

International Journal of Foreign Trade and International Business



E-ISSN: 2663-3159

P-ISSN: 2663-3140

Impact Factor: RJIF 5.42

www.foreigntradejournal.com

IJFTIB 2025; 7(2): 35-44

Received: 17-06-2025

Accepted: 20-07-2025

Dr. Jyotirmoy Koley
Assistant Professor of
Commerce, Darjeeling
Government College,
Darjeeling, West Bengal, India

Influence of social media marketing tools on customers' buying behaviour in the fast-food industry in India: An empirical study in Kalimpong City, West Bengal

Jyotirmoy Koley

DOI: <https://doi.org/10.33545/26633140.2025.v7.i2a.171>

Abstract

This study examines the impact of social media marketing tools on consumer purchasing behaviour within the fast-food sector in Kalimpong City, West Bengal, India. This study seeks to identify the most effective social media marketing strategies and platforms that influence consumer decision-making in this specific context. A structured questionnaire was administered to 115 respondents who had utilized food delivery applications in the previous year. Data were analyzed using frequency tables, simple percentages, chi-square tests, ANOVA, and one-sample t-tests. The findings indicate that Instagram is the most popular social media platform (40.9%), with the majority of users engaging for 1-3 hours daily. Short online videos were identified as the primary source of fast-food information (40.9%). A significant proportion of participants (69.6%) consume fast food 6-15 times per month, with 58.3% spending over ₹500 per order. Social media marketing strategies, particularly visual content, influencer partnerships, and user-generated content, significantly impact consumer perceptions and purchasing behaviour. This study underscores the importance of tailored social media marketing strategies for fast-food businesses that target consumers in Kalimpong City. However, the potential to enhance trust and advertising effectiveness for certain consumer segments remains. The limitations of the study include a relatively small sample size, a demographic skew towards young male undergraduate students, and potential biases in self-reported data. Future research should address these limitations and explore emerging platforms and local cultural factors to provide more comprehensive insights into the influence of social media on fast-food consumer behaviour in this region.

Keywords: Social media marketing, fast-food industry, consumer behaviour, Kalimpong City, West Bengal, visual content, influencer marketing, user-generated content, etc.

1. Introduction

Social media is growing rapidly and changing how businesses talk to customers, especially in places such as India. For fast food, social media marketing is the key to influencing what people buy. This study examines how social media marketing affects fast food businesses in Kalimpong City, West Bengal, India. It aims to see how digital engagement changes buying habits. Today, social media greatly affects shopping by providing quick access to information and reviews. Unlike old-style advertisements, social media works well because it offers interactive and personal brand experiences. Research shows that content marketing, social network influence, and social media advertisements shape how people see brands and decide to buy them (Shrestha *et al.*, 2023) ^[13]. India, with its tech-savvy young people, offers marketers special opportunities and challenges. The widespread use of social media makes it a great place for targeted marketing to boost consumer engagement and buying Behaviour. Social commerce highlights the need to combine social media strategies with traditional marketing to improve shopping and brand interactions (Wang, 2023) ^[16]. While the global impact of social media on consumer behaviour is well known, local factors require special attention. Cultural differences, digital skills, and local competition affect the effectiveness of social media marketing. Research suggests that while social media changes consumer interactions, success depends on brand connection, real content, and engagement strategies suited to the target market (Journal, 2023; Anjorin *et al.*, 2024) ^[8, 2]. This study examines these trends in Kalimpong City by analysing how consumers respond to social media

Corresponding Author:
Dr. Jyotirmoy Koley
Assistant Professor of
Commerce, Darjeeling
Government College,
Darjeeling, West Bengal, India

marketing by fast-food brands. Exploratory research aims to identify the most effective parts of social media marketing in this area. The goal is to provide marketers with useful insights into the effective use of social media platforms that influence buying decisions in India's fast-food market. Research shows that Social Media Marketing Activities (SMMAs) like customization, interaction, and entertainment greatly affect customer satisfaction and buying intentions. A study in Saudi Arabia found that these activities boost customer satisfaction and the chances of buying (Anas *et al.*, 2023) ^[1]. In fast food, elements such as interaction, relevance, and entertainment in social media advertisements boost brand engagement and buying interest, as shown by studies from the United Arab Emirates (Hanaysha, 2021) ^[6]. Digital marketing, including social media and online shopping, affects consumers' preferences. Research in Manila found a strong link between social media engagement and buying interest in fast-food places ("Influence of Digital Marketing Strategies on Purchase Intention," 2024). Social media has a significant impact on consumer behaviour by offering a platform for information and interaction. Studies show its role in shaping buying decisions through influencers and targeted ads (Journal, 2023) ^[8]. These findings highlight the importance of social media marketing in influencing consumer behaviour in places such as Kalimpong City, showing the need for fast food brands to use these tools well. In summary, as social media becomes a larger part of our lives, it is important to understand how it affects what we buy, especially fast food. This study examines how social media marketing works in Kalimpong's fast food industry. This shows how marketers can use these tools to increase customer interest and sales.

