

CONTEMPORARY DIGITAL MARKETING PRACTICES IN FOOD CHAINS IN PAKISTAN

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ABSTRACT: *The very research explores the contemporary digital marketing practices in food chains in Pakistan. The research explores how the digital marketing practices opted by leading food chains in Pakistan are impacting the sales of these food chains. The research has also explored that what digital marketing techniques have been deployed by the food chain and how the different online digital medium to be used for effective advertising. The research is quantitative in nature and a detailed survey questionnaire was developed for the collection of the data. Four external variables i.e Brand Image, Brand Feeling, Brand Resonance and Brand Judgement have been taken to see their impact on Customer Experience. Study results show that external variables have an impact on Customer Experience in the digital marketing sphere.*

KEYWORDS: Digital Marketing, Food Chains, Brand Image, Brand Feeling, Brand Resonance, Brand Judgement and Customer Experience.

INTRODUCTION

Background

We are living in an era where nothing can be sell without marketing or promotion. It is very important that one should market or advertise his product to the consumers he is trying to sell it to. If he ignores this fact, he will lose his consumers to other brands which are being advertised. People are attracted through colors, rhythms, tones, jingles, beauty and powerful messages. Advertising covers all this and brings out the hidden wants and needs of the consumer through it, making them to want to obtain it.

There are many ways of marketing your product and with the passage of time, technology is taking over thus creating new ways and methods to advertise a product in a more efficient and powerful way. With the emergence of the internet, we see that most of the advertising is shifting from traditional methods to digital. The reason for this is because we see an extreme change in the adaptation of the internet by people all around the world. People of all ages; kids, grown-ups and adults, all are using the internet to interact with each other and sharing their experiences. This is great for the marketers as more and more of their consumers are on the internet and they have the opportunity to advertise their products on the internet, where majority of their consumers are.

Now consumers are more on the internet as compared to traditional media which are TV, Radio, Pamphlets, Billboards etc. This research asses "Contemporary Digital Marketing Practices in Food Chains in Pakistan".

In this research digital marketing will be discussed in great depth and how efficient it is in increasing the sales of the company. It will also tell how and where one should digitally advertise his brand and what methods are more beneficial than the others.

Online advertising can be in animated form, banners, mobile advertising, blog advertising, wallpaper advertising, floating adds etc. In its most common use, the term "online advertising" comprises all sorts of banner, e-mail.

According to the recent research on consumer behavior on the Internet users (Cotte, 2006), there are Four distinct consumer groups with different intention and motivation:

- Information
- Exploration
- Entertainment
- Shopping

Problem Statement

Is digital marketing making an impact on the Pakistani consumer's mindset?

This research will show the attitude and behaviors of the internet users toward impact of digital marketing in restaurants and fast food chains.

Research Objectives

Following are some of the objectives:

- To investigate whether digital marketing is being interpreted correctly by Pakistani restaurants and it's consumers
- Establishing the importance of digital marketing in Pakistan
- Introduce new strategies to enhance digital marketing efforts in Pakistan.
- To educate restaurants in Pakistan regarding the merits of digital marketing.

Significance

Firstly, this research is very useful for all the online food industry as they can improve effectiveness of their advertisement to create a better brand awareness in front of their customers because this research will provide the deep insight of internet user.

Secondly this research will provide the understanding of the consumer's mindset regarding digital marketing.

Justification

The study will provide benchmark to how advertising can be done in a effective manner in Pakistan so that people can attract towards it and can provide a good response about the particular thing that is being advertised. It will provide new knowledge and insights for the rapid growing field of online advertising in Pakistan.

Scope

This research focuses on the impact of online advertisement on the consumer's mindset and what they perceive about the brand through digital or online marketing.

LITERATURE REVIEW

With the emergence of the internet we see that communicating has never been more easy. Large amount of information can be transferred from one point of the world to the other within minutes. With this technological boom, hundreds of things have become easy for us. Post has collapsed as consumers and companies continued moving online, more practical business models emerged and started proving themselves, such as search advertising and e-commerce (Ian, 2007).

In 1999 a research was published in a journal of advertising and it stated that internet advertising is entertaining the users but it is not making users buy the products (Kanfer, 1999).

Digital Marketing vs. Traditional

Clearly the world of technology is having a significant impact on how we behave socially, act as consumers and how we do business so it could be fair to say that any business that does not adapt to the new era of marketing and communications is in danger of losing out.

Here are some benefits of adapting digital marketing;

- 1. Reduced cost:** Your business can develop its online marketing strategy for very little cost and can potentially replace costly advertising channels such as Billboards, Television, radio and magazine.
- 2. Simple to measure:** Unlike traditional methods you can see in real time what is or is not working for your business online and you can adapt very quickly to improve your results. For measuring traffic to your site you can use Google Analytics to measure specific goals you want to achieve for your website or blog and most packaged email marketing solutions provide good insight into how many people are opening, reading and converting from your emails.
- 3. Real time results:** You don't have to wait weeks for a boost to your business like you would have to waiting for a fax or form to be returned. You can see the numbers of visitors to your site and its subscribers increase, peak trading times, conversion rates and much more at the touch of a button.
- 4. Refining your strategy:** Basically anything that you capture in your customer journey can be reported on and sharpen up for greater success at the fraction of the cost of traditional marketing. Marketing online enables you to refine your strategy at any point in time and see any improvements or opportunities for further refinement almost instantaneously.
- 5. Brand Development:** A well maintained website with quality content targeting the needs and adding value to your target audience can provide significant value and lead generation opportunities. The same can be said for utilizing social media channels and personalized email marketing.
- 6. Greater exposure:** Your business can be seen anywhere in the world from one marketing campaign, the cost to do this using traditional methods would be considerable. Plus once you have optimized the key word search content in your website you should see a long-term return on your investment and will be fairly low cost to maintain your ranking.

7. Viral: Online, using social media share buttons on your website, email and social media channels enables your message to be shared incredibly quickly.

8. Not Intrusive: Online people get the choice to opt in or out of communications and often it is relevant because they were the ones searching for it in the first place. If someone does not want to receive newsletters or promotions from a particular website or mail, he can easily opt out of it. This is a big convenience for everyone.

9. Greater engagement: With digital marketing you can encourage your prospects, clients and followers to take action, visit your website, read about your products and services, rate them, buy them and provide feedback which is visible to your market. So it doesn't take long for good publicity to enhance the prospects of your business.

Digital Marketing Types

Digital marketing basically is about reaching your customers through a digital platform like social media channels, web and mobile. In today's time 80% of the people are using Internet and smartphones, with this increasing percentage of mobile and internet users, digital marketing becomes a preferable tool to market or promote your services.

There are many types of Digital marketing getting popular over the time, some of those are;

- **Email Marketing:** Being one of the earliest forms of digital marketing, it includes delivering personalized or targeted messages at the correct time. For example, brands like Amazon, Flipkart, etc. deliver emails that are tailored to meet the user's requirement.
- **SEO (Search Engine Optimization):** it is the most general type of Digital marketing which is used to increase the website's visibility across the search engines. There are various techniques involved in this process ranging from on-site technical analysis and improvement, to blogging, link-building and content creation.
- **Display Advertising:** Web banners or banner ads placed on a third-party website to drive traffic to a company's own website to increase product awareness.
- **Social Media:** It is all about managing a brand's image across multiple social channels including Twitter, Facebook, Pinterest, LinkedIn and many others. This type has become greatly popular, mature and complex over the last few years.
- **Referral Marketing:** promoting products or services to new customers through referrals, usually word of mouth.
- **Affiliate Marketing:** a marketing practice in which a business rewards one or more affiliates for each visitor or customer brought about by the affiliate's own marketing efforts.
- **Content Marketing:** involves creating and freely sharing informative content as a means of converting prospects into customers and customers into repeat buyers.
- **Online Advertising:** This involves the process of advertising on others website. For example, you can buy a banner space on popular website, paying the website owner for it.

- **Viral marketing:** It is a perfect blend of various elements of the marketing. Generally, it involves publicizing an element of content across multiple channels. It may include videos on YouTube, blogs, email marketing, as well as some traditional elements, all with the goal to assure that the content grabs the attention of the market and spreads naturally through online communities.
- **Text messaging:** This is one of the widely used Digital marketing types. Especially, with the exponential rise in usage of smartphones around the world has enhanced the dependency on them for quick and timely information.

Perspective

Currently in today's era we see that people are using the internet more and more every day. We see that most of the population of the world is moving away from television sets and sitting in front of their computer screens. This can be a problem for the advertisers as their ads on TV are not being watched by as many people as they thought. Here comes digital marketing, where marketers should advertise their products online instead of using traditional methods.

Digital marketing is not only the future, it's the present. The companies that act now to transform their marketing capabilities will be much better positioned to connect with their customers in the years to come. (Nicolas, 2015)

Digital media has proved to be a unique and bendy medium that can deliver across all the areas of marketing communication within the entire purchasing funnel. New media advertising offers multiple opportunities and perks that traditional media does not; it has the ability to target audiences accurately and in an accountable manner through measurement. As with any new frontier, running branding campaigns online offers both risks and rewards to the advertiser. Those who prefer to stay with their familiar and comfortable marketing plans risk not only missing out on today's new media savvy audiences, but also in being out-performed by those who are already experimenting with digital brand advertising options. There is now a huge demand of the advertising industry to get more detailed information, research and case studies prove the strength of digital media for online brandings (Urdahl, 2010).

It is mentioned in the study of (Kireyev, Pauwels, & Gupta, 2013) that half of the amount of dollars will be spend on the paid search and about 38% of the budget will be spend on display advertisement. He further stated that online advertisement is improving day by day and transforming itself. Sooner or later it will be big challenge for traditional advertisement because internet advertisement is adopting more efficient ways through which it can form a connection between consumers and display advertisement (S.Evans, 2009).

Different ways of advertising on net has set mind blowing scores by revamping itself and by this firm has attracted many marketers once again through enhanced way of advertising. "From my perspective, it's more of a branding movement as it has a direct lead to the new generation, because we clearly don't see the same type of click through rates as with, you know, Google Ad Words, or other online advertising".

Online Social media like Facebook, Twitter and YouTube are among the most popular digital media platforms for teenagers who mostly order meals online from the internet. Using these digital mediums to target those audience is a smart move. As they provide an easy opportunity for marketers to access and exploit an individual's web of social relationships,

One of the most successful ways of having your target audience interact with your brand is by offering incentives like contests, prizes, discounts to participants in viral marketing campaigns by circulating brand related content often generated by the users themselves. Create Polls, games, quizzes etc to invite the audience to participate into playing and spreading their achievements through social media, thus also marketing your brand.

Social networks add the element of peer influence to what is already a powerful marketing appeal, targeting adolescents at a point in their lives when they look to friends as models of what types of behavior to pursue.

Mountain Dew, for example, launched a viral marketing campaign dubbed "DEWmocracy," using a variety of social network platforms to get young people involved in choosing and promoting a new product. Fans registered at DEWmocracy.com and urged their friends and social media followers to vote on the look and taste of a new soft drink. A marketing trade publication reports that soon after the campaign launched, Mountain Dew ranked first on teens list of "Newest Beverages" they had tried.

We see that engagement with our customers is healthy for the restaurants and other businesses alike. Plus with the help of a little social media, and everyone wanting to share their stories with everyone, your story and ideas are clearly going to spread all over the internet with very less effort from yourself.

Instagram ,Facebook and Twitter are the most popular websites where people now share mostly everything about their lives in order to gain social acceptance and wanting to follow the trend. Create a trend like what Mountain Dew did as DEWmocracy. Create a challenge or make something interesting go viral on these social media sites and your audience will follow you and spread your message faster than you can imagine.

Don't forget to create an application for your restaurant where you provide all your deals, discount and your menu. Applications are easier to access as compared to websites and they are mostly designed in a way to be more simplistic and more helpful. Try to offer discounts for those who order through your application so to invite more people in using your product and gaining more popularity.

Partner up with online food apps. This should definitely be a consideration as part of your restaurant marketing plan. Partnering with online apps encourages visitors to check out your restaurant. (K.C, 2009)

Types of Digital advertisement

Digital marketing is considered to be wide in scope because it not only refers to marketing on the Internet, but also includes marketing done via e-mail and wireless media and other platform which are connected to the internet.

As further defined in the article by (Wells & Moriarty, 2006) that internet advertising has been divided broadly in four types which are defined briefly below: online display advertisement, online social media advertising, email advertising and online video advertising.

These also include banners, Google Search ads, Adwords ad, PPC (Pay per clicks), Google Display ads, Retargeting ads, Mobile ads, In-Game ads, YouTube ads etc

Online Social Media Advertising

It is the form of advertising through which we grab attention of the web site traffic gained by the mean of social networks like Facebook, Twitter and etc (Adage, 2014).

As Facebook is market leader among all the social media. It is similar to the broadcast television, and however, advertisement are exposed to them like banner and targeted commercial. Most of the time online social media advertising is very appealing and attractive due to which it persuade competent consumers to visit the web site or share it on social networks, by sharing such ads on social networks the products get fame and popularity with in the area.

Online social media advertising helps in playing a large role in increasing the communication process. It helps firms to get instant and relevant feedback of their products, by which they can get a good idea of how to improve their performance and create awareness of their products or services.

Email Advertising

Email marketing is directly marketing a commercial message that is sent to a group of people using electronic mail email. In every email sent to a potential or current customer could be considered email marketing.

Importance of Digital Marketing

Digital marketing is infinitely more affordable than traditional offline marketing methods. An email or social media campaign, for example, can transmit a marketing message to consumers for a fraction of the cost of a TV ad or print campaign, and potentially reach a wider audience.

But one of the main benefits of conducting your marketing digitally is the ease with which results can be tracked and monitored. Rather than conducting expensive customer research, you can quickly view customer response rates and measure the success of your marketing campaign in real-time, enabling you to plan more effectively for the next one.

Perhaps the strongest case for incorporating a digital element into your marketing is that digital media forms are quickly overtaking traditional forms of information consumption.

Online Buying Behavior

Online shopping consumer behavior is also called online buying behavior and internet shopping/ buying behavior. Online shopping behavior has direct relationship with these five elements such as e-stores, logistics support, product characteristics, websites technological characteristics, information characteristic and home page presentation.

Different authors define consumer behavior characteristics differently. Researches on online consumer behavior and characteristics have been done by so many market researchers and authors. The research on online consumer behavior is important because it helps to understand when and how online consumer prepares themselves for purchasing.

Turban has defined a model on consumer behavior online. In this model, electronic environment consist of three variables such as independent variable, intervening or moderating variables and the decision making process. (Turban, 2010)

Factors influencing buying behavior

There are so many factors involve that have influence on online consumer behavior while he would do online shopping, in simple word, it is a complex mixtures of so many factors such as social, culture, education, race, personality, environment and resources availability. It involve many variables some are controllable and some are uncontrollable such as environment and consumer personality are uncontrollable variable which always prevail in every online transaction but some are in our span of control such as medium of exchange, medium of goods information, products or services characteristics or inventory characteristics. There are other factors as well like building trust factor, confidence, appealing website, proper and full information about goods and services by this purchasing decision would be more encouraged.

