Social Media Marketing and Customers' Satisfaction of Fast-Food Outlets

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Abstract. This study examined the effect of social media marketing (cross-platform marketing, content marketing and influencer marketing) on customers' satisfaction of fast-food outlets. The study adopted cross-sectional survey research design. Primary data were obtained from 323 customers of fast-food outlets in Calabar metropolis, Cross River State, Nigeria using a structured questionnaire. Hypotheses testing was carried out using multiple regression. The findings of the study revealed that cross-platform marketing, content marketing and influencer marketing had significant positive effect on customers' satisfaction of fast-food outlets. Hence, study recommended that managers of fast-food outlets should strategically place offers on multiple channels, while ensuring responsive customer service across all platforms to create a unified, accessible brand experience for customers. Also, create visually appealing content that highlights diverse menu options, encouraging user-generated content sharing and using storytelling to showcase the origins of popular dishes as well as the brand's quality commitment in order to foster stronger emotional connections and increase customer engagement. Finally, fast-food managers should collaborate with popular food bloggers and influencers to create engaging content like live reviews, personalized endorsements, and exclusive promotions, which build trust, enhance customer engagement, and create a personalized dining experience that strengthens brand loyalty.

Keywords: Content marketing, Cross-platform, Customer satisfaction, Influencer marketing, Social media marketing.

1. INTRODUCTION

In the contemporary marketing landscape, achieving customer satisfaction represents a critical objective for business organizations, driven by the notion that satisfied customers are more likely to engage in repeat purchases and serve as powerful brand advocates. This advocacy leads to organic growth through positive word-of-mouth, enhancing brand equity and customer loyalty, which are key drivers of long-term profitability for businesses (Imaobong & Kehinde, 2020). This is critical in a highly competitive market environment, because companies that prioritize customer satisfaction stand to better differentiate themselves by cultivating deeper customer relationships, improving customer loyalty, and gaining a sustainable competitive advantage (Bennett & Sunny, 2022). This recognition of the indispensability of customer satisfaction has proliferated across several sectors, including the fast-food industry, where outlets engage in different marketing strategies in the hope of reaping the benefits of customer satisfaction (James et al., 2024). Extant relevant literature has revealed that social media marketing is one of the innovative marketing strategies adopted by fast-food outlets in this context (Hanaysha, 2016; Hanaysha & Momani, 2021; Puspaningrum, 2020).

According to Wang and Kim (2017), social media marketing is the strategic use of social media platforms and networks to promote products or brands by creating and sharing engaging content, fostering interactions and relationships with target audiences, leveraging data analytics to optimize campaigns, and improve business growth. It has become a profoundly popular marketing strategy among fast-food outlets in Nigeria because the rapid penetration of internet access and smartphone usage across the country has made social media platforms more accessible to a larger segment of the population (Etuk & Udonde, 2023). As a result, fast-food outlets in the country are leveraging on platforms such as Instagram, Facebook, WhatsApp and Twitter to reach a broader audience, particularly the younger, tech-savvy demographic that is highly active online. Also, most persons due to the nature of their occupation do not eat at home. Others, see fast-food more economical than home-made food. Additionally, the competitive nature of the fast-food industry in Nigeria has compelled outlets to seek innovative ways to differentiate themselves and enhance customer loyalty (Ukorebi, 2018; Mfon & Uford, 2022; Amadi et al., 2024). Social media marketing allows these outlets to create personalized and interactive content that resonates with their target audience, fostering a sense of community and brand loyalty.

Moreover, in addition to cost-effectiveness, the shift in consumer behaviour towards online food ordering and delivery services has also contributed to the rise of social media marketing among fast-food outlets in Nigeria (Akani et al., 2024). As such, many fast-food outlets in Nigeria are partnering with food delivery platforms, and social media plays a crucial role in promoting these partnerships and driving sales. By integrating social media marketing with online ordering systems, these outlets are able to streamline the customer journey from discovery to purchase, enhancing customers' convenience (Ekankumo, 2024). However, it is unclear whether or not the utilization of social media marketing strategies (such as cross-platform, content and influencer marketing) can improve customers' satisfaction of fast-food outlets in Calabar, due to the scarcity of relevant research in this

context. This study therefore sought to bridge this practical research gap by investigating the potential effects of cross-platform, content and influencer marketing strategies on customers' satisfaction of fast-food outlets in Calabar metropolis.