2. Statement of problem

The challenge of discerning the impact of social media marketing tools on consumer purchasing behaviour in the fast-food industry, specifically in Kalimpong City, West Bengal, arises from the extensive influence of digital interactions on consumer decision-making. As social media becomes an integral component of marketing strategies, it is essential to understand how these tools influence consumer engagement and purchasing Behaviours. Research indicates that elements, such as social influence, content marketing, and interactive features, significantly shape consumer decisions and brand engagement (Hanaysha 2021; Shrestha *et al.* 2023) ^[6, 13]. In the realm of fast-food consumption, social media marketing employs innovative strategies to capture consumer interest through targeted advertisements and influencer collaborations, effectively reaching younger demographics who increasingly utilize social media platforms (Journal, 2023) ^[8]. Nevertheless, there is a paucity of region-specific research, particularly in smaller cities such as Kalimpong, where cultural and socio-economic factors may influence consumer responses differently than in larger metropolitan areas. This gap in understanding highlights the necessity of exploring local consumer Behaviours to tailor marketing strategies that genuinely resonate with the audience. A comprehensive study could provide insights into optimizing social media strategies to enhance consumer engagement and drive sales in the fast food sector.

3. Literature Review

Numerous studies have been conducted by scholars and researchers on various aspects of the impact of social media

on consumer purchasing Behaviour within the fast food and restaurant industry in India. A review of some of the most pertinent and significant studies is presented below.

Sah *et al.* (2024) ^[12] reviewed the impact of social media strategies on consumer behaviour regarding fast-food consumption. Platforms such as Instagram, TikTok, Facebook, and Twitter drive brand engagement through visual content, influencer partnerships, and interactive campaigns. These strategies drive impulse purchases and brand loyalty through personalization and user-generated content. Demographics, especially age groups such as Millennials and Gen Z, influence the impact of social media marketing, with younger consumers responding more to visual content. Cultural and economic factors affect strategy effectiveness across regions. Social media marketing enhances sales and consumer relationships by enabling brand interactions and shaping consumption patterns.

Jayathunga *et al.*, (2024) ^[7] identified key social media marketing features used to promote fast food products and services. Their qualitative literature review analysed empirical research on social media marketing features that affect consumer Behaviour. The findings show that advertising, sales promotion, user-generated content, and electronic word of mouth are common features, with only advertising and sales promotion receiving extensive research attention. This study highlights the need for research on the impact of other features on customer intentions to inform promotional strategies in the industry.

Berad and Singh (2022) ^[3] investigated social media marketing effects on consumer perceptions and purchasing behaviour for food delivery applications in India. Using an online survey of 279 consumers across India, this study found that social media marketing positively influences consumer perceptions of food delivery applications. Influencer endorsements, engaging content, and user-generated content significantly affect consumer trust in such applications. Social media promotions and visually appealing posts influence the ordering decisions of consumers. This study emphasizes the importance of social media marketing in shaping consumer behaviour and highlights the need for food delivery apps to implement targeted marketing strategies to engage consumers and leverage social media to enhance brand perception and purchase decisions.

Ruhi and Rohit (2024) ^[11] examined the influence of social media recommendations on customer satisfaction at restaurants in Delhi/NCR, India. Using qualitative secondary research on books, magazines, posts, and social media platforms, this study found that social media positively impacted the restaurant industry. Restaurant integration of social networks has led to higher revenue and customer traffic, with Facebook and Instagram being the primary platforms used. While social media offers growth opportunities for restaurants, this study is limited by a lack of primary evidence. This research highlights the importance of social media for restaurant marketing and customer engagement in Delhi/NCR.

Murtaza (2021) ^[8] studies how social media affects people's purchases. With 3.78 billion users globally, companies now use Facebook, Instagram, and Twitter. This study conducted surveys in India and Kuwait using qualitative research with Likert and nominal scales. The results show that 87% of the respondents changed their buying choices due to negative reviews. Younger users trusted Instagram the most, whereas

those over age 40 preferred YouTube. Most participants (84.3%) believed that having a social media presence was important for brands, but 72.5% did not like long ads. In addition, 87.2% felt that too many personalized ads confused brands. Visual appeal mattered to 70% of the participants. The study concluded that social media greatly affects how people buy things across different age groups. Companies should have a strong social media presence, create interesting content, and have teams to manage their online presence and advertising.

Pirakatheeswari and Dhillip (2024) ^[10] studied how social media affects buying habits in Coimbatore's fast food market. They surveyed 124 people and used methods such as percentage analysis, chi-square analysis, ANOVA, and weighted average. Most participants were male students, aged 16-25, with a bachelor's degree. Instagram was the most popular platform, with users spending 2-4 hours daily. Online shorts were the main source of fast food information, and 39.3% ate fast food 11-15 times a month. Health issues and costs are the main concerns of consumers. A total of 83.1% believed that social media's influence on fast food consumption would increase. This study shows the impact of social media on young consumers' fast-food habits in Coimbatore, emphasizing the need for businesses to change their marketing strategies and address health and cost issues. Gudhka *et al.* (2025) ^[4] studied how social media marketing affects buying habits in Vadodara's fast-food industry. They examine how digital marketing changes what people like and buy. They conducted surveys and interviews with 315 individuals, using Google Forms. The results show that social media greatly influences how people see brands and what they buy. Social media marketing increases brand awareness, and price and taste are important for buying decisions. Interactive content and customer reviews help build customer loyalty. This study shows that digital platforms are important in how people make buying choices, and suggests that companies improve their digital strategies. The limitations of this study include bias from self-reported data and changing digital trends. Future research should examine different locations and the effects of new technologies.