Consumer Behavior over Internet

According to Consumer Behavior Report, “ One in four consumers indicated that they spend more time online because of the tough economy and 53 percent of consumers said they spend about the same amount of time online”. (Plummer, 1995)

According to (Plummer, 1995) survey, consumers are divided by age wise and then take into account the online shopping to analysis the scenario. After survey it is clearly shown that older aged online consumers are totally different from younger online consumers. This is because the older online customers have the sense of saving and purchasing while younger online consumers have no experience and don't have enough maturity to buy goods with planned spending. (Rodriguez, 2009)

Few Restaurant Marketing Tips

1. **Stay current.** Keep yourself up to date on current statistics, trends, facts and figures that can help you analyze your restaurant marketing plan.
2. **Have a functional website.** Make sure customers can find your restaurant online with a well-optimized website that does what you want it to do. The key is to get them to your website before they find your competitors.
3. **Engage in local SEO practices.** Websites are also for small local businesses just as they are for big businesses.
4. **Enlist local food bloggers.** Ask local food bloggers to review your restaurant in return for a free meal. The outside link will help with rankings, and the positive review will help your reputation.
5. **Monitor review sites.** You live or die on your reputation, so pay close attention to what people are saying about your restaurant online. This is where your offline visitors can tell the online world about their (hopefully positive) experience at your restaurant. Thank visitors for positive reviews and respond to and respectfully resolve negative reviews.
6. **Use an online restaurant reservation tool.** Invite your customers to make a reservation on sites like OpenTable. You need an online restaurant reservation tool to make it easier for your customers and easier on yourself. And sometimes people just don't want to pick up the phone – they'd rather make their reservation in just a few clicks.

7. **Get a social media presence.** Strengthen your word of mouth marketing with an interesting, interactive social media presence. This gives you the ability to engage your customers 365 days as year, represent your brand and enlist customers to share their stories. That's priceless.
8. **Give your menu a fresh look.** If you already have a great design that works well, this may not be necessary. If you have a boring or outdated menu, however, customers may think your food is not enticing as well.

Benefits of Digital Marketing in Businesses

Digital marketing gives businesses of any size access to the mass market at an affordable price and, unlike TV or print advertising, it allows truly personalized marketing. Specific benefits of digital marketing include:

- **Global reach** - a website allows you to find new markets and trade globally for only a small investment.
- **Lower cost** - a properly planned and effectively targeted digital marketing campaign can reach the right customers at a much lower cost than traditional marketing methods.
- **Track able, measurable results** - measuring your online marketing with web analytics and other online metric tools makes it easier to establish how effective your campaign has been. You can obtain detailed information about how customers use your website or respond to your advertising.
- **Personalization** - if your customer database is linked to your website, then whenever someone visits the site, you can greet them with targeted offers. The more they buy from you, the more you can refine your customer profile and market effectively to them.
- **Openness** - by getting involved with social networking and managing it carefully, you can build customer loyalty and create a reputation for being easy to engage with.
- **Social currency** - digital marketing lets you create engaging campaigns using different types of rich media. On the internet these campaigns can gain social currency - being passed from user to user and becoming viral.
- **Improved conversion rates** - if you have a website, then your customers are only ever a few clicks away from completing a purchase. Unlike other media which require people to get up and make a phone call, or go to a shop, digital marketing can be seamless and immediate.

RESEARCH METHODOLOGY

Research Design

This research is a Quantitative research in nature.

For this research it is decided to use questionnaire approach that would be filled by people in Pakistan especially people of Karachi.

Research Strategy

The research strategy is defined as the general plan of how the researcher will go about answering the research question.

Research Technique

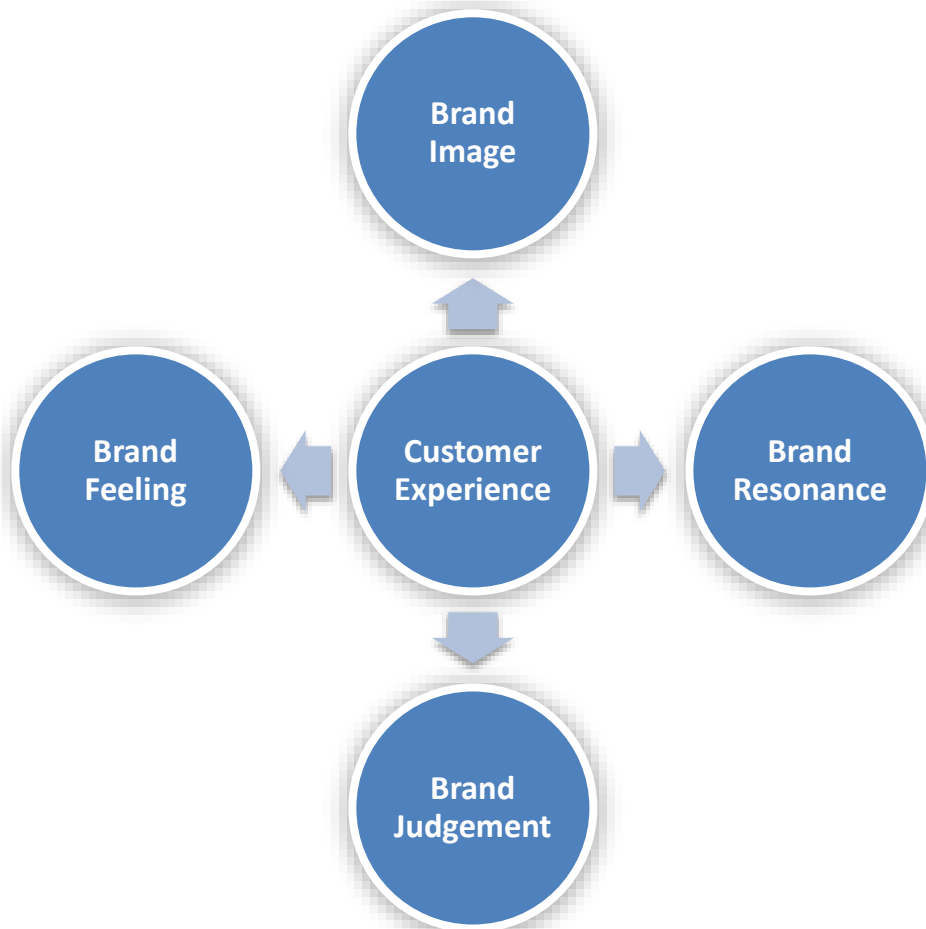
This research is Quantitative research in nature. Questionnaire have been designed to collect primary data.

Research Procedure

Following steps are going to be taken for this research:

- i) A detailed review of literature is done.
- ii) Questionnaire is designed in such a manner that people can give their answers easily and quickly.
- iii) Then the data collected through questionnaire will be analyzed by using different research tools.
- iv) Hypothesis will also be tested through analyzed data to draw the result.
- v) Depending on the outputs of result, suggestions and conclusions will be submitted in the end.

Conceptual Framework



Hypothesis

H1: There is a relationship between Brand Image and Customer Experience.

H0: There is no relationship between Brand Image and Customer Experience.

H2: There is a relationship between Brand Feeling and Customer Experience.

H0: There is no relationship between Brand Feeling and Customer Experience.

H3: There is a relationship between Brand Resonance and Customer Experience.

H0: There is no relationship between the Brand Resonance and Customer Experience.

H4: There is a relationship between Brand Judgment and Customer Experience.

H0: There is no relationship between the Brand Judgment and Customer Experience.

Research Tools and Techniques

The tools which will be used for this research are Microsoft Office and SPSS 2.0.

Research Population and Target Population

The population of this study is only the people of Karachi. Also only the frequent users of the internet will be the target audience.

Sample Size

Sample size for this research is 200 people.

Method of Sampling Selected

In this research convenience sampling will be done. As mostly random people will be selected and will be made sure those people are frequent users of the internet.

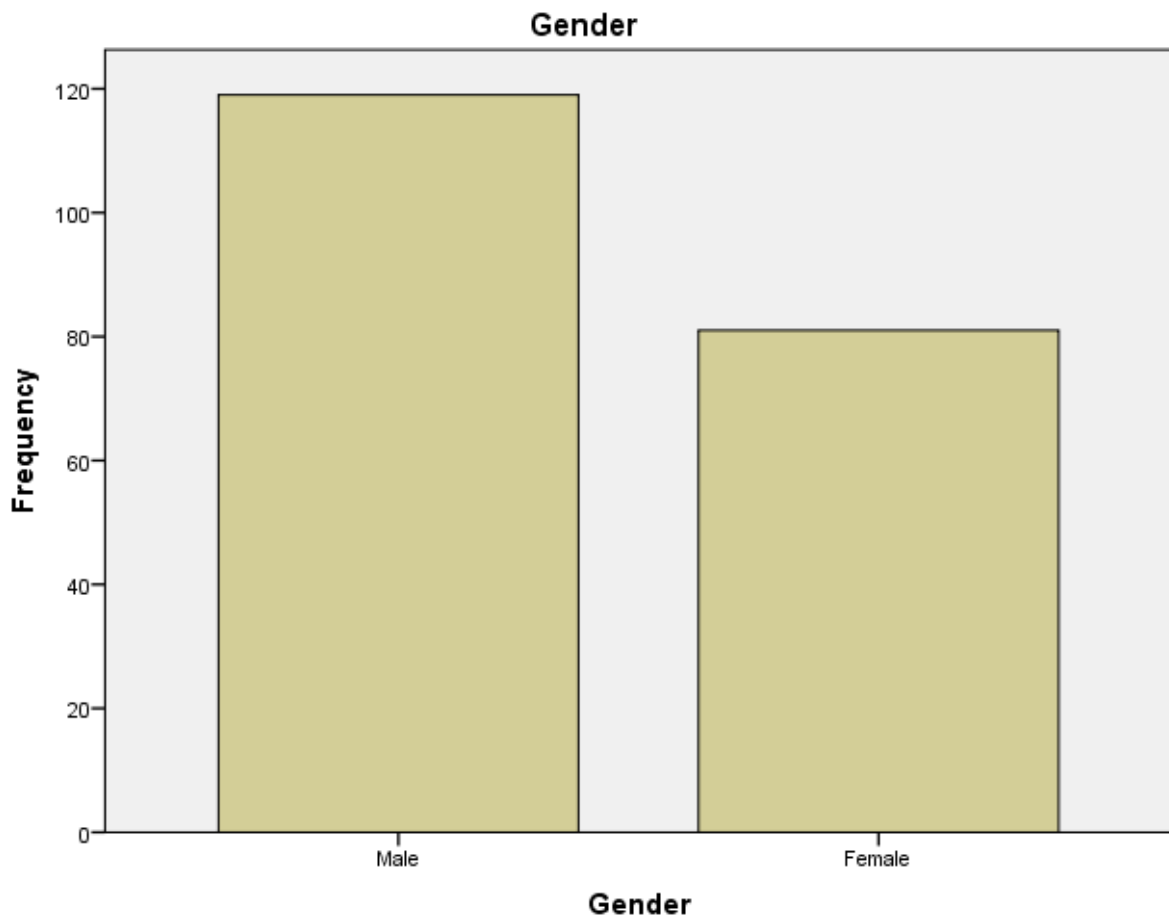
Limitations

This research will only be held in Karachi, Pakistan. This research will show a reflection of the mindset of the consumers from only Karachi, Pakistan.

DATA PRESENTATION, INTERPRETATION AND ANALYSIS

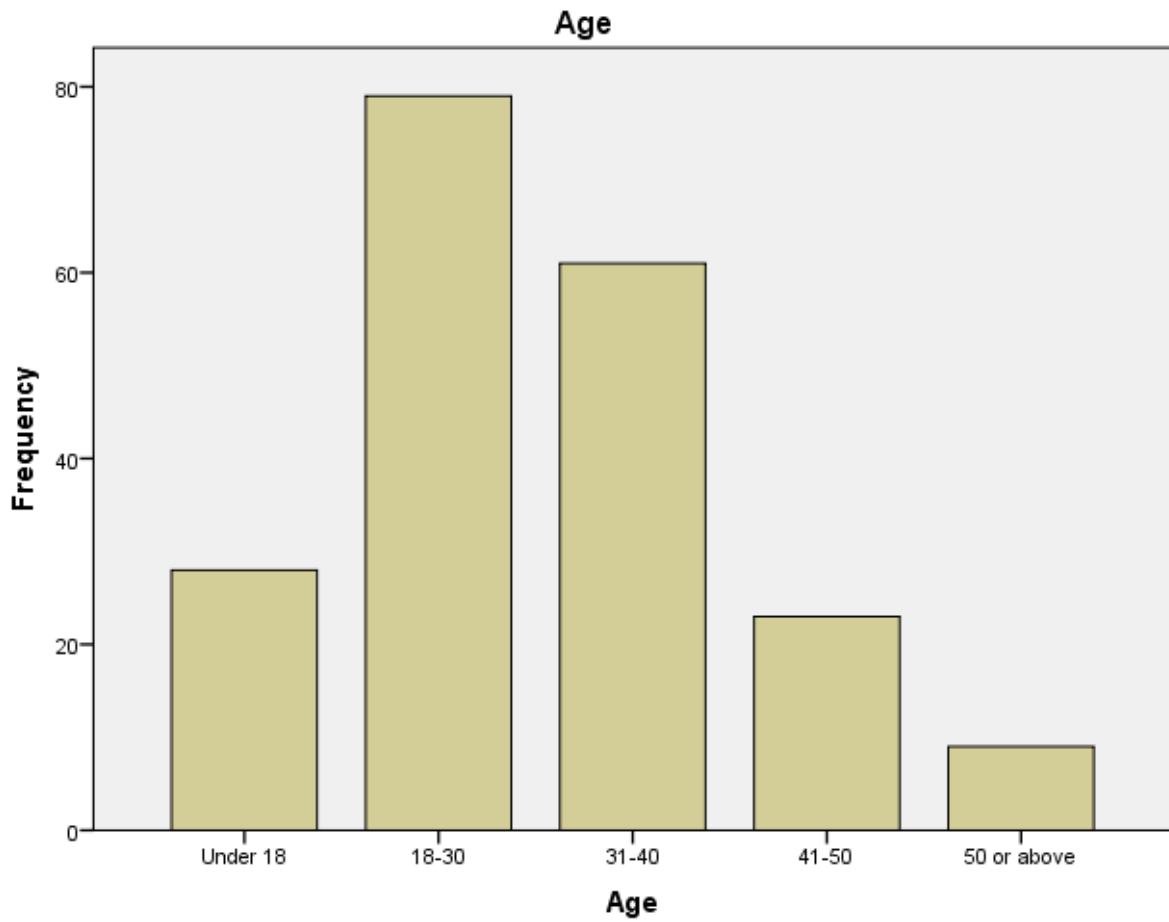
Frequencies

Gender graph



The percentage of Males in the survey is 59.5% and for Females is 40.5% .

