

Impact of Social Media on Customer Buying Behaviour Toward KFC, Coimbatore City

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Abstract

The use of social media has grown very fast and it has changed the way people look for information and make buying choices. This is especially true for fast food. This study looks at how social media influences customers to buy from KFC in Coimbatore City. People use Face book Instagram, YouTube, and Twitter a lot to tell about KFC, new deals, and to show what influencers say. The main goal of this study is to look at how these social media acts make customers aware, change their opinions, and help them decide to buy. We used primary data from KFC customers in Coimbatore by giving them a list of questions, and secondary data from books, websites, and papers. Things like online ads, reviews from customers, how people see the brand, special deals, and how friends influence each other all matter in how people decide to buy. The study finds that social media helps attract customers, makes them aware of the brand, and makes them want to try and buy again. It also shows that young people are more likely to be affected by social media than older people.

Keywords: *Social media marketing, Fast-food industry, KFC, Online reviews, Brand awareness*

Introduction

social media plays a significant role in our lives. It also has a significant impact on how we communicate with others. Additionally, it has altered how businesses communicate with their clientele. Among the most popular social media platforms are Face book, YouTube, whatsapp and Twitter. In addition to being utilized for conversation and enjoyment, we also use them to research topics, express our opinions to others, and determine whether or not to make a purchase. As a result, social media has developed into an extremely effective tool for businesses to market their goods. They use it to inform consumers about sales promotions, fresh goods, and any other noteworthy information they wish to share about their offerings. They accomplish this with visually appealing postings, videos, and interesting images. This changes the way people perceive the goods and encourages them to visit the store to purchase it. The fast-food business is likewise an established sector that heavily relies on social media to sell its products. They use social media extensively since life has changed, and more people are living in cities and leading hectic lifestyles. Young people and workers have a strong appetite for fast food. It is one of the city's most popular fast-food locations. KFC (Kentucky Fried Chicken) uses social media to announce new items, specials, and coupons. They also organize interesting activities to get people involved. This all affects how people perceive KFC and makes them Additionally; this helps customers enjoy their time at Fried. and suggest it to loved ones. Consumer purchasing behavior is the actions that are performed throughout the entire process of purchase a good or service. By selecting which item you need, you search for the ideal product or service, buy it, and then share your interactions with it. We frequently utilize the internet to research products and services. In order to decide whether or not to buy a product, we also examine online reviews. To learn more about it, we also watch videos. When we are going to make an investment, social media may display some lovely images of the item or offer a fantastic price. You may wish to get some good of service if you hear positive reviews. The product's positive public evaluations and comments could convince you to purchase it. alternatively, you might decide not to purchase it if you read some negative reviews.

Tamilnadu. This area is home to a large number for young people, laborers, and students. They make extensive use of social media.

Statement of the problem

Social internet shopping has emerged as a new trend among customers. This study will look at the extent to which social media-based buying on the internet has surpassed traditional retail methods and how comfortable customers are with this new mode of purchasing. One of the biggest factors influencing consumers' decisions to buy in the fast-food industry is their use of social media. Quickly Food companies like KFC aggressively use social media sites like Face book, Twitter, YouTube, and Integral to engage for consumers, advertise products, and advertise deals. Customers, especially young people and working professionals, are heavily exposed to KFC-related social media content, such as commercials, influencer reviews, and peer evaluations, in a rapidly expanding metropolis like Coimbatore.

Objective

1. To study the impact of social media on customer buying behavior toward KFC in Coimbatore city
2. To analyze the influence of social media advertisements on purchase decision
3. To suggest measures to promote healthier eating habits among the young population.