Shruthi and Ahmed (2024) ^[14] investigated the influence of Instagram on fast-food branding in India among individuals aged 18-25. Their questionnaire-based survey of 160 respondents found that Instagram significantly impacts fast food branding, making brands appear more visually appealing and trendy. Consumers engage with these brands on Instagram to obtain product information and connect with them. Using the Technology Acceptance Model (TAM), this study shows that Instagram enhances brand awareness and loyalty, although its direct impact on purchase Behaviour may be limited. This research highlights the relationship between social media and consumer perceptions in Indian fast-food branding, providing insights for brands to engage their target audience effectively.

Shukla and Kumar (2024) ^[15] studied how social media affects people's choices when picking restaurants. They examined how social media helps people connect to different places. People who use social media, particularly those who watch and listen to it, influence online trends. How often can social media use change buying decisions? Restaurants need people who interact online to engage with

their audience. Online reviews help connect new customers with those who have tried different restaurants. These reviews provide opinions on food quality and what is offered. This study examined platforms such as Facebook, Twitter, YouTube, and LinkedIn to see how they help share information. Businesses use such platforms to earn money. The researchers used surveys with questions to gather information from 50 people in northern India. The results show that social media is important for choosing restaurants. This highlights the need for restaurants to be active online to keep customers alive. People increasingly rely on social media reviews and experiences to make decisions.

Yadav and Pandey (2024) ^[17] studied how social media affects people's choice to eat. They found that social media plays a significant role in selecting restaurants and dining choices. People use social media to obtain updates about restaurants and often decide where to eat based on this information. Promotions on social media attract customers and are useful marketing tools for restaurants. People depend on social media to choose restaurants, and often share their dining experiences through ratings and reviews. The study concludes that social media is important for finding and choosing restaurants, and helps owners build customer loyalty. Restaurants should create strategies based on their audience's social media habits.

4. Research gap

A potential research gap was identified through a thorough review of the existing literature. While previous studies have examined various aspects of social media's influence on consumer Behaviour within the fast-food and restaurant sector in India, there is a conspicuous lack of comprehensive research addressing the long-term effects of social media marketing on consumer loyalty and brand perception across diverse demographic groups and geographic regions within the country. Additionally, there is limited exploration of the potential adverse impacts of social media marketing on consumer health awareness and dietary choices in the context of fast-food consumption. Numerous studies have been conducted by various researchers across India; however, no significant research has been undertaken in the city of Kalimpong, West Bengal. This study sought to address this unexplored area.

5. Significance of the study

The transformative effects of the current digital landscape on consumer behaviour highlight the significance of investigating the influence of social media marketing tools on consumer purchasing behaviour within the fast-food sector, particularly in Kalimpong City, West Bengal. Social media serve as a crucial platform for businesses to engage with consumers, enhance brand awareness, and influence purchasing decisions. In the fast-food industry, social media marketing can substantially shape consumer perceptions through interactive and personalized content, thereby enhancing brand engagement and influencing purchase intentions (Zahra, 2025) ^[18]. Understanding local consumer interactions with these platforms in regions such as Kalimpong City can provide valuable insights into the effectiveness of marketing strategies tailored to regional preferences and Behaviours. Furthermore, with intensifying competition in the social media marketing domain, businesses must adapt and innovate to sustain consumer

attention and loyalty. This necessitates the use of social media to create engaging and relevant content that resonates with the target audience and fosters consumer trust through authentic and informative interactions (Anjorin *et al.*, 2024) [2]. This study aims to elucidate how these strategies can be optimized in a city-specific context, offering localized strategic insights that can enhance customer satisfaction and brand loyalty (Hanaysha, 2017) [6]. Additionally, this research could contribute to the academic understanding of social media's role in consumer Behaviour, providing insights into consumer-brand interactions within a rapidly digitizing economy. Understanding these dynamics is crucial for businesses in the fast-food sector seeking to leverage social media marketing to boost brand visibility, enhance consumer engagement, and drive sales growth in Kalimpong (Hanaysha, 2021) [6].

6. Objective of the study

This study aims to achieve the following objectives:

- 1) Investigate the influence of demographic profiles on the impact of social media on fast food choices among individuals in Kalimpong;
- 2) Identify specific social media platforms, such as Instagram and Facebook, that significantly affect consumer purchasing behaviour in the fast-food sector in Kalimpong;
- 3) Assess the effect of social media marketing strategies on consumer perceptions of food delivery applications in Kalimpong; and
- 4) Analyze the influence of social media marketing strategies on consumer purchasing behaviour regarding food delivery applications in Kalimpong.

7. Research methodology

This study adopts an empirical and analytical approach that incorporates both primary and secondary data. Primary data were gathered through a structured questionnaire administered during field surveys involving interviews with respondents in the study area. The questionnaire was developed based on a review of the relevant literature. Secondary data were sourced from various research articles, papers, journals, research-based publications, working papers, and online resources. The sample population was comprised of consumers from diverse regions within Kalimpong City, West Bengal, who had utilized food delivery applications in the preceding year. Convenience sampling was employed to select participants, resulting in a total of 115 respondents included in the study. Data were collected from July to August 2025. The collected data were subsequently cleaned, coded, and entered into statistical software, such as SPSS (version 26). The reliability of the questionnaire was assessed using Cronbach's alpha test, yielding a result of 0.985, which is considered highly satisfactory for social science research. This indicates that any analogies or conclusions drawn from the questionnaire are reliable and significant. To analyse the primary data and achieve the research objectives, frequency tables, simple percentages, and key statistical tools, such as the chi-square test, ANOVA, and one-sample t-test, were applied using the aforementioned statistical package to derive logical conclusions.