2. LITERATURE

2.1. Uses and Gratifications Theory

The uses and gratifications theory (UGT) was propounded by Katz, lumler, and Gurevitch in the 1970s (Katz et al., 1974). The theory emerged in response to traditional media effect theories, which often portrayed audiences as passive recipients of media messages. Instead, UGT suggests that audiences are active participants in the communication process, using media to fulfill specific needs and desires. The basic premise of the theory is that individuals consciously choose media sources that meet their social and psychological needs, such as the need for information, personal identity, integration and social interaction, and entertainment (Katz et al., 1974). This entails that audiences are active participants in the communication process, actively engaging with and interpreting media content based on their individual desires and contexts (Johnson & Nguyen, 2021). Rather than being passive receivers of information, individuals exercise agency in selecting specific media outlets and content that best satisfy their unique motivations and preferences (Williams & Garcia, 2019). Consequently, the effectiveness and influence of media are significantly determined by how well they align with the user's sought-after gratifications (Ruggiero, 2000; Sundar & Limperos, 2013; Whiting and Williams, 2013; Anderson & Lee, 2022).

In the context of this study, the relevance of the uses and gratifications theory is that it provides a framework for understanding how customers actively engage with fast-food restaurants' social media marketing practices—such as cross-platform marketing, content marketing, and influencer marketing—to satisfy specific needs, including food consumption, information, entertainment, and social interaction. In this sense, the UGT posits that consumers are not passive recipients of media but rather actively seek out media sources that meet their physiological, psychological and social needs. As such, the theory can imply that when fast-food outlets effectively leverage social media to address these needs, it not only enhances the customer experience but also fosters a deeper connection between the customer and the brand. Similarly, as customers find value in the information, entertainment, or social interactions facilitated by the restaurant's social media efforts, their overall satisfaction with the restaurant is likely to increase. This theory underscores the importance of strategically designed social media campaigns that resonate with customers' desires, ultimately leading to improved customer satisfaction and loyalty in the highly competitive fast-food industry.

2.2. Conceptual Framework

Cross-platform marketing is a marketing strategy in which fast-food outlets use multiple social media platforms or channels to create a unified and consistent brand experience that reaches customers wherever they interact with the brand. Content marketing is a marketing strategy that create and share engaging, relevant, and mouth-watering content that highlights menu items, promotions, and customer experiences to attract and retain customers, ultimately driving sales and brand loyalty. Influencer marketing involves a strategic collaboration between fast-food outlets and popular social media personalities to promote and enhance brand visibility, drive customer engagement, and boost sales through authentic content and endorsements. The dependent variable, customers' satisfaction is a feeling of excitement and gratification that customers experience when the offerings of fast-food outlets meet or exceed their expectations. For improved measurement, the parameters of cross-platform marketing (cross-platform placement, narrative consistency and cross-platform customer service) were adapted from: Bagwell (2023); and Kellerman (2023). The parameters of content marketing (visual content, user-generated content, and storytelling) were adapted from: Nurvajri et al. (2022). Also, the parameters of influencer marketing (food blogger partnerships, influencer endorsements and influencer sampling) were adapted from: Bagwell (2023); and Kellerman (2023). Similarly, the parameters of the dependent variable, customers' satisfaction (customer delight, repeat patronage, and customer referral) were adapted from: James et al. (2024); and Anyadighibe, Awara, James, Ekarika & Omemgbeoji, (2023
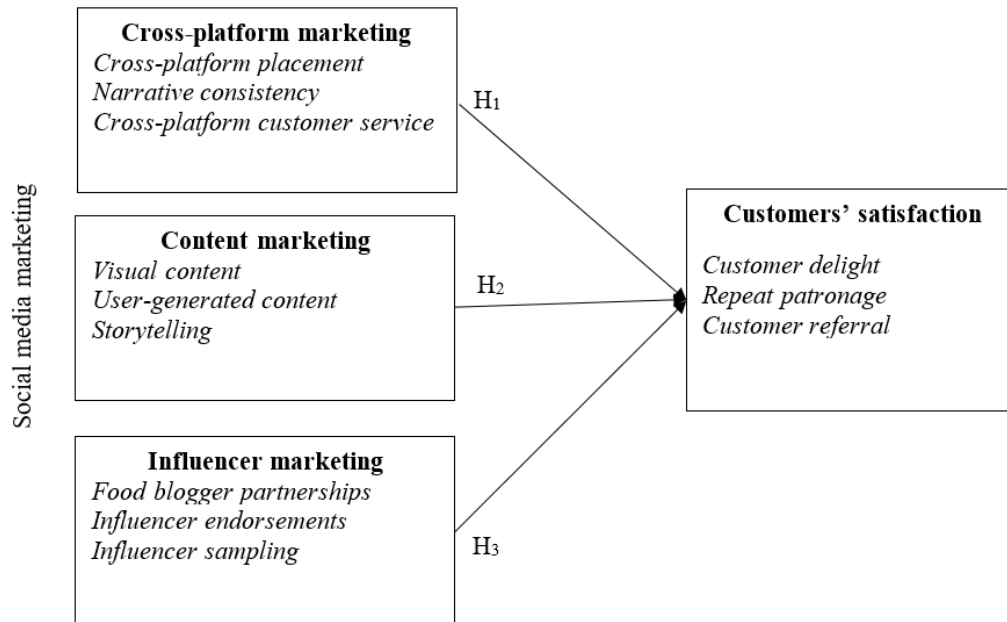
Figure 1: Social media marketing and customer satisfaction of fast-food outlet.
Source: Independent variable parameters adapted from Bagwell (2023); Kellerman (2023); and Nurvajri et al.(2022).
Dependent variable parameters adapted from James et al. (2024); Anyadighibe et al. (2023)