Age graph



The age demographics of the participants were as followed (in percentage);

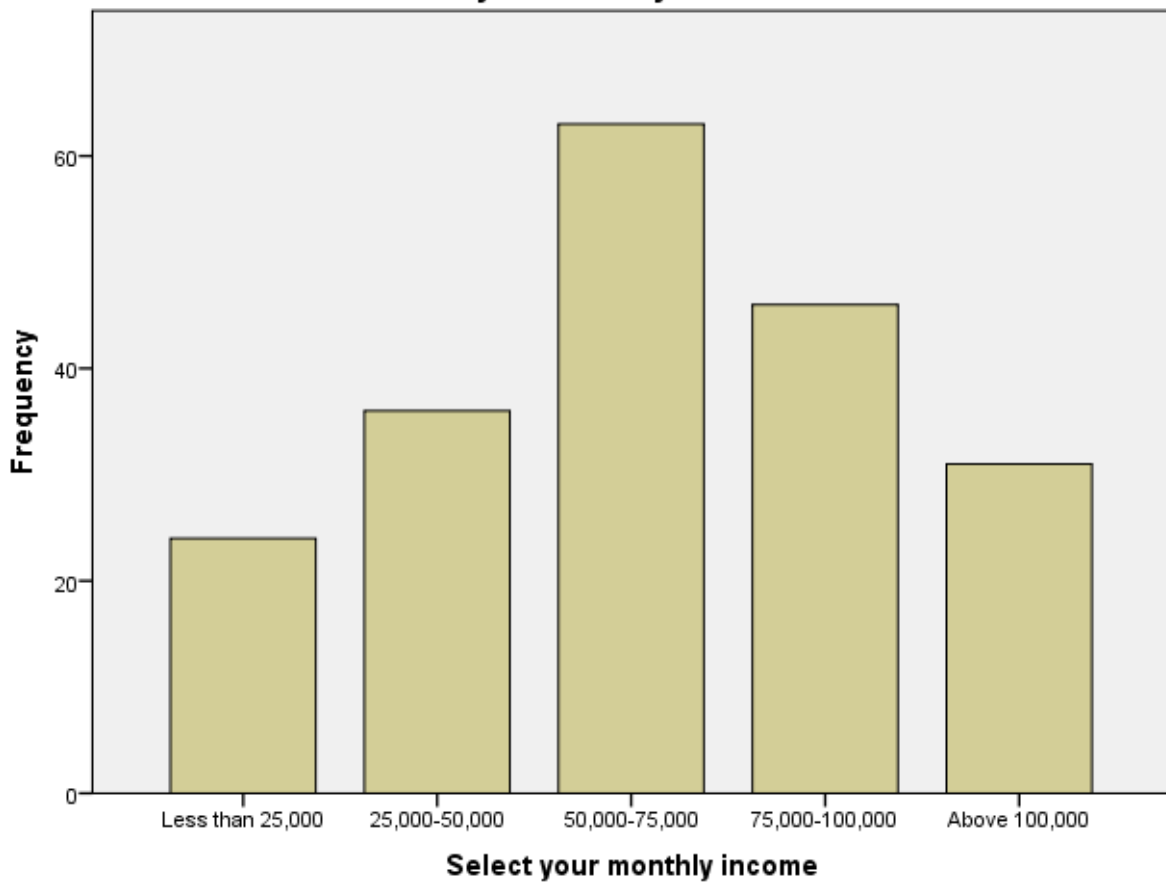
Under 18	-	14%
18-30	-	39.5%
31-40	-	30.5%
41-50	-	11.5%
50 or above	-	4.5%

Monthly Income table and graph

Select your monthly income

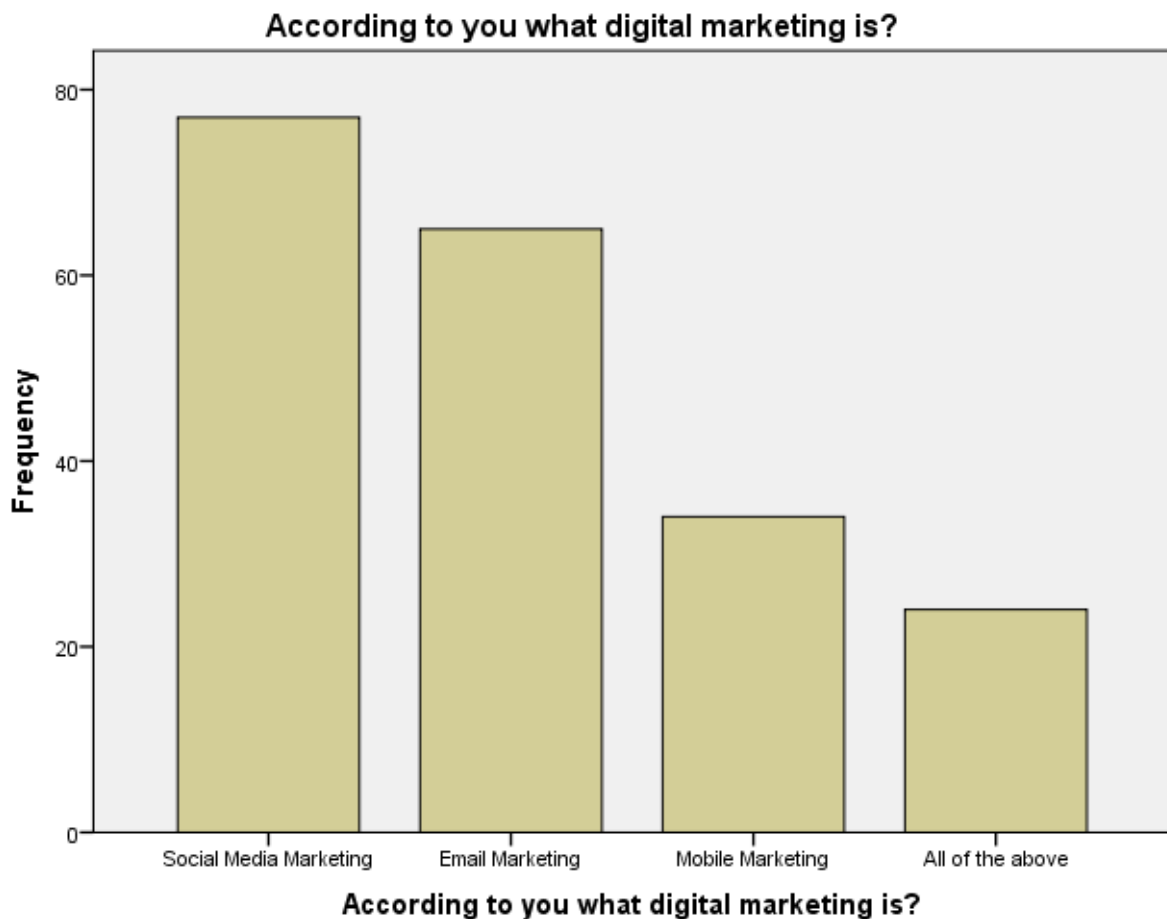
	Frequency	Percent	Valid Percent	Cumulative Percent
Less than 25,000	24	12.0	12.0	12.0
25,000-50,000	36	18.0	18.0	30.0
Valid 50,000-75,000	63	31.5	31.5	61.5
75,000-100,000	46	23.0	23.0	84.5
Above 100,000	31	15.5	15.5	100.0
Total	200	100.0	100.0	

Select your monthly income



According to you what digital marketing is?

According to you what digital marketing is?				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Social Media Marketing	77	38.5	38.5
	Email Marketing	65	32.5	71.0
	Mobile Marketing	34	17.0	88.0
	All of the above	24	12.0	100.0
	Total	200	100.0	100.0

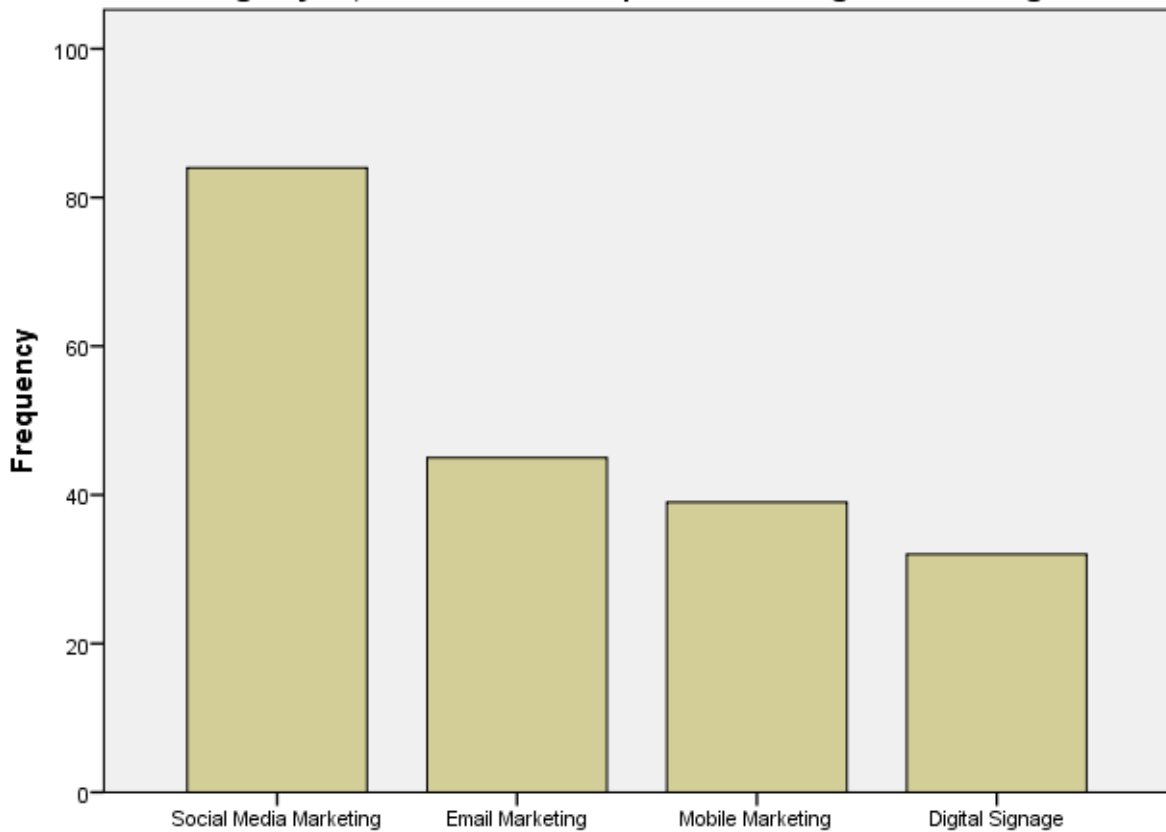


According to you, which is the best platform for Digital Marketing?

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	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Social Media Marketing	84	42.0	42.0	42.0
Email Marketing	45	22.5	22.5	64.5
Mobile Marketing	39	19.5	19.5	84.0
Digital Signage	32	16.0	16.0	100.0
Total	200	100.0	100.0	

According to you, which is the best platform for Digital Marketing?



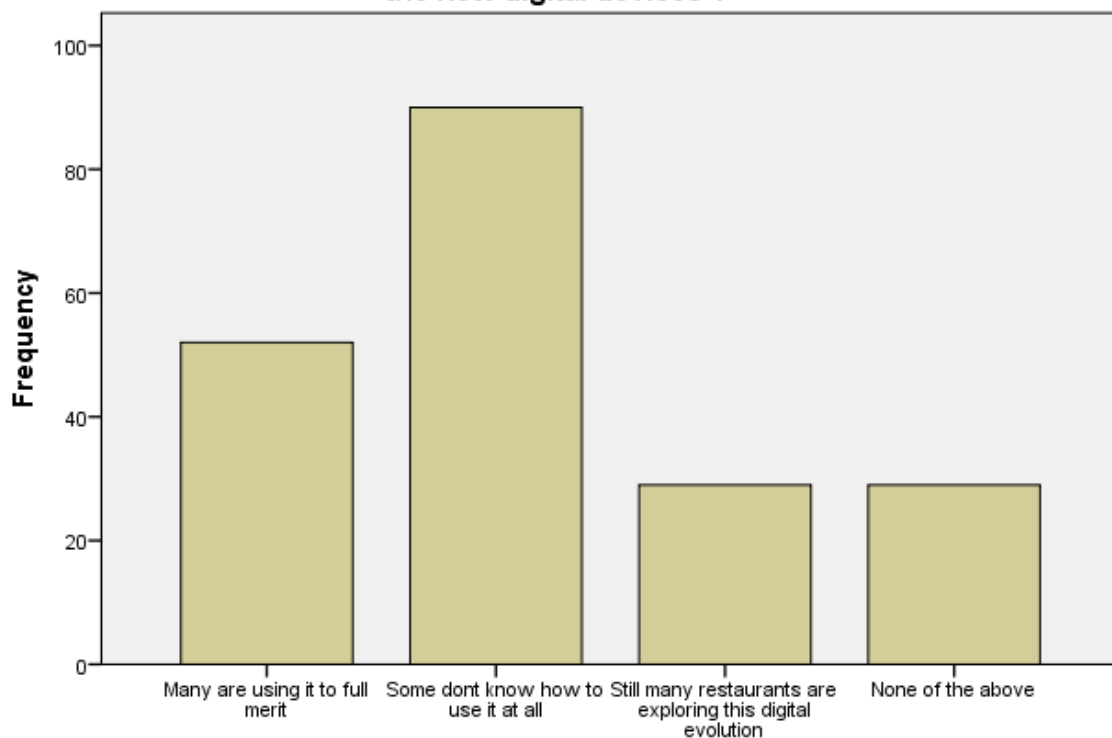
According to you, which is the best platform for Digital Marketing?

Do you think Restaurants in Karachi have become Technologically literate with the new digital devices ?

Do you think Restaurants in Karachi have become Technologically literate with the new digital devices ?

	Frequency	Percent	Valid Percent	Cumulative Percent
Many are using it to full merit	52	26.0	26.0	26.0
Some dont know how to use it at all	90	45.0	45.0	71.0
Valid Still many restaurants are exploring this digital evolution	29	14.5	14.5	85.5
None of the above	29	14.5	14.5	100.0
Total	200	100.0	100.0	

Do you think Restaurants in Karachi have become Technologically literate with the new digital devices ?



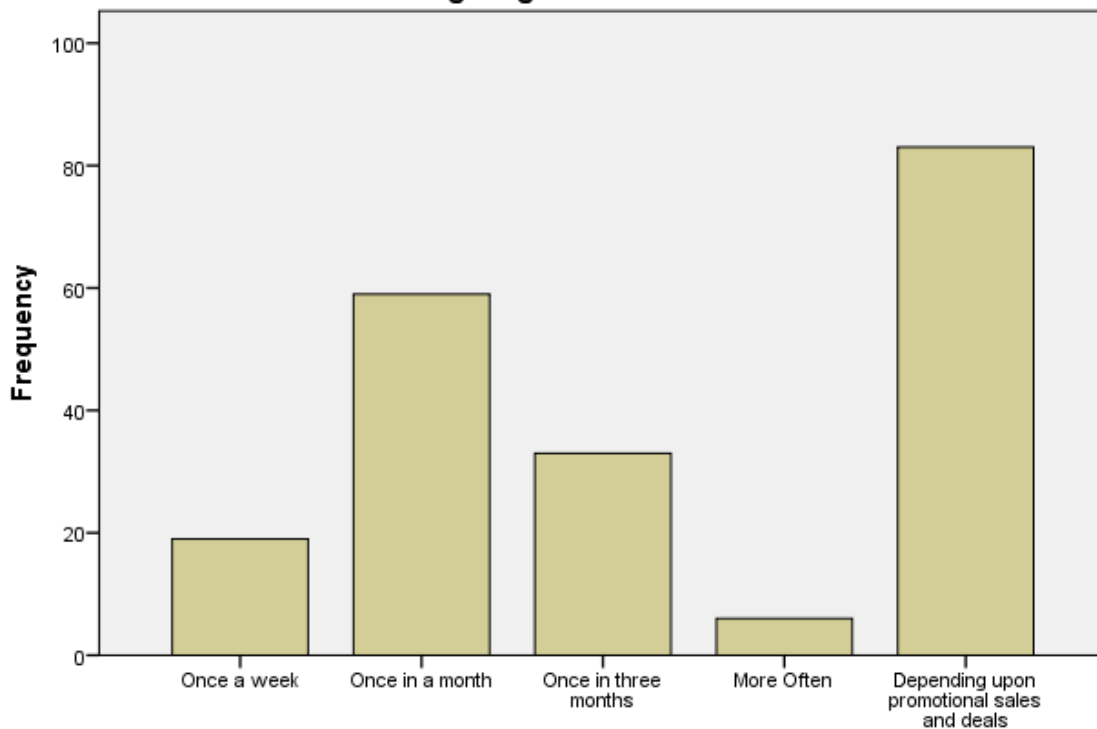
Do you think Restaurants in Karachi have become Technologically literate with the new digital devices ?

How often do you visit a restaurant in Karachi after coming across it's marketing through digital channels?