8. Hypothesis

To fulfil the research objectives, six sets of hypotheses were formulated, as outlined below.

H1: There is no significant association between the demographic profile and the daily usage of the social media platform.

H2: There is no significant association between the demographic profile and the sources of information about fast food.

H3: There is no significant relationship between the demographic profile and one-time spending on fast food consumption.

H4: There is no significant difference between the demographic profile and the frequency of monthly fast-food consumption.

H5: There is no significant impact of social media marketing strategies on the perception of consumers towards food delivery apps.

H6: There is no significant impact of social media marketing strategies on the buying behaviour of consumers towards food delivery apps.

9. Analysis and discussion

The primary data obtained from the field survey, utilizing a structured questionnaire, have been analyzed and are discussed in detail in the following sections.

9.1 Demographic profile

Table 1: Socio-demographic profile of respondents

Variables	Attributes	Frequency	Percent
Gender	Male	71	61.7
	Female	44	38.3
Age	Below 18 Yrs	24	20.9
	18 Yrs-25 Yrs	58	50.4
	26 Yrs-35 Yrs	22	19.1
	36 Yrs -45 Yrs	11	9.6
	Above 45 Yrs	0	0
Education	High School	24	20.9
	UG	69	60.0
	PG	22	19.1
Occupation	Employed	12	10.4
	Unemployed	24	20.9
	Business	12	10.4
	Student	67	58.3

Source: Primary data

Observation

The data show that most of the respondents were male (61.7%), while 38.3% were female. Most of the participants were young adults aged 18-25, which accounted for 50.4% of the group. Those under 18 and those aged 26-35 are almost the same, at approximately 20.9% and 19.1%, respectively. Only a few were aged 36-45 (9.6%), and none were over 45 years. In terms of education, 60% of the participants were undergraduates. High school and postgraduate respondents accounted for approximately 20.9% and 19.1%, respectively. Most were students (58.3%), which matched a high number of young adults. Unemployed people make up 20.9%, while employed and businesspeople account for 10.4%. The group was mainly young, male, undergraduate students, which might mean that the results do not apply well to older or more educated people. The high number of students and unemployed individuals suggests that the survey might have been conducted in a school or aimed at people starting their careers.

9.2 Social media platform use

Table 2: Social media platforms used by respondents

Social media platform used	Frequency	Percent
Facebook	24	20.9
Instagram	47	40.9
Twitter	11	9.6
YouTube	22	19.1
Snapchat	11	9.6
Total	115	100

Source: Primary data

Observation

The above table shows that Instagram leads with 40.9% users, followed by Facebook at 20.9% and YouTube at 19.1%, showing that users prefer visual content. Twitter (X) and Snapchat account for 9.6%. Most users were young adults aged 18-25. Instagram appeals to Gen-Z and Millennials, while Facebook attracts older users for networking. YouTube's popularity reflects video preferences. Instagram's visual features, Facebook's groups and marketplace, and lower usage of Twitter and Snapchat indicate platform preference. For young audiences, we prioritize Instagram and YouTube, use Facebook for a broader reach, and consider Twitter and Snapchat for specific targeting.

9.3 Daily usage of social media platforms

Table 3: Daily usage of social media platforms by respondents

Daily usage of social media platform	Frequency	Percent
Below 1 hour	24	20.9
1-3 Hours	47	40.9
4-5 Hours	22	19.1
More than 5 Hours	22	19.1
Total	115	100

Source: Primary data

Observation

The data show that 40.9% of people use social media for 1-3 hours a day, which is the most common time spent. A total of 19.1% use it for more than five hours, the same as those using it for 4-5 hours. Overall, 38.2% used social media for four or more hours daily, indicating high use or possible addiction. A total of 20.9% used it for less than 1 h a day. Instagram is the most popular, with 40.9% of users, especially those using it for 1-3 hours. People using it for four or more hours are likely to split their time between Instagram, YouTube, and Facebook. Most people who use it for 1-3 hours have controlled habits. High users (38%) may be students, content creators, or casual users. Light users (20.9%) may be older people, professionals, or those with limited access.

9.4 Source of information about fast food

Table 4: Source of information about fast food

Source of information about fast food	Frequency	Percent
Advertisement	24	20.9
Online Shorts	47	40.9
Family Recommendation	22	19.1
Web Post	22	19.1
Total	115	100

Source: Primary data

Observation

Short online videos are the top way people find out about fast food, with 40.9% of discoveries coming from platforms such as Instagram Reels, YouTube Shorts, and TikTok. This is particularly true for younger people. Traditional advertisements, such as those on TV, billboards, and print, account for 20.9% of discoveries, which is half as much as online videos. Family suggestions and online posts influenced 19.1% of people, showing the importance of personal advice and online research. The popularity of short videos means that brands should focus on video platforms, whereas traditional ads mainly help keep the brand in people's minds. The content made by users and reviews also plays a significant role in what people decide to buy.