Review of literature

Mr. Ruby Bhardwaj, (2023)¹: Earlier research shows that young consumers prefer fast food mainly because it is quick, tasty, and convenient. Goyal and Singh (2007) noted that although youth enjoy visiting fast food outlets, they still consider home-cooked food healthier and more satisfying. Many studies have identified taste, food quality, and hygiene as the most important factors influencing fast food choice. Akbay et al. (2007) found that demographic factors such as age, income, education, and lifestyle play a major role in determining fast food consumption. Habib et al. (2011) highlighted that food safety, fast service, and suitable taste strongly influence purchasing decisions. Priyadarshini (2016) revealed that western fast food is highly popular among young consumers and discounts attract frequent visits. Prabhu and Nayak (2016) observed that price and brand reputation are key considerations while selecting fast food outlets. Several researchers pointed out that fast food restaurants act as social meeting places for friends and families.

Dina Rabert Mkumbo & Kaanael Simon mbise (Sep 2022)²: Earlier research explains that advertising has gradually shifted from traditional media to digital platforms, greatly shaping consumer consumption behavior. Many researchers point out that social media advertising is an effective promotional tool because it reaches a wide audience at a relatively low cost. Studies reveal that fast-food companies actively rely on social media platforms to attract young and urban consumer. Existing literature highlights convenience, taste, affordability, and aggressive promotion as the main reasons for the growing consumption of fast food. Cognitive Response Theory suggests that advertisements influence how consumers perceive products and evaluate their attributes. Consumer Sovereignty Theory states that consumer' preferences play a central role in determining market demand and business decisions.

Dr. M.K. PALANICHAMY M , Mr. SANJAI.V., S (2021)³:Earlier research highlights that fast-food consumption among youngsters has increased rapidly as a result of urbanization and changing lifestyle patterns .Researchers have identified convenience, taste, and affordability as the main reasons why young people prefer fast food. Previous studies show a strong link between frequent fast-food intake and health problems such as obesity and lifestyle-related diseases. The literature emphasizes that adolescents and young adults are more susceptible to unhealthy eating habits than other age groups. Many scholars report that awareness of nutritional value among youngsters remains limited, even though health information is more widely available. Earlier research suggests that social media exposure and aggressive advertising strongly influence food choices among urban youth.

R., Chandrakumar,M., Anandhi,V& Murugananthi, D. (2020)⁴: Fast food is commonly described as quick, affordable, and easily available meals that often replace home-cooked food because of convenience and taste preferences .Earlier studies point out that fast food usually contains high levels of fat, sugar, and salt, while offering

lower nutritional value than traditional meals. Researchers observe that consumers frequently confuse fast food with street food and junk food, even though they differ in terms of preparation methods, packaging, and consumption patterns. The literature highlights that globalization and economic liberalization have contributed to the rapid expansion of multinational fast-food chains in India. Several studies indicate that lifestyle changes, a growing working population, and higher disposable income have increased fast-food consumption.

P. Shanmugha priya, M. Biju, N. Vijaitha Christy, S. Smilee Bose, (2019)⁵: Earlier research shows that social media marketing plays an important role in shaping consumer buying behavior among different age groups and demographic segments. Varghese and Agarwal found that social media influencers have a positive impact on purchase decisions by allowing direct interaction and engagement with consumers. Islam et al. pointed out that factors such as information credibility, time efficiency, and ease of access strongly influence buying behaviour through social media platforms. Studies conducted during the COVID-19 period reveal a sharp increase in social media usage, which changed shopping habits and reduced dependence on physical stores. Rayhan et al. emphasized that choosing the right social media platforms is essential.

Research Methodology

Methodology consists of data, area of study, period of study, frame work of analysis, sampling design

Research design

A descriptive research approach will be used in this study since it is suited for describing and investigating the influence of social media on consumers' purchasing decisions for KFC in the Coimbatore area. This study will look at how users' interactions with multiple social media sites, such as Facebook, YouTube, and Twitter, influence their views and behaviors.

Sources of data

Primary data

A standardized questionnaire was used for collecting primary information among KFC in Coimbatore City. Primary data collected from the respondent for the first time is original in nature for the purpose of collection of primary data. Well-structured questionnaire with open-ended and closed-ended questions is used.

Secondary data

Secondary data is collected from books, journals, research articles, websites etc.