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	Frequency	Percent	Valid Percent	Cumulative Percent
Once a week	19	9.5	9.5	9.5
Once in a month	59	29.5	29.5	39.0
Once in three months	33	16.5	16.5	55.5
More Often	6	3.0	3.0	58.5
Depending upon promotional sales and deals	83	41.5	41.5	100.0
Total	200	100.0	100.0	

How often do you visit a restaurant in Karachi after coming across it's marketing through digital channels?



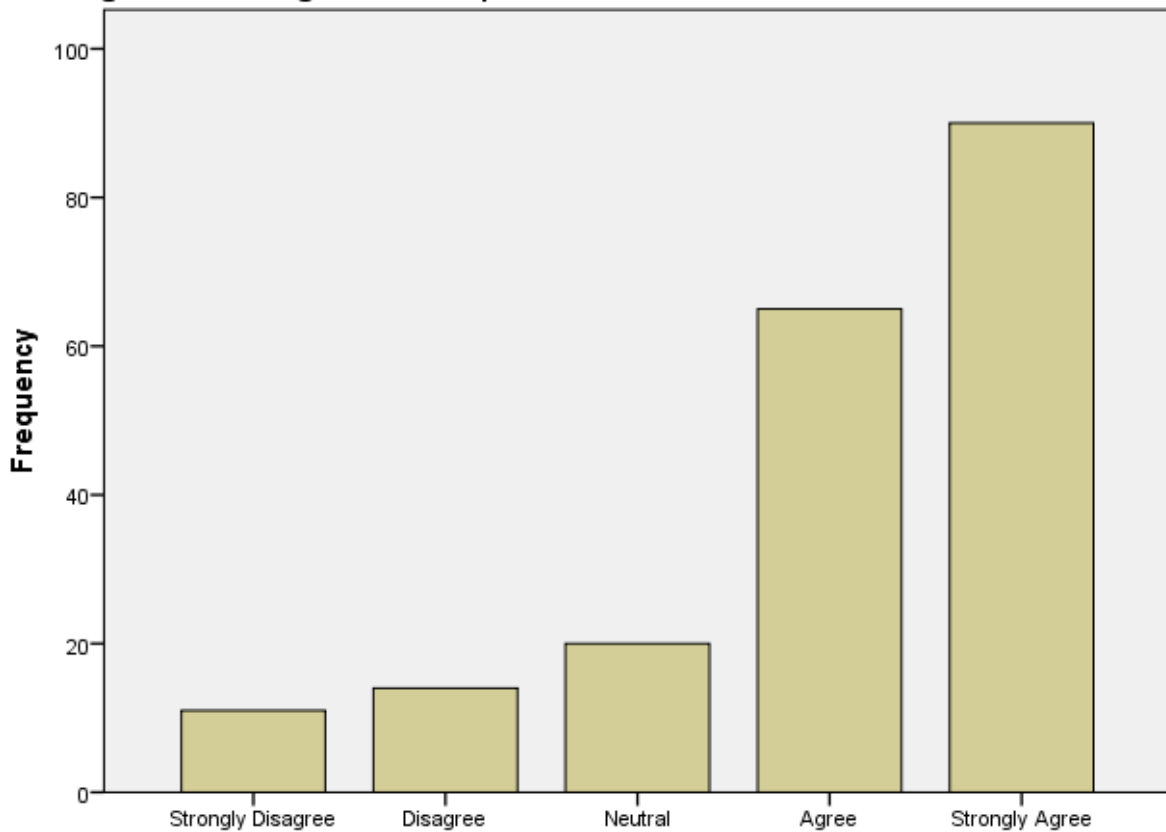
How often do you visit a restaurant in Karachi after coming across it's marketing through digital channels?

Brand Image - 1

Digital marketing is the best platform to know about a restaurant brand

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	11	5.5	5.5	5.5
Disagree	14	7.0	7.0	12.5
Neutral	20	10.0	10.0	22.5
Agree	65	32.5	32.5	55.0
Strongly Agree	90	45.0	45.0	100.0
Total	200	100.0	100.0	

Digital marketing is the best platform to know about a restaurant brand



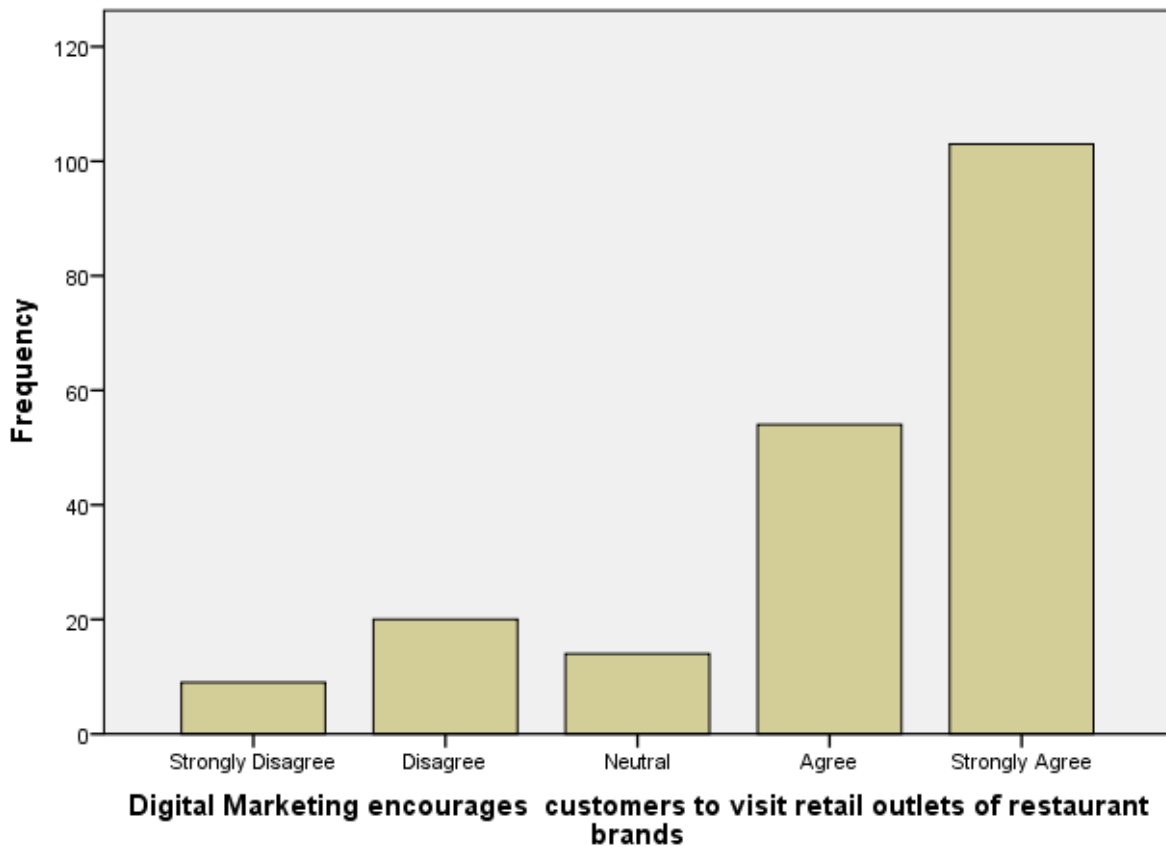
Digital marketing is the best platform to know about a restaurant brand

Brand Image - 2

Digital Marketing encourages customers to visit retail outlets of restaurant brands

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	9	4.5	4.5	4.5
Disagree	20	10.0	10.0	14.5
Neutral	14	7.0	7.0	21.5
Agree	54	27.0	27.0	48.5
Strongly Agree	103	51.5	51.5	100.0
Total	200	100.0	100.0	

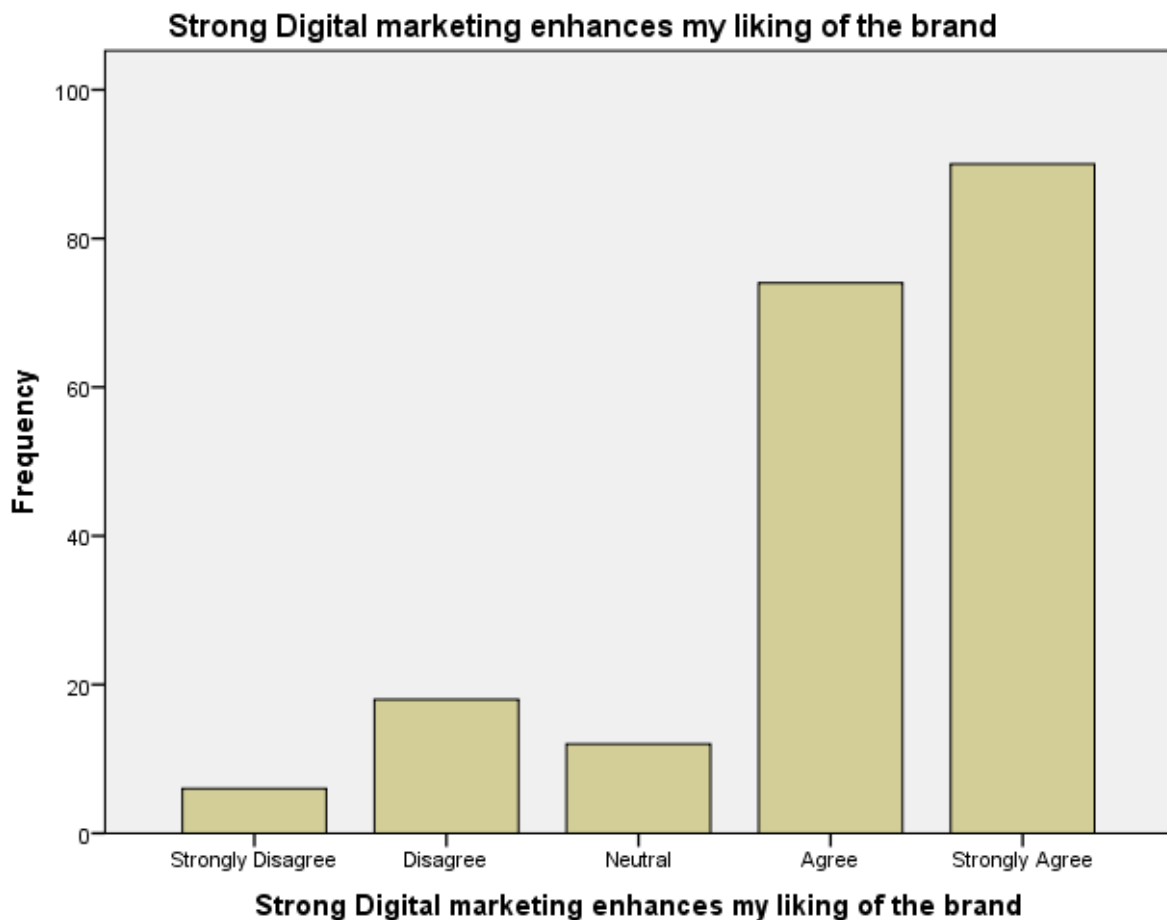
Digital Marketing encourages customers to visit retail outlets of restaurant brands



Brand Image - 3

Strong Digital marketing enhances my liking of the brand

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	6	3.0	3.0	3.0
Disagree	18	9.0	9.0	12.0
Neutral	12	6.0	6.0	18.0
Agree	74	37.0	37.0	55.0
Strongly Agree	90	45.0	45.0	100.0
Total	200	100.0	100.0	

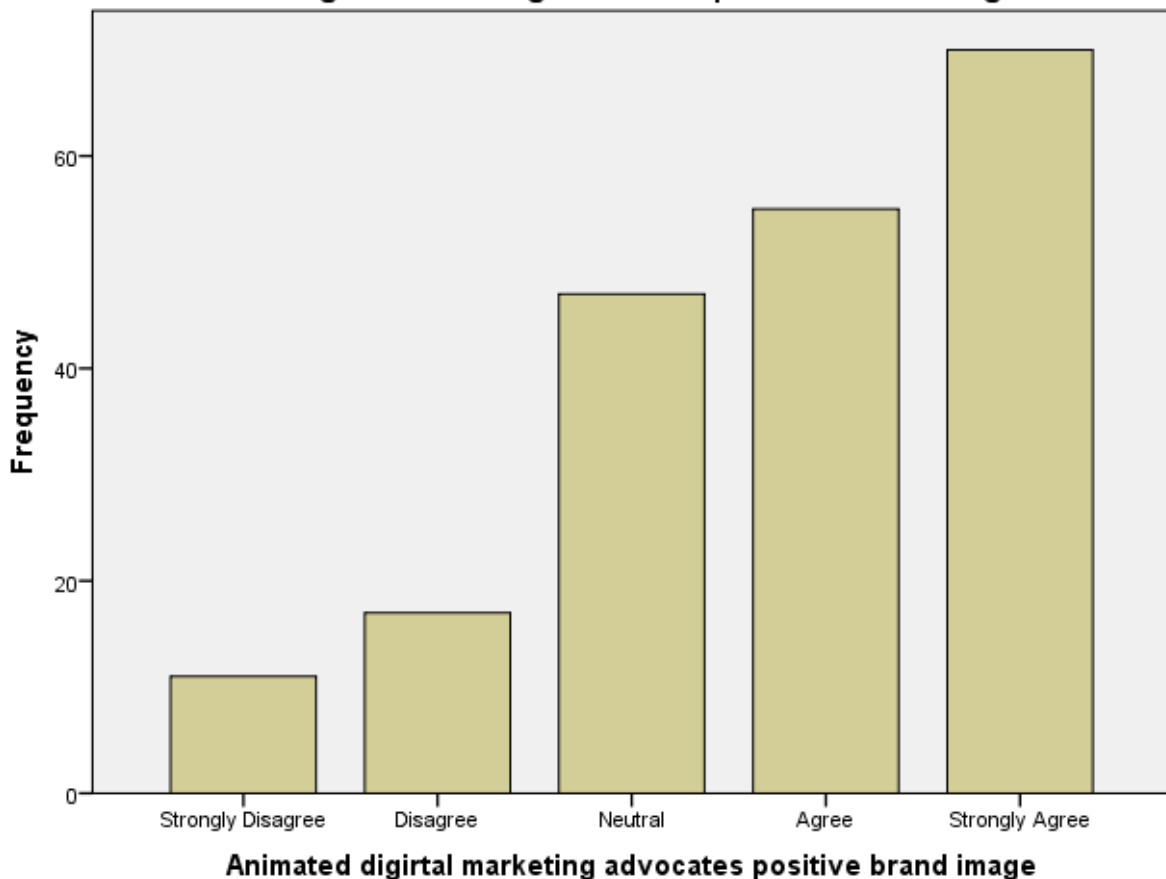


Brand Image - 4

Animated digital marketing advocates positive brand image

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	11	5.5	5.5	5.5
Disagree	17	8.5	8.5	14.0
Valid Neutral	47	23.5	23.5	37.5
Agree	55	27.5	27.5	65.0
Strongly Agree	70	35.0	35.0	100.0
Total	200	100.0	100.0	

