
 - Chi-Square Test of Independence
 - Cramér's V
 - Multinomial Logistic Regression
- K-Modes Clustering



Results

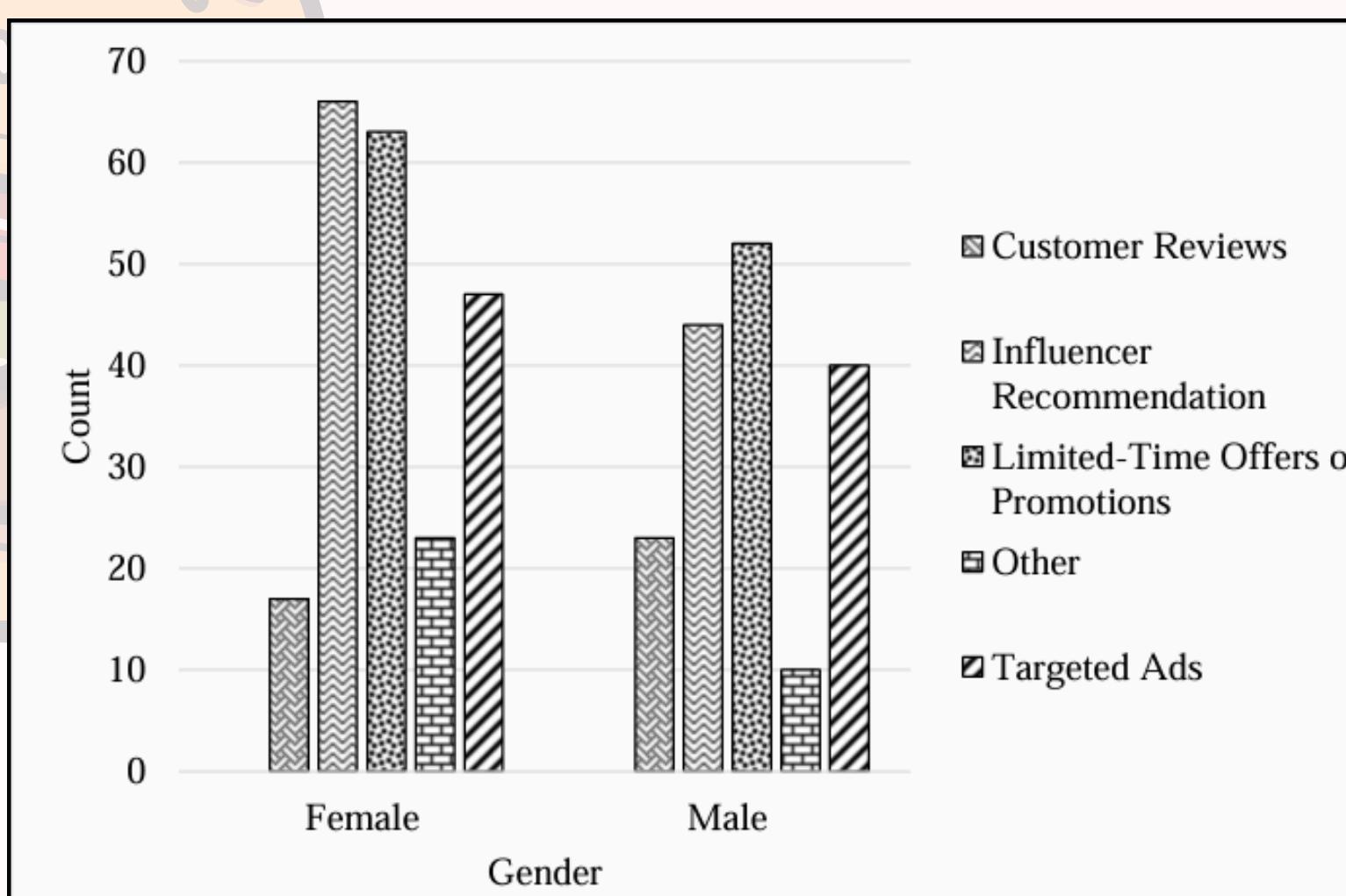