Sampling size

For the present study, a sample size of 100 respondents was selected from customers of KFC in Coimbatore city. The respondents were chosen to represent different age groups, genders, and sample size was considered adequate to understand customer satisfaction levels and to collect meaningful and reliable data within the time and resource limitations of the study.

Area of study

The study on consumer perception was conducted in Coimbatore city involving both male and female respondents who make purchases through social media.

Period of study

In research methodology, the period of study should be from NOVEMBER 2025 TO JANUARY 2026.

Analysis and Interpretation

Percentage analysis

TABLE NO:1 frequency distribution Profile of the Respondents gender

personal profile	Particulars	No of Respondents	Percentage
Gender	Male	64	64
	Female	33	33
Age group	Below20 years	29	29
	21-30 years	30	30
	31-40 years	32	32
	Above40 years	9	9
Educational Qualification	School Level	15	15
	Undergraduate	46	46
	Postgraduate	28	28
	Professional	11	11
Monthly Income	Below 20,000	32	32
	20,001-40000	41	41
	Above 40,000	27	27

Interpretation

A Brief Analysis of the Personal Profile It is evident from the study that men make up the majority of respondents (64%). The majority of responders are between the ages of 21 and 40, indicating that they are youthful and engaged in employment. Undergraduates make up the largest group in terms of education (46%), followed by postgraduates (28%), suggesting that the respondents have a high level of education. The majority of respondents (41%), in terms of their monthly income, fall into the middle-income bracket, earning between ₹20,001 and ₹40,000.

TABLE NO:2 Which fast-food brand do you prefer most?

S.No	Frequency	No of respondents	Percentage
1	KFC	49	42%
2	Dominos	36	36%
3	McDonald’s	15	15%
4	total	100	100%

Interpretation

With 49% of the respondents favoring it, KFC is the most popular brand, according to the data. This demonstrates unequivocally that KFC is the most well-liked brand among customers. 36% of respondents said they liked Domino's, making it the second most popular brand. Only 15% of respondents said they favored McDonald's, making it least popular brand.

TABLE:3. What is the main reason for choosing KFC

S.No	Frequency	No of respondents	Percentage
1	Taste	42	42%
2	Price	36	36%
3	Offers	17	17%
4	Convenient	5	5%

Interpretation

Given that 42% of respondents said they preferred the product, it is clear from the table that are tasty has the biggest influence on product choice. Price is the second most important issue (36%), indicating that consumers are frugal. Convenience (5%) has the least influence on consumer decision-making, whereas offers (17%) have a moderate effect. We can conclude that taste and pricing are the two most important considerations.

TABLE NO:4 How do you usually discover kfc products or promotion?

S.No	Frequency	No of respondents	Percentage
1	Social media	12	12.4%
2	Kfc app/webs	25	25%
3	In-store promotion	44	45.4%
4	Friends/family	8	8.2%
5	Other	8	8.2%
	Total	100	100%

Interpretation

With 45.4% of respondents selecting in-store promotion as the primary source of information, it is evident in the table above that it has the greatest degree of influence as a source of awareness. The KFC app and websites come next, with a noteworthy 25% influence. Third place goes to social media, which has a moderate influence of 12.4%. The effect of friends, family, and other sources is equal at 8.2%.

TABLE NO:5 Customer reviews on social media affect my decision to visit Kfc

S.No	Frequency	No of respondents	Percentage
1	Strongly agree	25	25%
2	Agree	45	55%
3	Neutral	10	10%
4	Strongly disagree	5	5%
5	Disagree	5	5%
	Total	100	100%

Interpretation

total of 25% of respondents strongly agreeing and 55% agreeing, or 80% of all replies, the table's data indicate that respondents have a good opinion. This indicates that the statement is widely accepted. Just 10% of respondents had an unfavorable opinion, with 5% disagreeing and 5% strongly disapproving, while only 10% are neutral.