Animated digital marketing advocates positive brand image

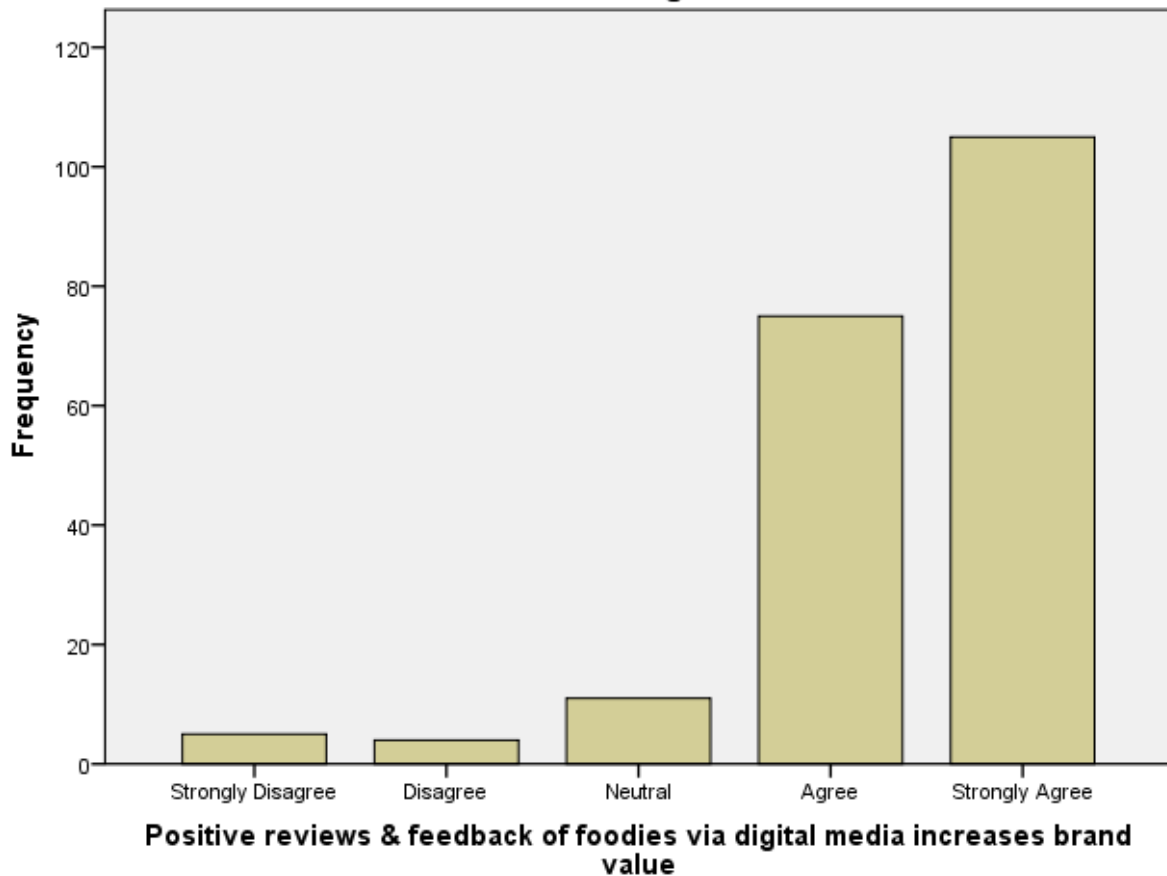


Brand Feeling - 1

Positive reviews & feedback of foodies via digital media increases brand value

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	5	2.5	2.5	2.5
Disagree	4	2.0	2.0	4.5
Valid Neutral	11	5.5	5.5	10.0
Agree	75	37.5	37.5	47.5
Strongly Agree	105	52.5	52.5	100.0
Total	200	100.0	100.0	

Positive reviews & feedback of foodies via digital media increases brand value

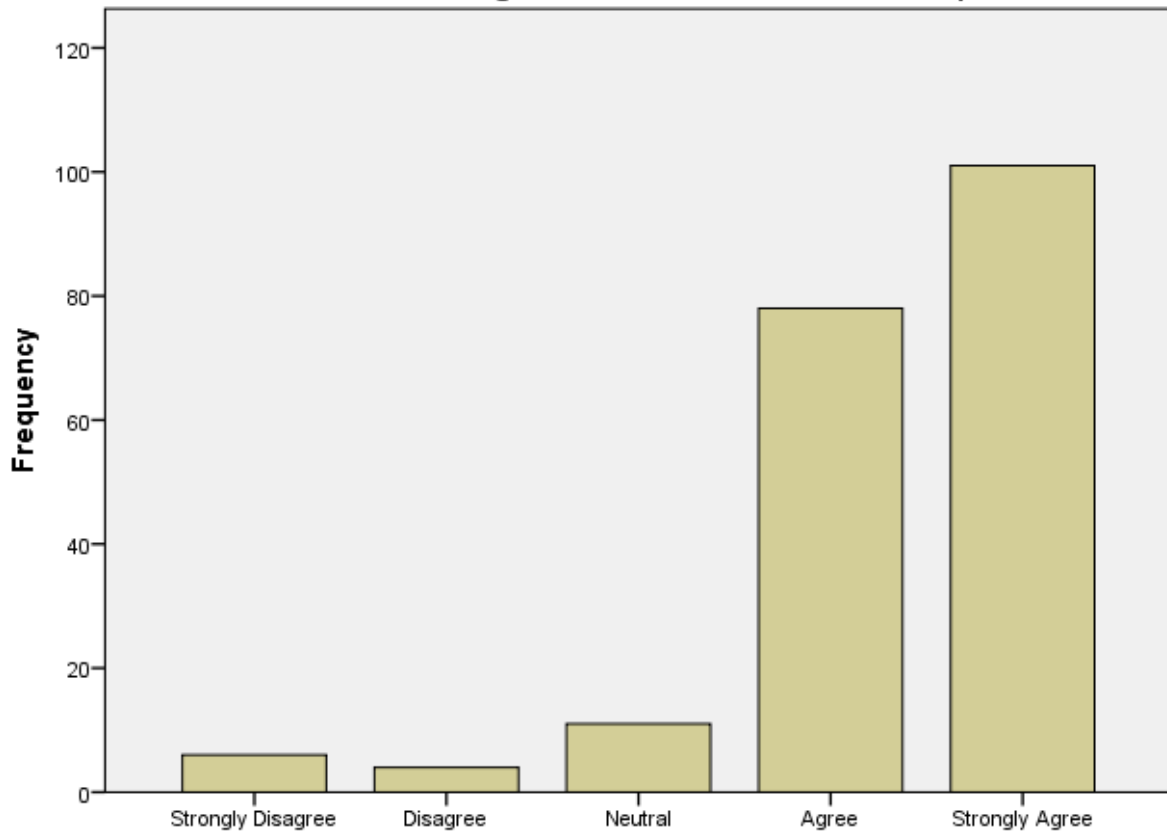


Brand Feeling - 2

Good Social media marketing enhances restaurants food experience

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	6	3.0	3.0	3.0
Disagree	4	2.0	2.0	5.0
Valid Neutral	11	5.5	5.5	10.5
Agree	78	39.0	39.0	49.5
Strongly Agree	101	50.5	50.5	100.0
Total	200	100.0	100.0	

Good Social media marketing enhances restaurants food experience



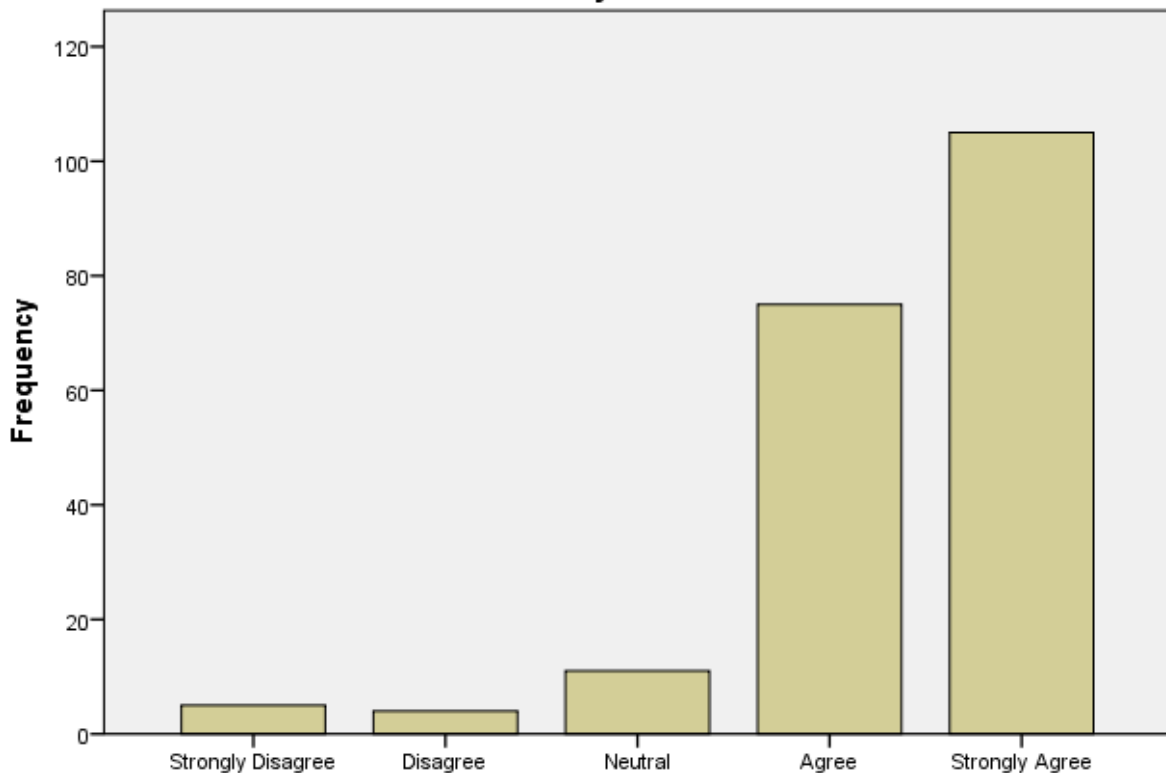
Good Social media marketing enhances restaurants food experience

Brand Feeling - 3

The quality of the food and ambiance displayed online by restaurants is different from the one actually delivered on site

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	5	2.5	2.5	2.5
Disagree	4	2.0	2.0	4.5
Valid Neutral	11	5.5	5.5	10.0
Agree	75	37.5	37.5	47.5
Strongly Agree	105	52.5	52.5	100.0
Total	200	100.0	100.0	

The quality of the food and ambiance displayed online by restaurants is different from the one actually delivered on site



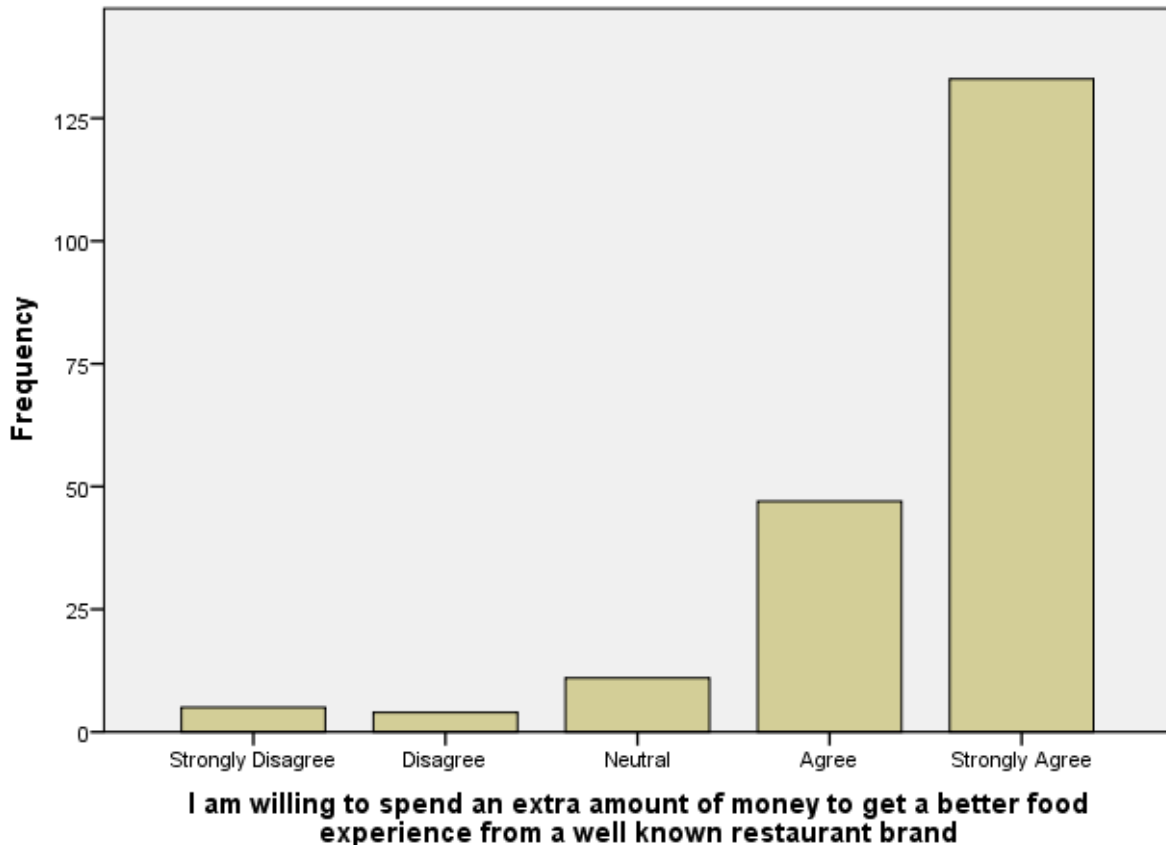
The quality of the food and ambiance displayed online by restaurants is different from the one actually delivered on site

Brand Feeling - 4

I am willing to spend an extra amount of money to get a better food experience from a well known restaurant brand

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	5	2.5	2.5	2.5
Disagree	4	2.0	2.0	4.5
Valid Neutral	11	5.5	5.5	10.0
Agree	47	23.5	23.5	33.5
Strongly Agree	133	66.5	66.5	100.0
Total	200	100.0	100.0	

I am willing to spend an extra amount of money to get a better food experience from a well known restaurant brand

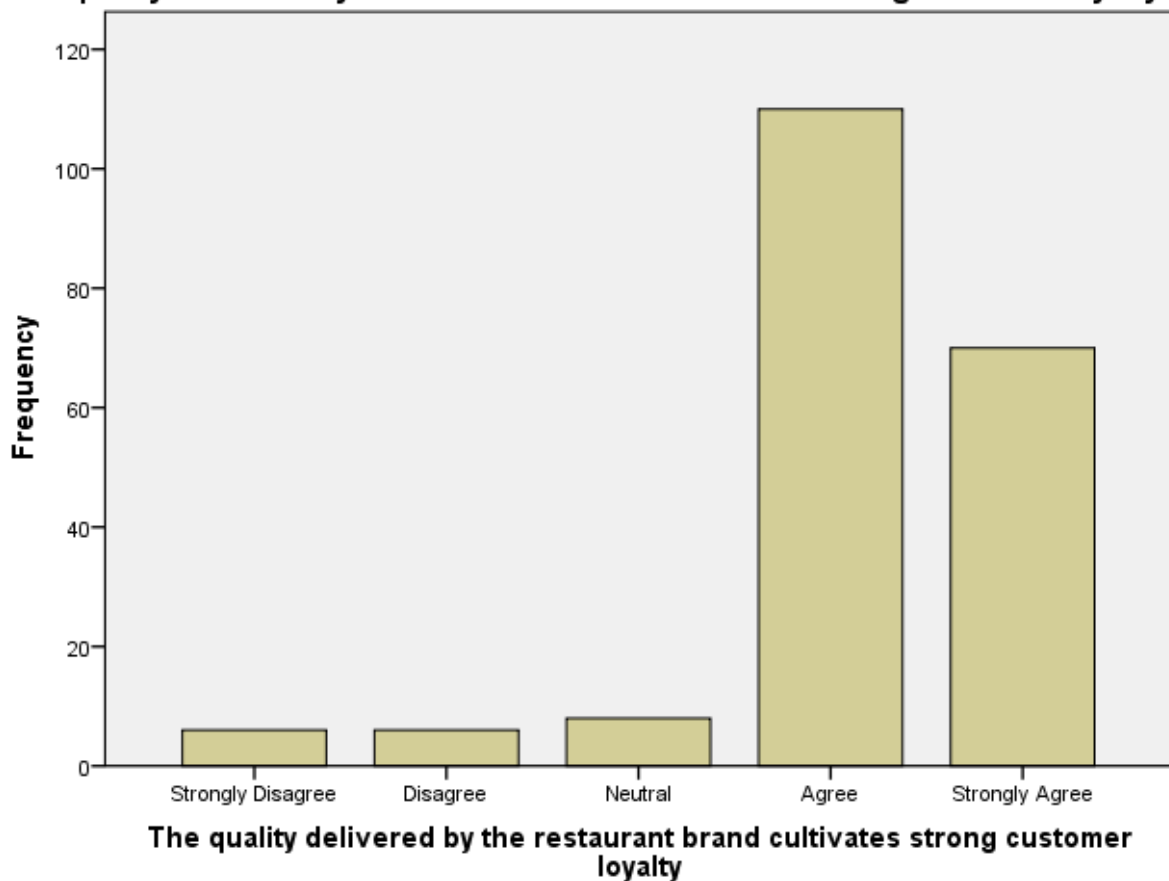


Brand Judgement - 1

The quality delivered by the restaurant brand cultivates strong customer loyalty

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	6	3.0	3.0	3.0
Disagree	6	3.0	3.0	6.0
Valid Neutral	8	4.0	4.0	10.0
Agree	110	55.0	55.0	65.0
Strongly Agree	70	35.0	35.0	100.0
Total	200	100.0	100.0	