Figure 1: Bar Chart of Social Media Marketing Strategies Vs Gender

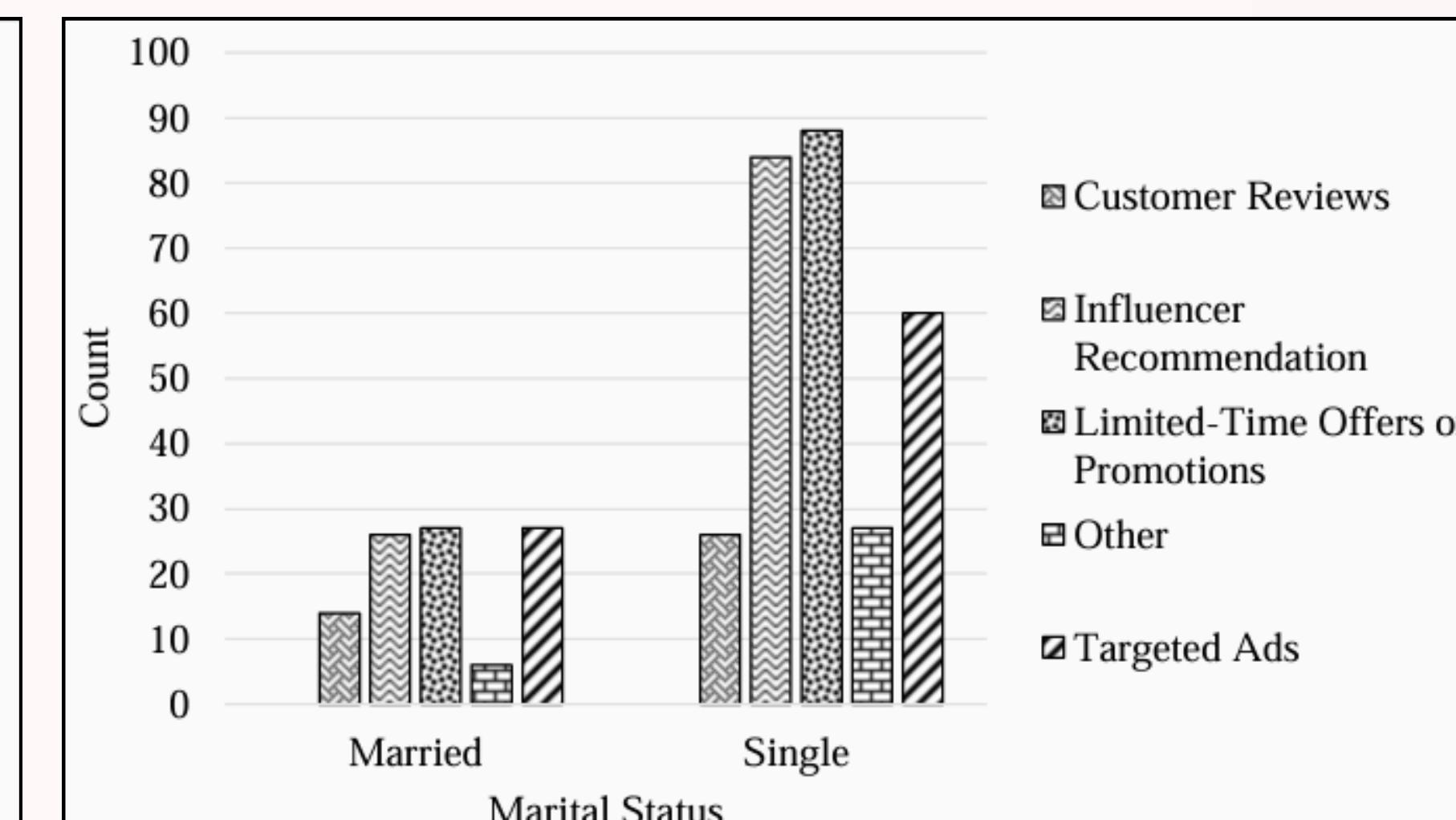


Figure 2: Bar Chart of Social Media Marketing Strategies Vs Marital Status