TABLE NO:6 Which social media platform do you use most

S.No	Frequency	No of respondents	Percentage
1	Instagram	43	43%
2	You tube	27	27%
3	Face book	26	26%
4	Other	4	4%
	Total	100	100%

Interpretation

Given that 43% of the respondents chose Instagram, it is clear from the chart that it has the most influence. Facebook and YouTube come next, with respective influences of 26% and 27%. Only 4% of the respondents utilize other social media platforms, suggesting that their influence represents modest in comparison to the other platforms.

TABLE NO:7 how to often do you consume fast -food

S.No	Frequency	No of respondents	Percentage
1	Very often	23	23%
2	Often	49	49%
3	Something	23	23%
4	Never	4	4%
	Total	100	100%

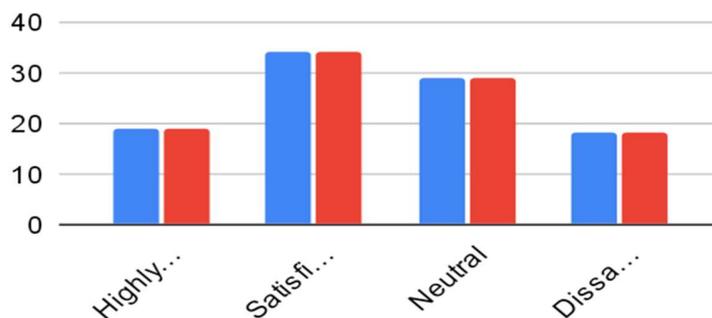
Interpretation

The majority of respondents participate in the activity on a regular basis; 49% say they do it frequently, and 23% say they do it very frequently, making up 72% of the sample. This demonstrates a high degree of consistent involvement. Only a small percentage (4%) claim they never do it, indicating limited non-participation, whereas 23% say they do it occasionally, indicating a moderate level of participation.

Table no:8 overall satisfaction level

particular	section	number	percentage
Overall satisfaction level	Highly satisfied	19	19
	Satisfied	34	34
	Neutral	29	29
	Dissatisfied	18	18
	Total	100	100

Overall satisfaction level



Interpretation

The respondents' general level of Satisfaction is somewhat favorable. This is because a favorable perception is indicated by the fact that 53% of the respondents are satisfied or extremely satisfied. Nonetheless, 18% of respondents are unhappy, and 29% of respondents are still neutral, suggesting that there is space for improvement.

Findings

According to the current study, social media has an impact on Coimbatore city customers' purchasing decisions about KFC. The bulk of responders are between the ages of 18 and 25, indicating that young people are the major

social networking use and that online content has a significant impact on them. Instagram and YouTube are the most common places to find KFC items, promotions, and deals. The findings show that customers' preferences for KFC are mostly determined by flavor, with price and promotion coming in second and third. Social media reviews and ratings have a significant impact on consumers' purchasing decisions.

Suggestion

The findings of this study indicate that KFC should continue to increase its reach on prominent social networks like Instagram and YouTube, since these two social networks have been found to have a major influence on young consumers. KFC should develop more engaging content for both of these social networks, which could include the use of dynamic short-form video content, social media influencer marketing, and interactive posts and activities on these pages. Online reviews play a significant role in influencing purchasing decisions, and therefore, KFC should encourage consumers to share their positive experiences with the brand while also responding promptly and properly to any negative feedback to increase the trust in the brand.

Conclusions

This study demonstrates that social media significantly influences Coimbatore City customers' interactions with KFC. The number of users on social media platforms like Facebook, Instagram, YouTube, and Twitter has increased considerably. Nowadays, a lot of human beings rely on online resources to learn about standards and products offered by fast food restaurants. The study's conclusions also indicate that attractive promoted postings, influencer marketing, customer reviews, and digital ads increase brand awareness, cultivate positive consumer opinions of businesses, and encourage customers to acquire KFC products and make repeat purchases. Compared to previous generations, consumers younger than 25 as well as those in the workforce likely to spend hours on internet platforms while reacting more favorably to suggestions and comment from other people.

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