The quality delivered by the restaurant brand cultivates strong customer loyalty

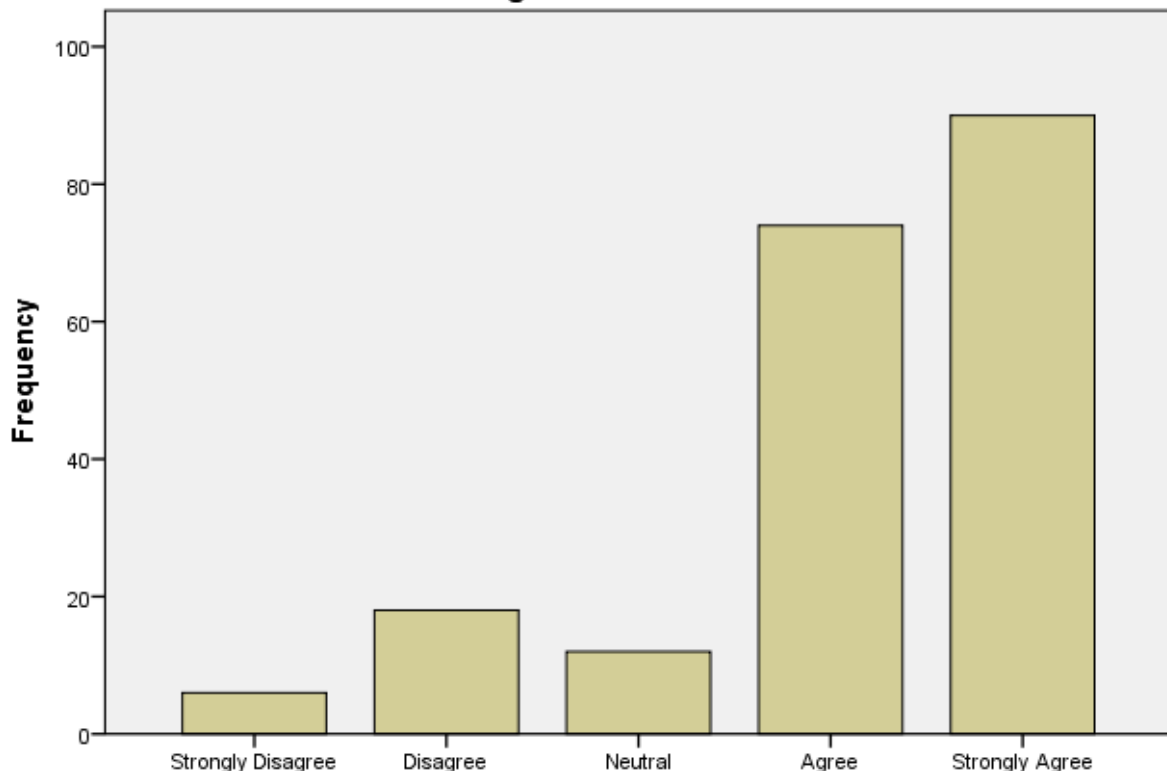


Brand Judgement - 2

After coming across someones positive online feedback, I am inclined towards visiting that restaurant

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	6	3.0	3.0	3.0
Disagree	18	9.0	9.0	12.0
Valid Neutral	12	6.0	6.0	18.0
Agree	74	37.0	37.0	55.0
Strongly Agree	90	45.0	45.0	100.0
Total	200	100.0	100.0	

After coming across someones positive online feedback, I am inclined towards visiting that restaurant



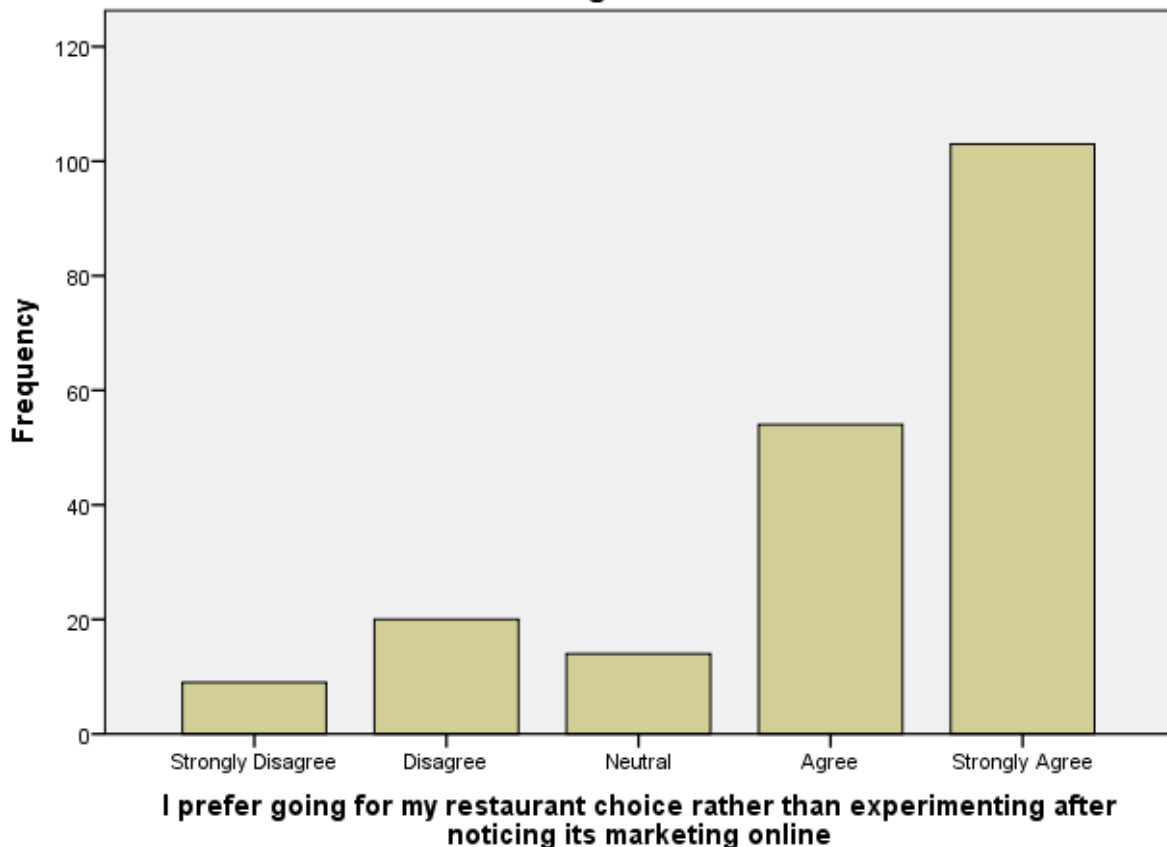
After coming across someones positive online feedback, I am inclined towards visiting that restaurant

Brand Judgement - 3

I prefer going for my restaurant choice rather than experimenting after noticing its marketing online

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	9	4.5	4.5	4.5
Disagree	20	10.0	10.0	14.5
Valid Neutral	14	7.0	7.0	21.5
Agree	54	27.0	27.0	48.5
Strongly Agree	103	51.5	51.5	100.0
Total	200	100.0	100.0	

I prefer going for my restaurant choice rather than experimenting after noticing its marketing online

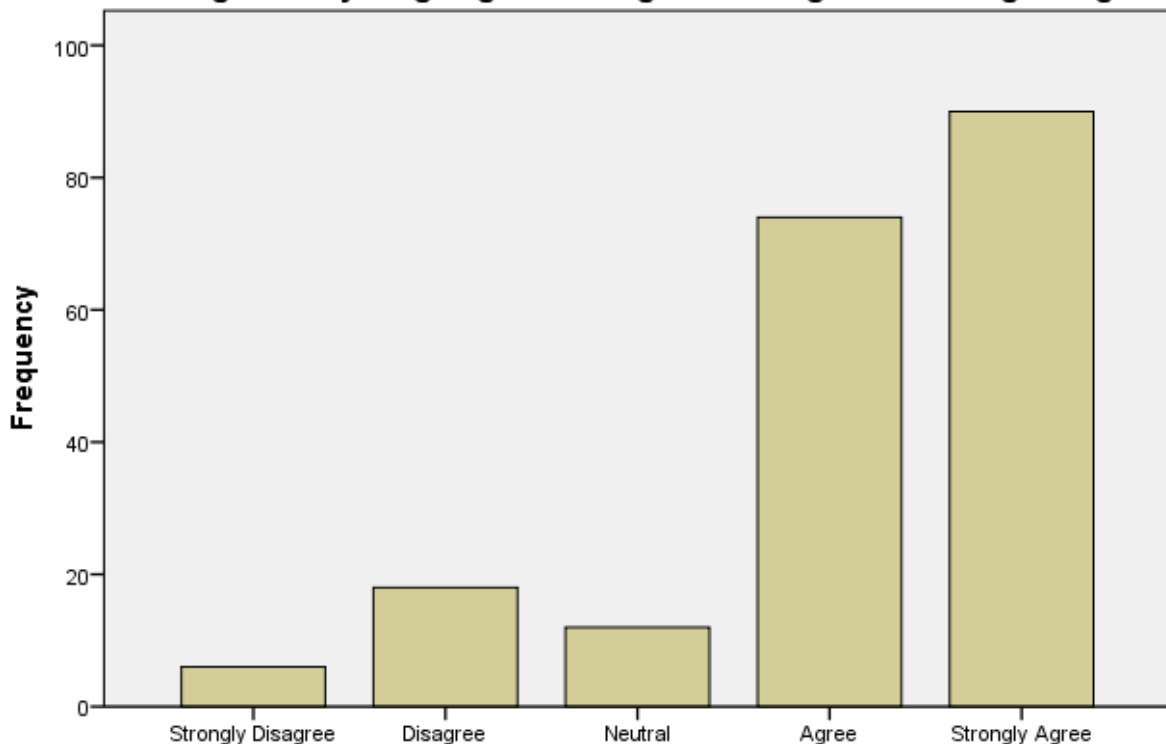


Brand Judgement - 4

I believe in the marketed qualities of my favourite restaurant brand without giving second thought to anything negative being said on digital media regarding it

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	6	3.0	3.0	3.0
Disagree	18	9.0	9.0	12.0
Valid Neutral	12	6.0	6.0	18.0
Agree	74	37.0	37.0	55.0
Strongly Agree	90	45.0	45.0	100.0
Total	200	100.0	100.0	

I believe in the marketed qualities of my favourite restaurant brand without giving second thought to anything negative being said on digital media regarding it



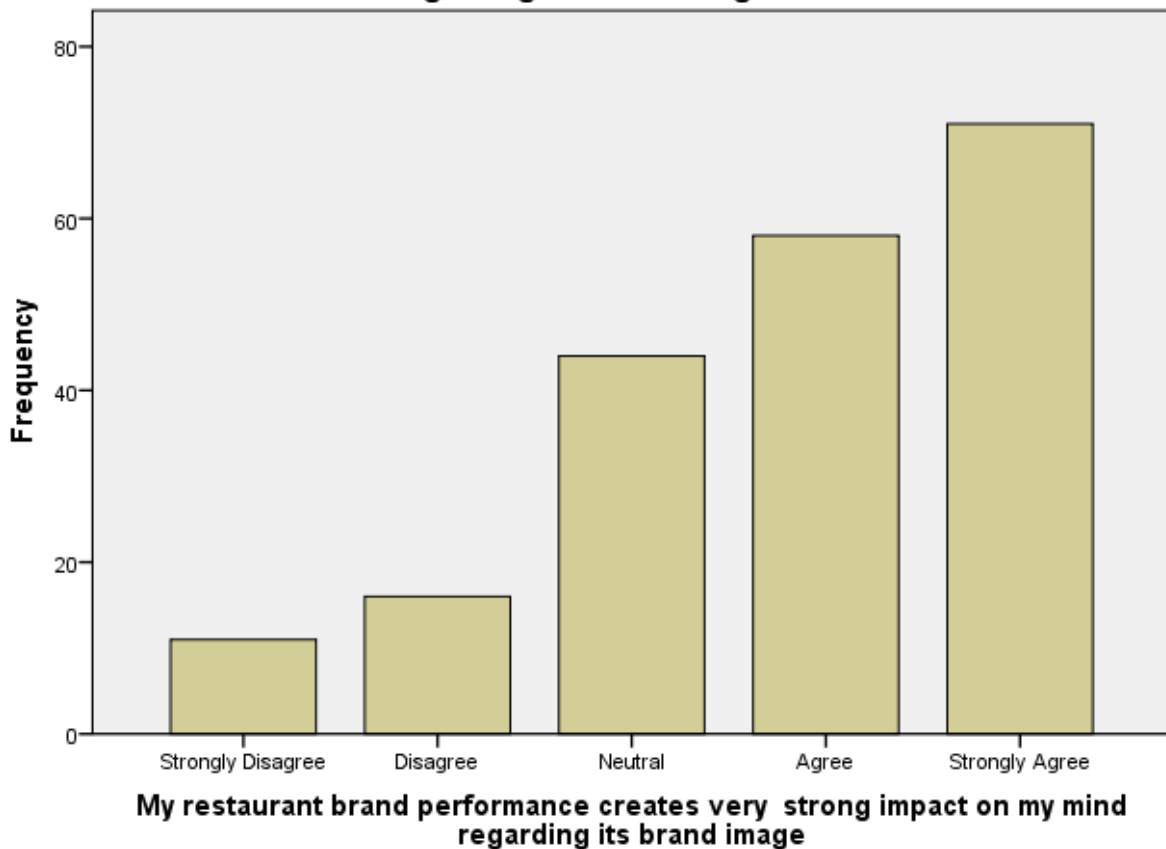
I believe in the marketed qualities of my favourite restaurant brand without giving second thought to anything negative being said on digital media regarding it

Brand Resonance - 1

My restaurant brand performance creates very strong impact on my mind regarding its brand image

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	11	5.5	5.5	5.5
Disagree	16	8.0	8.0	13.5
Valid Neutral	44	22.0	22.0	35.5
Agree	58	29.0	29.0	64.5
Strongly Agree	71	35.5	35.5	100.0
Total	200	100.0	100.0	

My restaurant brand performance creates very strong impact on my mind regarding its brand image