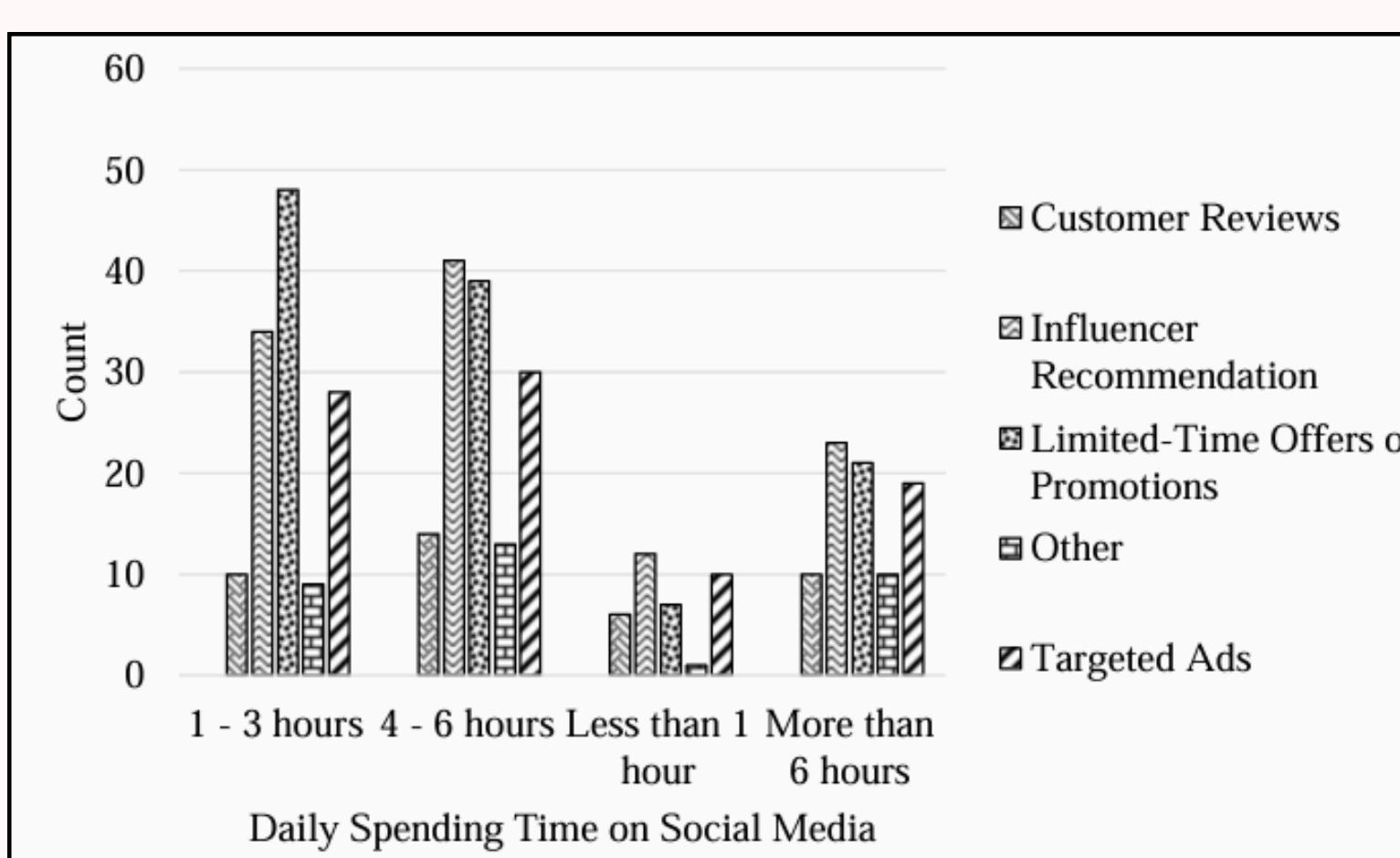


Figure 3: Bar Chart of Social Media Marketing Strategies Vs Daily Spending Time on Social Media