9.5 One-time spending on the consumption of fast food

Table 5: One-time spending on the consumption of fast food

One-time spending on the consumption of fast food	Frequency	Percent
Below Rs. 200	24	20.9
Rs. 200-Rs. 500	24	20.9
Rs. 501-Rs. 800	34	29.6
Above Rs. 800	33	28.7
Total	115	100

Source: Primary data

Observation

The data show two main groups regarding how people spend their money. One group, 41.8%, spends less, with half spending under ₹200 and the other half spending ₹200-500 each time. The other group, 58.3%, spends more, with 29.6% spending ₹501-800 and 28.7% spending over ₹800. Most people (29.6%) spend between ₹501-800. With 29% spending more than ₹800 per order, there is a chance of offering more expensive menu items and group meals. Overall, 41.8% spent under ₹500, while 58.3% spent over ₹500.

9.6 Frequency of monthly consumption of fast food

Table 6: Frequency of monthly consumption of fast food

Frequency of monthly consumption of fast food	Frequency	Percent
1-5 times	24	20.9
6-10 times	36	31.3
11-15times	44	38.3
More than 15 times	11	9.6
Total	115	100

Source: Primary data

Observation

Data analysis showed that many people often eat fast food. Approximately 69.6% eat it 6-15 times a month. In this group, 31.3% ate fast food 6-10 times a month, and 38.3% ate it 11-15 times a month. Fast food is now a regular part of the diet. Heavy users (9.6%) eat fast food more than 15 times a month. This includes food service workers and those who prefer convenience services. Occasional consumers (20.9%) eat fast food 1-5 times a month. They are often health-conscious people or those with limited access. The industry should focus on the 6-15 times/month group for loyalty programs and promotions. Heavy users can benefit from a bulk discount and premium membership. Occasional consumers might be interested in healthier options and family deals.

9.7 Perspectives on the social media marketing strategies by food delivery apps in Kalimpong

Table 7: Perception of respondents towards social media marketing of food delivery apps

Variables	Disagree		Neutral		Aree	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
Food delivery apps' social media marketing catches attention	12	10.4	12	10.4	91	79.1
Feel better when influencers discuss food delivery apps	24	20.9	12	10.4	79	68.7
Food delivery app messages increase trust in their service	36	31.3	12	10.4	67	58.3
User-generated social media content on food delivery apps is authentic	24	20.9	12	10.4	79	68.7
Social media ads improve the view of food apps	36	31.3	12	10.4	67	58.3

Source: Primary data

Observation

The data show that 79.1% of people think social media marketing using food delivery apps grabs their attention, while only 10.4% disagree. This means that social media campaigns work well to attract users' interest. In addition, 68.7% of people like it when influencers talk about these apps, but 20.9% do not, showing that influencers help to create a positive view. With regard to trust, 58.3% said that messages from these apps made them trust the service more, but 31.3% were still doubtful. This means that messaging works somewhat, but many people remain unsure. Additionally, 68.7% see user-generated content about these

apps as real, which makes customer reviews and shared experiences seem trustworthy, with only 20.9% disagreeing with them. This indicates a high level of trust in the content made by other users. Regarding brand perception, 58.3% said that social media advertisements improved their view of these apps, while 31.3% did not. This means that ads generally help, but not everyone. Overall, social media marketing attracts attention and uses influencers. People trust user-generated content more than brand messages do, highlighting the need for customer engagement. However, there is still room to improve trust and ad effectiveness, as approximately one-third of people are not convinced by ads.

9.8 Buying behaviour towards food delivery apps in Kalimpong

Table 8: Impact of social media on food delivery app usage

Variables	Disagree		Neutral		Aree	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
Social media ads affect food delivery app choice	24	20.9	12	10.4	79	68.7
Social media and delivery ads increase food ordering	24	20.9	12	10.4	79	68.7
Consider social media deals when ordering food delivery	24	20.9	12	10.4	79	68.7
Social media food posts affect food app ordering choices	24	20.9	12	10.4	79	68.7

Source: Primary data

Observation

The table shows that 68.7% of people say that social media ads strongly affect their choice of food delivery apps. Only 20.9% disagree. This means that digital ads play a significant role in people's choices. In addition, 68.7% say that these ads make them order food more often, showing that they boost sales. The same percentage of people look for special deals on social media when ordering food, indicating the importance of these offers. Another 68.7% said that food posts, such as photos, reviews, and influencer tips, affected their choices. This shows the power of the visual content. Overall, social media marketing has a big impact on food delivery app use in Kalimpong, with about 69% of users being influenced by ads, deals, and posts. The same 68.7% agreement in all four statements shows a clear trend: social media is a key factor in the use of food delivery apps. However, approximately 21% were not affected, suggesting that some people are still influenced by other factors.

9.9 Hypothesis testing

9.9.1 Chi-square test

The chi-square test has been applied in the present study to test the hypothesis that two categorical variables are independent of each other. In other words, we test whether there is any difference in the averages of the two variables. In this study, the chi-square test has been applied to check whether there is any association between

- 1) The demographic profile and the daily usage of the social media platform
- 2) The demographic profile and the sources of information about fast food.

9.9.1.1 Hypothesis-1

H₀: There is no significant association between the demographic profile and the daily usage of the social media platform.

H₁: There is a significant association between the demographic profile and the daily usage of the social media platform.