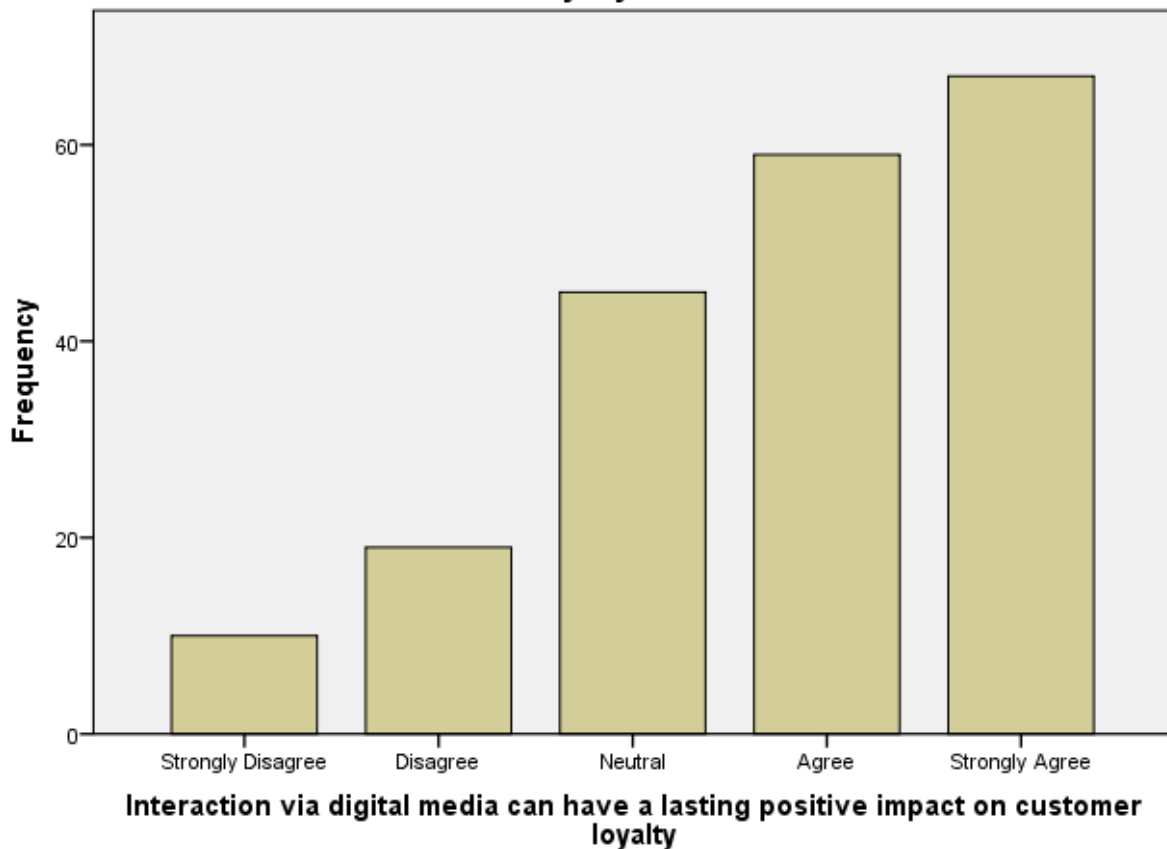


Brand Resonance - 2

Interaction via digital media can have a lasting positive impact on customer loyalty

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	10	5.0	5.0	5.0
Disagree	19	9.5	9.5	14.5
Valid Neutral	45	22.5	22.5	37.0
Agree	59	29.5	29.5	66.5
Strongly Agree	67	33.5	33.5	100.0
Total	200	100.0	100.0	

Interaction via digital media can have a lasting positive impact on customer loyalty

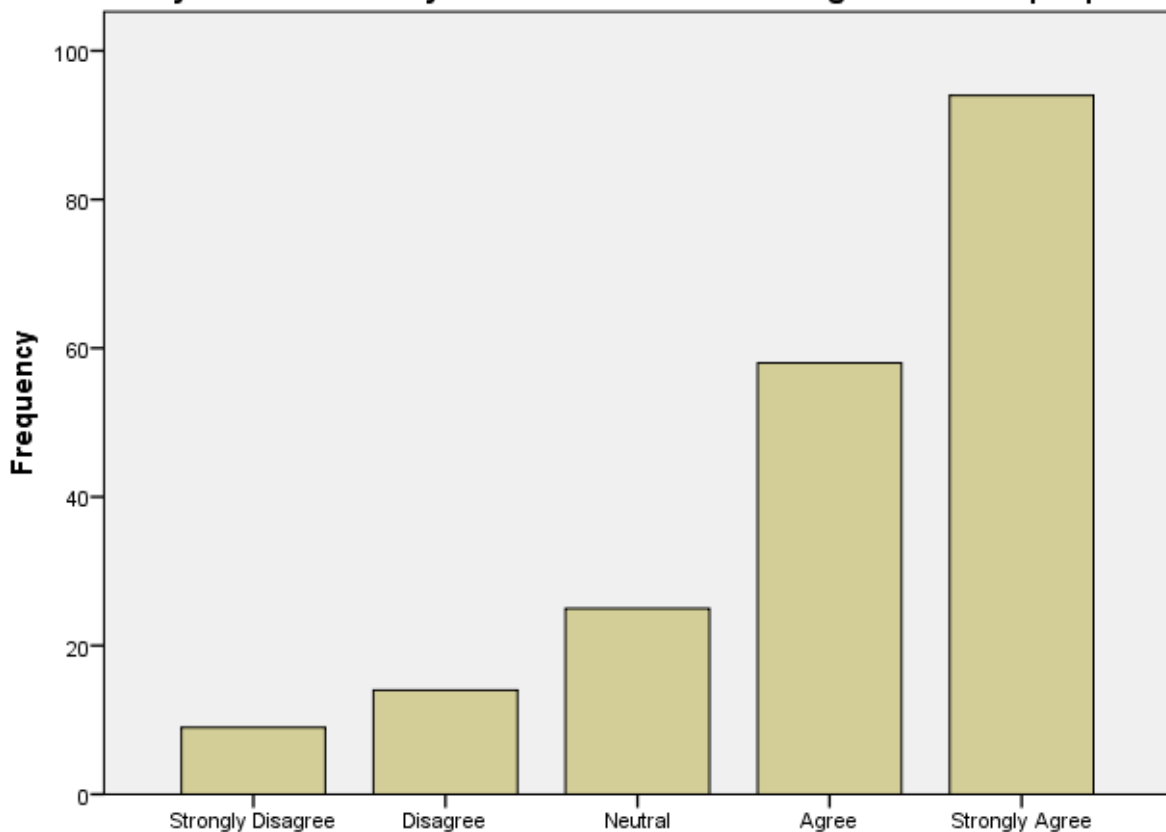


Brand Resonance - 3

I will always recommend my restaurant of choice via digital media to people

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	9	4.5	4.5	4.5
Disagree	14	7.0	7.0	11.5
Valid Neutral	25	12.5	12.5	24.0
Agree	58	29.0	29.0	53.0
Strongly Agree	94	47.0	47.0	100.0
Total	200	100.0	100.0	

I will always recommend my restaurant of choice via digital media to people



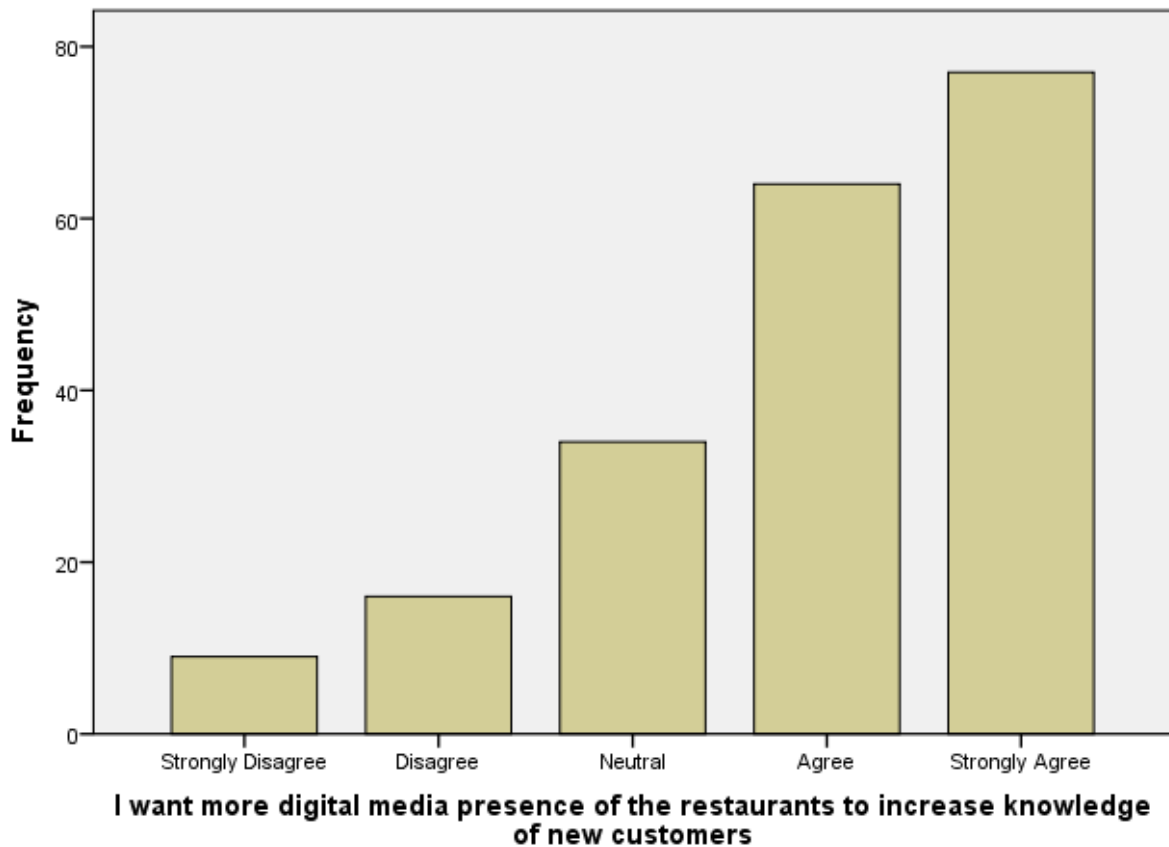
I will always recommend my restaurant of choice via digital media to people

Brand Resonance - 4

I want more digital media presence of the restaurants to increase knowledge of new customers

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	9	4.5	4.5	4.5
Disagree	16	8.0	8.0	12.5
Valid Neutral	34	17.0	17.0	29.5
Agree	64	32.0	32.0	61.5
Strongly Agree	77	38.5	38.5	100.0
Total	200	100.0	100.0	

I want more digital media presence of the restaurants to increase knowledge of new customers

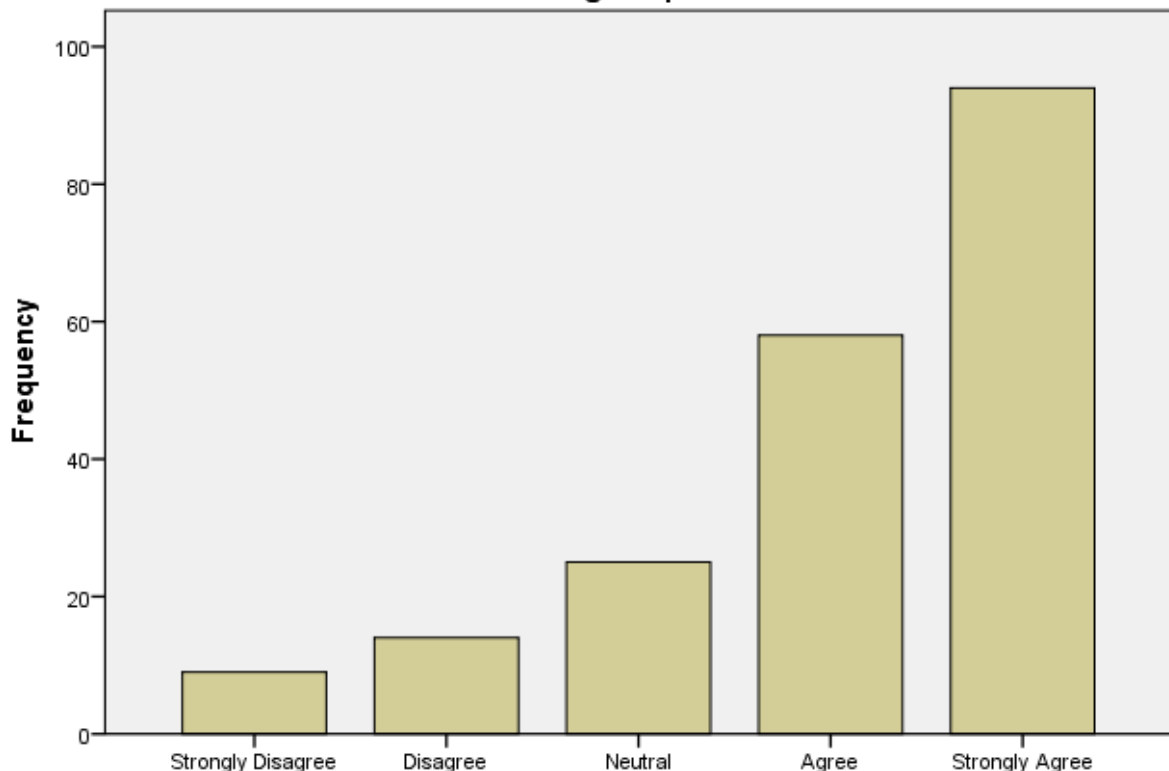


Customer Experience - 1

For me a good or bad review of restaurant experience comes from my judgment after visiting the place

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	9	4.5	4.5	4.5
Disagree	14	7.0	7.0	11.5
Valid Neutral	25	12.5	12.5	24.0
Agree	58	29.0	29.0	53.0
Strongly Agree	94	47.0	47.0	100.0
Total	200	100.0	100.0	

For me a good or bad review of restaurant experience comes from my judgment after visiting the place



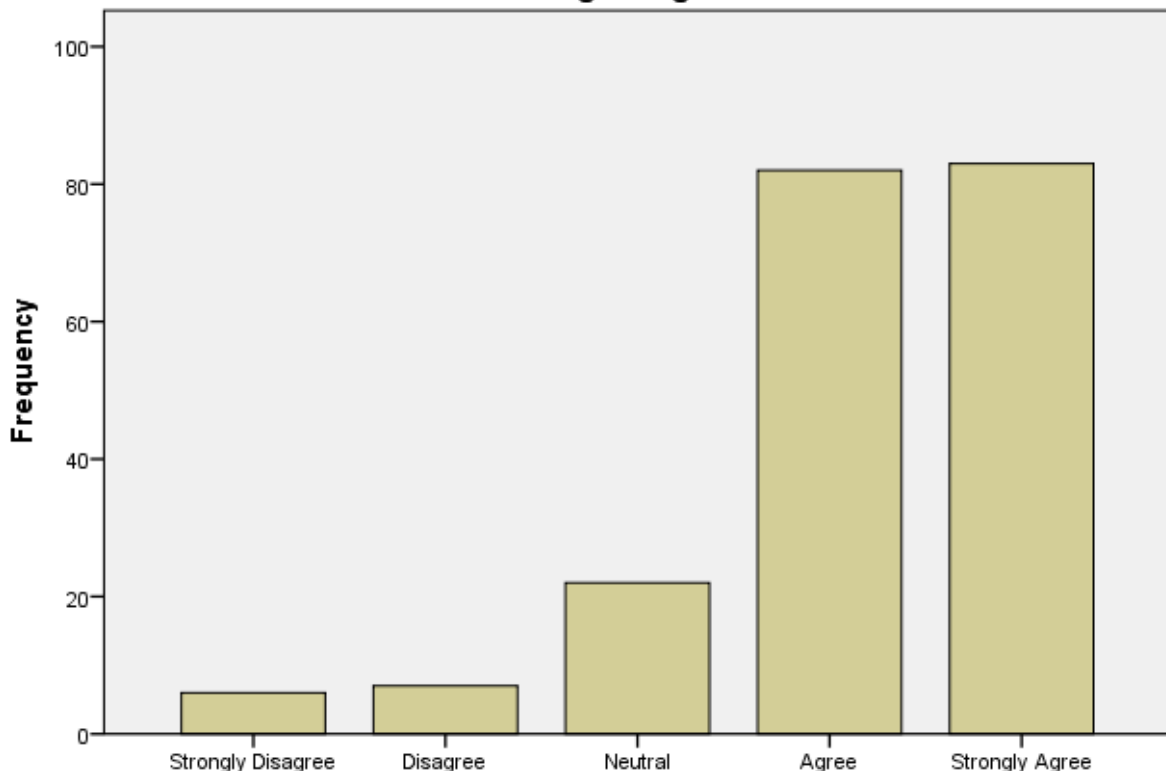
For me a good or bad review of restaurant experience comes from my judgment after visiting the place