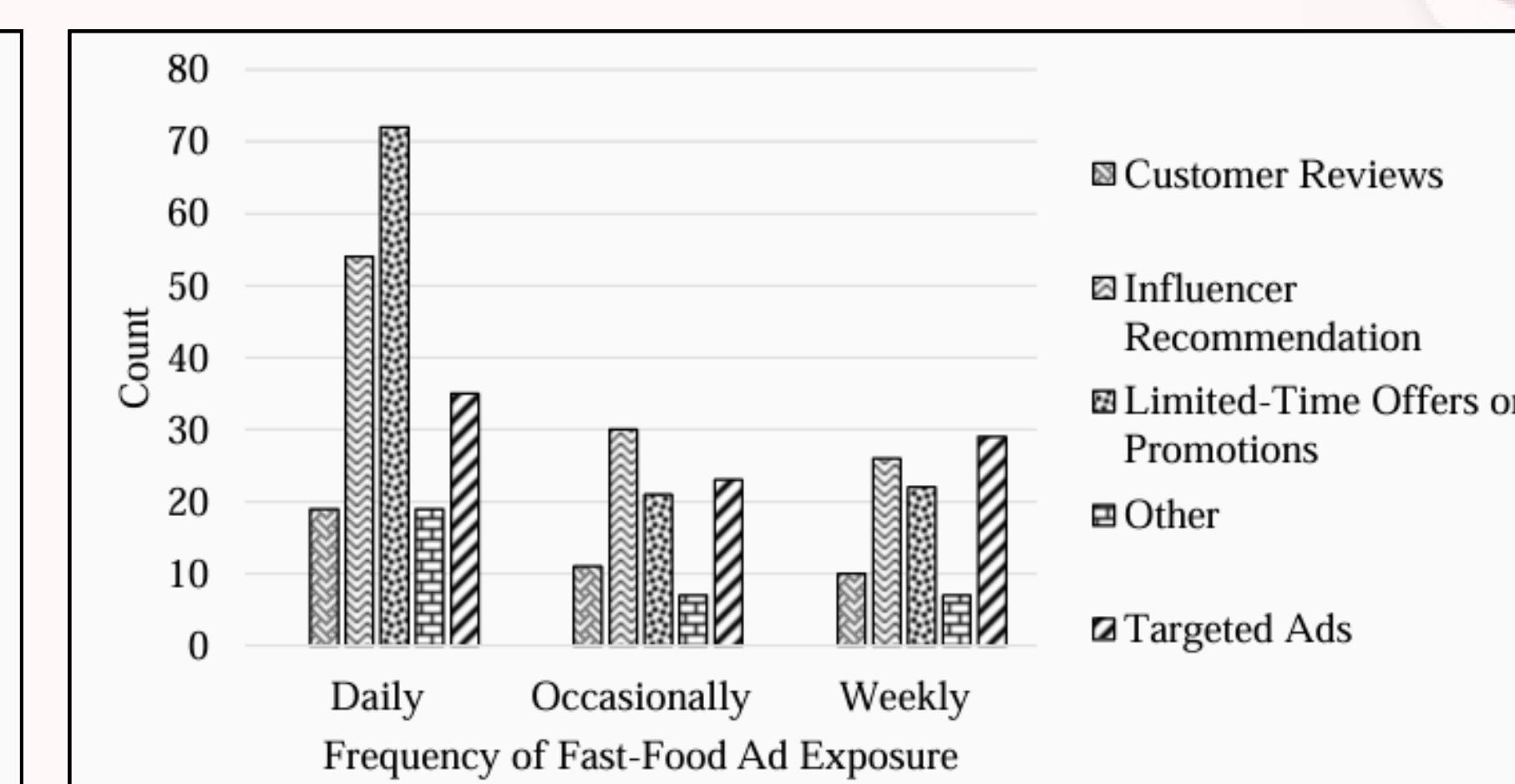


Figure 4: Bar Chart of Social Media Marketing Strategies Vs Frequency of Fast-Food Ad Exposure

Discussion

This study examined how social media marketing influences Gen Z's fast-food consumption in Gampaha.

- Platform Preferences:** Facebook & WhatsApp work best for Limited-Time Offers (LTOs), while Instagram & YouTube drive Influencer Recommendations.
- Demographics:** Females prefer Instagram & YouTube, males favor Facebook. Singles use WhatsApp & Instagram, while married users prefer Facebook.
- Trust & Engagement:** High trust in ads boosts influencer-driven marketing; low trust increases reliance on customer reviews.
- Social Media & Fast-Food Apps:** High engagement on Instagram & WhatsApp correlates with greater fast-food app usage.
- Future Research:** Study TikTok, brand loyalty, and long-term social media effects.

Brands should align strategies with platform trends and consumer trust for better engagement.

Conclusion

This study explores the impact of social media marketing on Gen Z's fast-food consumption in Gampaha. It reveals how platform preferences (Facebook, WhatsApp, Instagram, YouTube) shape consumer behavior and how demographics (gender, marital status) influence marketing responses. Trust in social media ads plays a key role in engagement, with influencer marketing being highly effective on Instagram and YouTube. Additionally, a strong link exists between social media usage and fast-food app engagement, emphasizing the need for integrated, multi-platform marketing strategies. These insights help businesses tailor campaigns to better connect with Gen Z consumers.

References

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Future Enhancement

The dataset was collected using convenience sampling, which may introduce bias. To enhance reliability and better estimate population parameters, resampling techniques like bootstrapping or stratified sampling will be applied.