Table 9: Chi-square test from the cross tabulation between the demographic variables and the daily usage of the social media platform

Demographic variable	Pearson chi-square p value at 5% level of significance [asymptotic significance (2-sided)]	Significant level
Gender	0.000	Highly Significant
Age	0.000	Highly Significant
Education	0.000	Highly Significant
Occupation	0.000	Highly Significant

Source: Compiled by researcher

Interpretation: The Pearson Chi-Square or P value of the test at the 5% level of significance is 0.000, which is less

than 0.05 for all the demographic variables like gender, age, education, and occupation in relation to the daily usage of the social media platform by the respondents in the study area. So, the null hypothesis is rejected and the alternative hypothesis is accepted. Therefore, it can be concluded that there is a highly significant association between the demographic profile and the daily usage of the social media platform.

9.9.1.2 Hypothesis-2

H₀: There is no significant association between the demographic profile and the sources of information about fast food.

H₁: There is a significant association between the demographic profile and the sources of information about fast food.

Table 10: Chi-square test from the cross tabulation between the demographic variables and the sources of information about fast food

Demographic variable	Pearson Chi-Square P Value at 5% Level of Significance [Asymptotic Significance (2-sided)]	Significant level
Gender	0.000	Highly Significant
Age	0.000	Highly Significant
Education	0.000	Highly Significant
Occupation	0.000	Highly Significant

Source: Compiled by researcher

Interpretation: The Pearson Chi-Square or P value of the test at the 5% level of significance is 0.000, which is less than 0.05 for all the demographic variables like gender, age, education, and occupation in relation to the sources of information about fast food among the respondents in the study area. So, the null hypothesis is rejected and the alternative hypothesis is accepted. Therefore, it can be concluded that there is a highly significant association between the demographic profile and the sources of information about fast food.

9.9.2 ANOVA test

Analysis of Variance (ANOVA) is a statistical method employed to compare the means of two or more groups. This is particularly advantageous when determining whether there is a statistically significant difference between the means of these groups, even when more than two groups are involved. Rather than conducting multiple t-tests, ANOVA offers a singular test for evaluating these differences. In this study, an ANOVA test was performed to assess whether the average of (i) the demographic profile and one-time spending on fast food consumption and (ii) the demographic profile and frequency of monthly fast-food consumption are equivalent.

9.9.2.1 Hypothesis-3

H₀: There is no significant relationship between the demographic profile and one-time spending on fast food consumption.

H₁: There is a significant relationship between the

demographic profile and one-time spending on fast food consumption.

Table 11: Results of one-way ANOVA test

ANOVA						
		Sum of squares	df	Mean square	F	Sig.
Gender	Between groups	19.724	3	6.575	98.074	0.000
	Within groups	7.441	111	0.067		
	Total	27.165	114			
Age	Between groups	79.188	3	26.396	399.542	0.000
	Within groups	7.333	111	0.066		
	Total	86.522	114			
Education	Between groups	38.632	3	12.877	194.915	0.000
	Within groups	7.333	111	0.066		
	Total	45.965	114			
Occupation	Between groups	123.861	3	41.287	381.904	0.000
	Within groups	12	111	0.108		
	Total	135.861	114			

Source: Compiled by researcher

Interpretation: From the above table, it is seen that the P value of the test at the 5% level of significance is 0.000, which is less than 0.05 for all the demographic variables like gender, age, education, and occupation in relation to one-time spending on fast food consumption by the respondents in the study area. So, the null hypothesis is rejected and the alternative hypothesis is accepted. Therefore, it can be concluded that there is a highly significant relationship between the demographic profile and one-time spending on fast food consumption.

9.9.2.2 Hypothesis-4

H₀: There is no significant difference between the demographic profile and the frequency of monthly fast-food consumption.

H₁: There is a significant difference between the demographic profile and the frequency of monthly fast-food consumption.

Table 12: Results of one-way ANOVA test

ANOVA						
		Sum of squares	df	Mean square	F	Sig.
Gender	Between groups	18.915	3	6.305	84.832	0.000
	Within groups	8.25	111	0.074		
	Total	27.165	114			
Age	Between groups	75.522	3	25.174	254.028	0.000
	Within groups	11	111	0.099		
	Total	86.522	114			
Education	Between groups	37.715	3	12.572	169.147	0.000
	Within groups	8.25	111	0.074		
	Total	45.965	114			
Occupation	Between groups	105.861	3	35.287	130.562	0.000
	Within groups	30	111	0.27		
	Total	135.861	114			

Source: Compiled by researcher

Interpretation: From the above table, it is found that the P value of the test at the 5% level of significance is 0.000, which is less than 0.05 for all the demographic variables like gender, age, education, and occupation in relation to the frequency of monthly fast-food consumption by the respondents in the study area. So, the null hypothesis is rejected and the alternative hypothesis is accepted.

Therefore, it can be concluded that there is a highly significant difference between the demographic profile and the frequency of monthly fast-food consumption.

9.9.3 One-sample t-test

A one-sample t-test is a statistical method employed to ascertain whether a sample mean significantly deviates from a known or hypothesized population mean. This test contrasts the mean of a single sample with a specific value rather than comparing two distinct groups. In this context, the one-sample t-test was utilized to evaluate whether there is a

1) Significant impact of social media marketing strategies

on consumer perceptions of food delivery applications and

2) The significant impact of social media marketing strategies on consumer purchasing behaviour towards food delivery applications.

9.9.3.1 Hypothesis-5

H₀: There is no significant impact of social media marketing strategies on the perception of consumers towards food delivery apps.

H₁: There is a significant impact of social media marketing strategies on the perception of consumers towards food delivery apps.