Customer Experience - 2

I experiment with a new restaurant after I read a really good review or feedback online regarding it

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	6	3.0	3.0	3.0
Disagree	7	3.5	3.5	6.5
Valid Neutral	22	11.0	11.0	17.5
Agree	82	41.0	41.0	58.5
Strongly Agree	83	41.5	41.5	100.0
Total	200	100.0	100.0	

I experiment with a new restaurant after I read a really good review or feedback online regarding it



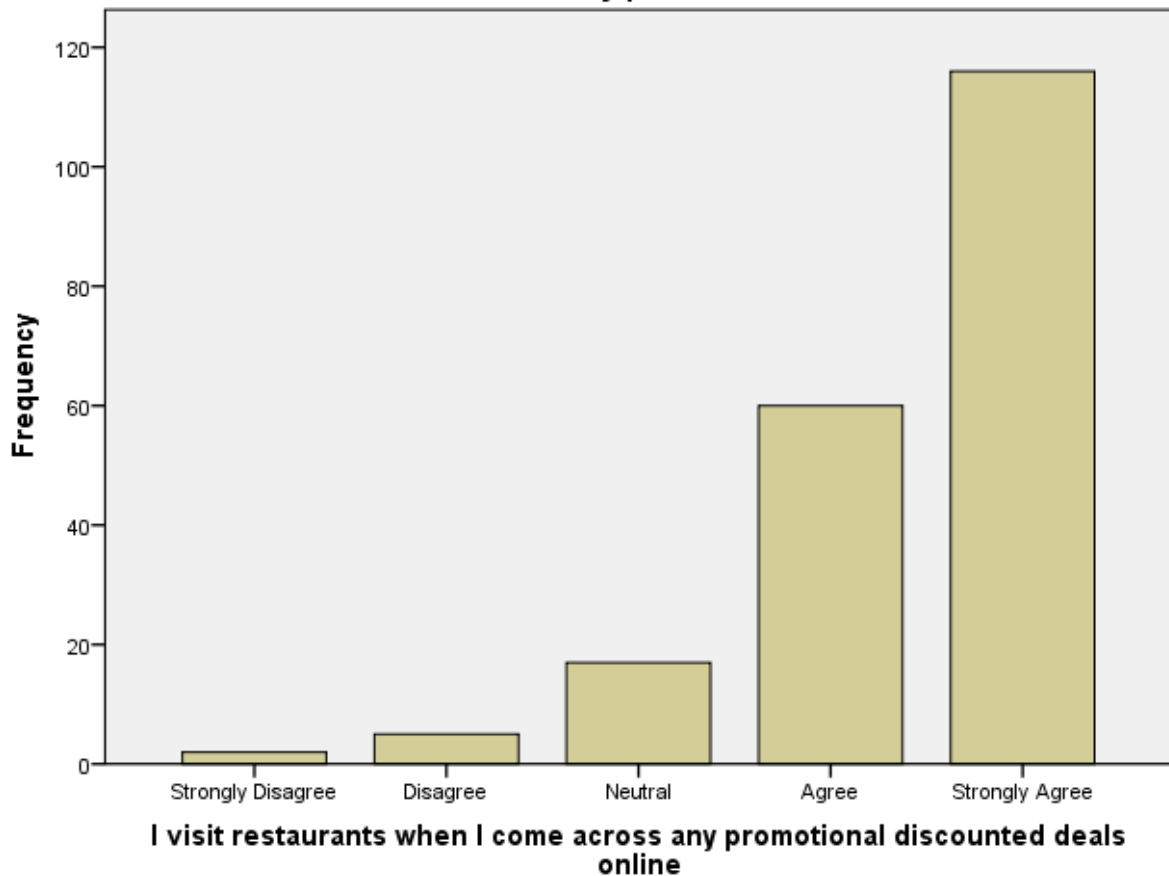
I experiment with a new restaurant after I read a really good review or feedback online regarding it

Customer Experience - 3

I visit restaurants when I come across any promotional discounted deals online

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	2	1.0	1.0	1.0
Disagree	5	2.5	2.5	3.5
Valid Neutral	17	8.5	8.5	12.0
Agree	60	30.0	30.0	42.0
Strongly Agree	116	58.0	58.0	100.0
Total	200	100.0	100.0	

I visit restaurants when I come across any promotional discounted deals online

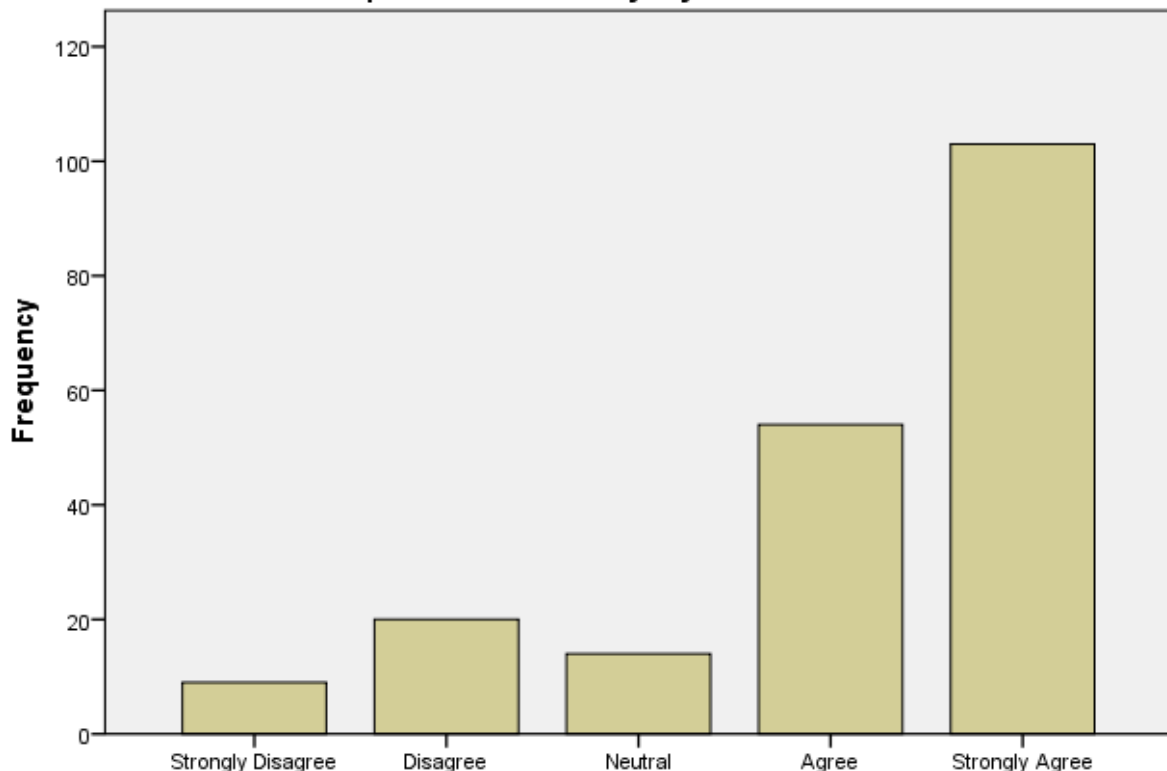


Customer Experience - 4

I like when I give reviews and suggestions online and my brand of restaurant has implemented them by my next visit

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	9	4.5	4.5	4.5
Disagree	20	10.0	10.0	14.5
Valid Neutral	14	7.0	7.0	21.5
Agree	54	27.0	27.0	48.5
Strongly Agree	103	51.5	51.5	100.0
Total	200	100.0	100.0	

I like when I give reviews and suggestions online and my brand of restaurant has implemented them by my next visit



I like when I give reviews and suggestions online and my brand of restaurant has implemented them by my next visit

Descriptive Statistics Analysis

Descriptive statistics are used in those research papers which have either interval or ratio scale to elicit the responses, similarly this paper incorporates descriptive statistics to add meaning to the data since the scale used is an interval one.

Brand Image**Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation
Digital marketing is the best platform to know about a restaurant brand	200	1	5	4.04	1.153
Digital Marketing encourages customers to visit retail outlets of restaurant brands	200	1	5	4.11	1.177
Strong Digital marketing enhances my liking of the brand	200	1	5	4.12	1.064
Animated digital marketing advocates positive brand image	200	1	5	3.78	1.174
Valid N (listwise)	200				

Brand Feeling:**Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation
Positive reviews & feedback of foodies via digital media increases brand value	200	1	5	4.36	.873
Good Social media marketing enhances restaurants food experience	200	1	5	4.32	.901
The quality of the food and ambiance displayed online by restaurants is different from the one actually delivered on site	200	1	5	4.36	.873
I am willing to spend an extra amount of money to get a better food experience from a well known restaurant brand	200	1	5	4.49	.885
Valid N (listwise)	200				

Brand Judgement**Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation
The quality delivered by the restaurant brand cultivates strong customer loyalty.	200	1	5	4.16	.871
After coming across someones positive online feedback, I am inclined towards visiting that restaurant.	200	1	5	4.12	1.064
I prefer going for my restaurant choice rather than experimenting after noticing its marketing online.	200	1	5	4.11	1.177
I believe in the marketed qualities of my favourite restaurant brand without giving second thought to anything negative being said on digital media regarding it.	200	1	5	4.12	1.064
Valid N (listwise)	200				

Brand Resonance**Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation
My restaurant brand performance creates very strong impact on my mind regarding its brand image	200	1	5	3.81	1.166
Interaction via digital media can have a lasting positive impact on customer loyalty	200	1	5	3.77	1.159
I will always recommend my restaurant of choice via digital media to people	200	1	5	4.07	1.132
I want more digital media presence of the restaurants to increase knowledge of new customers	200	1	5	3.92	1.131
Valid N (listwise)	200				

Customer Experience**Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation
For me a good or bad review of restaurant experience comes from my judgment after visiting the place	200	1	5	4.07	1.132
I experiment with a new restaurant after I read a really good review or feedback online regarding it	200	1	5	4.15	.958
I visit restaurants when I come across any promotional discounted deals online	200	1	5	4.42	.828
I like when I give reviews and suggestions online and my brand of restaurant has implemented them by my next visit	200	1	5	4.11	1.177
Valid N (listwise)	200				

Multiple Regression Analysis**Brand Image****Model Summary^b**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.534 ^a	.286	.282	.60824	.286	79.130	1	198	.000	1.759

a. Predictors: (Constant), Customer_Experience

b. Dependent Variable: Brand_Image

Brand Feeling**Model Summary^b**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.011 ^a	.000	-.005	.85642	.000	.025	1	198	.874	1.208

a. Predictors: (Constant), Customer_Experience

b. Dependent Variable: Brand_Feeling

Brand Judgement**Model Summary^b**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.543 ^a	.295	.292	.72055	.295	82.964	1	198	.000	1.743

a. Predictors: (Constant), Customer_Experience

b. Dependent Variable: Brand_Judgement

Brand Resonance**Model Summary^b**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.475 ^a	.226	.222	.80038	.226	57.714	1	198	.000	1.605

a. Predictors: (Constant), Customer_Experience

b. Dependent Variable: Brand_Resonance

Reliability scale analysis**Reliability Statistics**

Cronbach's Alpha	N of Items
.654	5

The reliability statistics above show the result driven from the questionnaire filled by the participants.

The "N of items" show how many variables were considered in the reliability scale analysis. The "Cronbach's Alpha" determines the amount of success from the result. Currently in this table it is showing the value 0.654 which means that the research and the questionnaire was 65% successful. This also means that there was 35% error in the research.

The standard error allowed is 45% but in this research the error is less than that, which means the study is sound and successful.

Limitations of the research

- Limited to the city of Karachi only. None other cities were covered.
- Class - Lower Middle, Middle, Upper Middle and Upper class consumers were studied.

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QUESTIONNAIRE

This questionnaire is designed to investigate the role of digital marketing in Karachi's Restaurant Industry to enhance food experience of customers .

1. Name _____
2. Select your age bracket
 - Under 18
 - 18 – 30
 - 31 – 40
 - 41 – 50
 - 51 and above
3. Select your monthly income range.
 - Less than 25,000
 - 25,001-50,000
 - 50,001-75,000
 - 75,001 – 100,000
 - Above 100,000
4. According to you what digital marketing is?
 - Social Media Marketing
 - Email Marketing
 - Mobile Marketing
 - All the above
5. According to you, which is the best platform for Digital Marketing?
 - Social Media Marketing
 - Email Marketing
 - Mobile Marketing
 - Digital Signage
6. Do you think Restaurants in Karachi have become Technologically literate with the new digital devices ?
 - Many are using it to full merit
 - Some don't know how to use it at all
 - Still many restaurants are exploring this digital evolution
 - None of the above
7. How often do you visit a restaurant in Karachi after coming across it's marketing through digital channels?
 - Once a week
 - Once in a month
 - Once in three months
 - More often

- Depending upon promotional sales and deals

Please **tick** the box under the number which accurately reflects your opinion.

Brand Image

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Digital marketing is the best platform to know about a restaurant brand					
Digital Marketing encourages customers to visit retail outlets of restaurant brands					
Strong Digital marketing enhances my liking of the brand					
Animated Digital marketing advocates positive brand image					

Brand Feelings

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Positive reviews & feedback of foodies via digital media increases brand value					
Good Social media marketing enhances restaurants food experience					
The quality of the food and ambiance displayed online by restaurants is different from the one actually delivered on site					
I am willing to spend an extra amount of money to get a better food experience from a well known restaurant brand					

Brand Judgements

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
The quality delivered by the restaurant brand cultivates strong customer loyalty					
After coming across someones positive online feedback, I am inclined towards visiting that restaurant					
I prefer going for my restaurant choice rather than experimenting after noticing its marketing online					
I believe in the marketed qualities of my favourite restaurant brand without giving second thought to anything negative being said on digital media regarding it					

Brand Resonance

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Disagree
My restaurant brand performance creates very strong impact on my mind regarding its brand image					
Interaction via digital media can have a lasting positive impact on customer loyalty					
I will always recommend my restaurant of choice via digital media to people					
I want more digital media presence of the restaurants to increase knowledge of new customers					

Customer Experience

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Disagree
For me a good or bad review of restaurant experience comes from my judgment after visiting the place					
I experiment with a new restaurant after I read a really good review or feedback online regarding it					
I visit restaurants when I come across any promotional discounted deals online					
I like when I give reviews and suggestions online and my brand of restaurant has implemented them by my next visit					