Table 13: Results of one-sample t-test (Test Value = 0)

One-sample test						
	Test value = 0					
	t	df	Sig. (2-tailed)	Mean difference	95% confidence interval of the difference	
					Lower	Upper
Food delivery apps' social media marketing catches attention	44.072	114	0.000	2.68696	2.5662	2.8077
Feel better when influencers discuss food delivery apps	32.401	114	0.000	2.47826	2.3267	2.6298
Food delivery app messages increase trust in their service	26.712	114	0.000	2.26957	2.1012	2.4379
User-generated social media content on food delivery apps is authentic	32.401	114	0.000	2.47826	2.3267	2.6298
Social media ads improve the view of food Delivery apps	26.712	114	0.000	2.26957	2.1012	2.4379

Source: Compiled by researcher

Interpretation: From the above table, it is found that the P value of the test at the 5% level of significance is 0.000, which is less than 0.05 for all the perceptions of consumers towards food delivery apps, as assumed by the respondents in the study area. So, the null hypothesis is rejected and the alternative hypothesis is accepted. Therefore, it can be concluded that there is a highly significant impact of social media marketing strategies on the perception of consumers towards food delivery apps.

9.9.3.2 Hypothesis-6

H₀: There is no significant impact of social media marketing strategies on the buying behaviour of consumers towards food delivery apps.

H₁: There is a significant impact of social media marketing strategies on the buying behaviour of consumers towards food delivery apps.

Table 14: Results of one-sample t-test (Test Value = 0)

One-sample test						
	Test value = 0					
	t	df	Sig. (2-tailed)	Mean difference	95% confidence interval of the difference	
					Lower	Upper
Social media ads affect food delivery app choice	32.401	114	0.000	2.47826	2.3267	2.6298
Social media and delivery ads increase food ordering	32.401	114	0.000	2.47826	2.3267	2.6298
Consider social media deals when ordering food delivery	32.401	114	0.000	2.47826	2.3267	2.6298
Social media food posts affect food app ordering choices	32.401	114	0.000	2.47826	2.3267	2.6298

Source: Compiled by researcher

Interpretation: From the above table, it is found that the P value of the test at the 5% level of significance is 0.000, which is less than 0.05 for all the issues relating to the buying behaviour of consumers towards food delivery apps, as assumed by the respondents in the study area. So, the null hypothesis is rejected and the alternative hypothesis is accepted. Therefore, it can be concluded that there is a highly significant impact of social media marketing strategies on the buying behaviour of consumers towards food delivery apps.

10. Findings of the study

Key findings from the study on the influence of social media marketing tools on customer buying Behaviours in the fast-food industry in Kalimpong City, West Bengal:

10.1 Demographic profile

- The majority of the respondents were male (61.7%), aged 18-25 (50.4%), and undergraduate students (60%).
- This suggests that the results may not be generalizable to older or more highly educated populations.

10.2 Social media usage

- Instagram was the most popular platform (40.9%), followed by Facebook (20.9%) and YouTube (19.1%).
- 40.9% used social media for 1-3 hours daily, while 38.2% used it for 4 plus hours daily.

10.3 Fast food information sources

- Short online videos were the top source (40.9%), followed by traditional ads (20.9%).

- Family suggestions and online posts influenced 19.1% of the respondents.

10.4 Spending and consumption patterns

- 58.3% spend over ₹500 per order on fast food.
- 69.6% consume fast food 6-15 times per month

10.5 Impact of social media marketing

- A total of 79.1% of respondents said that social media marketing attracted their attention.
- Influencer marketing and User-generated content influenced 68.7% of the respondents.
- 68.7% said that social media ads affected their choice of food delivery apps and their ordering frequency.

10.6 Statistical analysis

- Significant associations have been found between demographic profiles and social media usage, information sources, spending, and consumption frequency.
- Social media marketing strategies have a significant impact on consumer perceptions and buying behaviour regarding food delivery applications.

10.7 Key takeaways

- Social media, especially visual platforms, play a crucial role in influencing fast food choices and ordering behaviour.
- Younger consumers are particularly influenced by social media marketing.
- User-generated content and influencer marketing are two effective strategies.
- There is still room to improve trust and advertising effectiveness for some consumers.

This study highlights the importance of tailored social media marketing strategies for fast-food businesses targeting consumers in Kalimpong City, with a focus on visual content, influencer partnerships, and leveraging user-generated content.

11. Limitations of the study

This study on the impact of social media marketing on consumer purchasing in Kalimpong City's fast-food sector has several limitations. The sample size of 115 respondents from Kalimpong City limits the generalizability of the results. The demographic composition skews toward young individuals (50.4% aged 18-25), males (61.7%), and undergraduate students (60%), potentially misrepresenting the broader consumer base. Self-reported data introduces potential recall and social desirability biases. The cross-sectional design prevents the establishment of causal relationships or tracking of behavioural changes over time. This study's focus on specific social media platforms may not cover all emerging platforms or user preferences. This research emphasizes the positive influences of social media marketing, potentially overlooking negative health impacts. Without a control group of non-social media users, isolating social media marketing effects from other influences is difficult. Response bias may exist because social media-engaged individuals are likely to be more inclined to participate. This study may not fully address how local cultural factors affect marketing strategies. In addition, rapid technological evolution may date quickly on some findings.

These limitations present opportunities for future research to provide more comprehensive insights into the influence of social media on fast food consumer behaviour.

12. Conclusion

This study investigates the impact of social media marketing tools on consumer purchasing Behaviours within the fast-food sector in Kalimpong City, West Bengal. The findings indicate that social media platforms, particularly those with a visual focus such as Instagram and YouTube, significantly influence consumer choices and ordering behaviours related to fast food. Key results reveal that Instagram is the most utilized platform (40.9%), with the majority of users engaging with social media for 1-3 hours daily. Short online videos were identified as the primary source of fast-food information (40.9%). A majority (69.6%) of participants consume fast food 6-15 times per month, with 58.3% spending over ₹500 per order. Additionally, 79.1% of respondents reported that social media marketing captured their attention, while influencer marketing and user-generated content influenced 68.7% of the respondents. Statistical analysis revealed significant associations between the demographic profiles and social media usage, information sources, spending, and consumption frequency. Social media marketing strategies have a substantial impact on consumers' perceptions and purchasing behaviour regarding food delivery apps. The results underscore the effectiveness of visual content, influencer partnerships, and user-generated content in social media marketing for fast-food enterprises. However, the potential to enhance trust and advertising effectiveness for certain consumers remains. The limitations of the study include a relatively small sample size, a demographic skew towards young male undergraduate students, and potential biases in self-reported data. Future research should address these limitations and explore emerging platforms and local cultural factors. Overall, this study highlights the importance of tailored social media marketing strategies for fast-food businesses targeting consumers in Kalimpong City, West Bengal. As social media continues to evolve, businesses must adapt their strategies to effectively engage consumers and influence purchasing decisions in the fast food sector.

References

1. Anas AM, Abdou AH, Kegour ABA, El-Amin MAMM, Alrefae WMM, Daradkeh FM, Hassan TH, Alboray HMM. Satisfaction on the driving seat: exploring the influence of social media marketing activities on followers' purchase intention in the restaurant industry context. *Sustainability*. 2023;15(9):7207. DOI:10.3390/su15097207
2. Anjorin K, Olodo H, Raji M. The influence of social media marketing on consumer behaviour in the retail industry: a comprehensive review. *Int J Manag Entrep Res*. 2024;6(5):1547-1580. DOI:10.51594/ijmer.v6i5.1123
3. Berad NR, Singh J. Impact of social media marketing strategies on consumer buying behaviour with reference to food delivery apps in India. *IJFANS Int J Food Nutr Sci*. 2022;11(11):2738-2757.
4. Gudhka V, Hadiya B, Parekh M. The role of social media marketing in shaping consumer buying behaviour: a study on fast food chain in Vadodara. *Int J Innov Res Technol*. 2025;11(10):2809-2816.

5. Hanaysha JR. Impact of social media marketing, price promotion, and corporate social responsibility on customer satisfaction. *Jindal J Bus Res.* 2017;6(2):132-145. DOI:10.1177/2278682117715359
6. Hanaysha JR. An examination of social media advertising features, brand engagement and purchase intention in the fast food industry. *Br Food J.* 2021;124(11):4143-4160. DOI:10.1108/bfj-08-2021-0907
7. Jayathunga VK, Tham J, Khatibi A. Social media marketing features and empirical studies in the fast food industry context: a literature review and a new window for future promotion. *Int J Soc Sci Res Rev.* 2024;7(11):1-10.
8. Int J Sci Res Eng Manag. Influence of social media on consumer buying behaviour. *Int J Sci Res Eng Manag.* 2023;7(8). DOI:10.55041/ijssrem25382
9. Murtaza R. Impact of social media on consumer buying behaviour. *Int J Creat Res Thoughts.* 2021;9(5):476-487.
10. Pirakatheeswari P, Dhillip A. A study on impact of social media on consumer buying behaviour of fast food in Coimbatore city. *Int J Curr Sci (IJCS PUB).* 2024;14(1):136-146.
11. Ruhi, Rohit G. Impact of social media based recommendation of food & beverage services and customer satisfaction on restaurant business in India with reference Delhi/NCR. *IOSR J Bus Manag.* 2024;26(4):14-18.
12. Sah P, Bathla G, Rana BS. Social media strategies and their impact on consumers' fast food purchasing behaviour: a comprehensive review. *Int J Tour Hotel Manag.* 2024;6(2):120-126.
13. Shrestha A, Bhushan M, Joshi S, Karki A, Gurung S. Effects of social media marketing on consumer buying behaviour. *New Perspect J Bus Econ.* 2023;6(1):74-82. DOI:10.3126/npjbe.v6i1.58916
14. Shruthi D, Ahmed FS. Impact of Instagram on fast food branding in India: an analysis of consumer perceptions and behaviours. *Int J Res Anal Rev.* 2024;11(1):847-896.
15. Shukla V, Kumar R. Impact of social media on consumer purchase decision in restaurant industry. *Int J Res Publ Rev.* 2024;5(5):1547-1549.
16. Wang K. The impact of social media on consumer behaviour. *Highlights Bus Econ Manag.* 2023;23:1198-1205. DOI:10.54097/1ys3cj95
17. Yadav N, Pandey M. Impact of social media on consumer purchase decision in restaurant industry. *Int J Res Publ Rev.* 2024;5(5):2080-2091.
18. Zahra T. The influence of social media marketing on consumer brand engagement and brand knowledge in fast food products. *Manajemen Dan Bisnis.* 2025;24(1):12. DOI:10.24123/mabis.v24i1.844