2.2.1. Social Media Marketing

Social media marketing refers to the strategic use of social media platforms and websites to promote a good, service, or brand (Alves et al., 2016). It encompasses a range of activities including content creation, community engagement, and paid advertising, all designed to build brand awareness, drive website traffic, and generate sales. It leverages on platforms like; Facebook, Instagram, Twitter, LinkedIn, and TikTok to reach and interact with target audiences in a dynamic and interactive environment. This form of marketing is highly adaptable, utilizing data analytics to fine-tune strategies and maximize engagement by understanding user behaviour and preferences (Dwivedi et al., 2015). The emergence of social media marketing can be attributed to several key factors, including the rapid growth of social media platforms, which has created new channels for communication and engagement, shifting traditional marketing practices to a more digital-focused approach (Anyadighibe & Adepoju, 2023). As social media became an integral part of daily life, businesses recognized its potential to reach large audiences in a cost-effective manner. The proliferation of smartphones and high-speed internet has further accelerated this trend, allowing for real-time interactions and immediate feedback.

Additionally, the shift from traditional media to digital platforms has been driven by changing consumer behaviours, where individuals increasingly seek personalized and interactive experiences rather than passive consumption of information (Iankova et al., 2019). As such, in modern businesses, social media marketing plays a pivotal role in shaping brand identity and fostering customer relationships. It provides companies with a powerful tool to engage directly with their audience, build a community around their brand, and respond promptly to customer inquiries or concerns (Alalwan et al., 2017). Social media marketing also facilitates targeted advertising, allowing businesses to reach specific demographics with tailored messages, which can significantly enhance conversion rates (Shareef et al., 2019). Furthermore, it offers valuable insights through analytics, helping companies to refine their strategies and measure the effectiveness of their campaigns. In a competitive landscape, social media marketing not only aids in increasing visibility and driving sales but also strengthens brand loyalty and advocacy by fostering meaningful connections with customers (Duffett, 2017).

2.2.2. Customer Satisfaction

Customer satisfaction is a pivotal concept in business and marketing, with various scholarly definitions highlighting its multifaceted nature. According to Oliver (1980), customer satisfaction is defined as a psychological state resulting from a comparison between the perceived performance of a product and the expectations of the customer. This definition underscores that satisfaction arises when there is a positive discrepancy between expectations and actual performance. Another perspective, provided by Kotler and Keller (2016), describes customer satisfaction as the extent to which a product's perceived performance meets or exceeds a customer's expectations. This definition emphasizes the role of expectations in shaping customer satisfaction and highlights that exceeding these expectations typically results in higher satisfaction levels.

Anderson et al. (1994) conceptualizes customer satisfaction as an overall evaluation based on the cumulative experiences of the customer with a product, which can influence their future purchase intentions and loyalty. This approach suggests that customer satisfaction is an aggregate measure of past experiences that impacts future behavior. Customer satisfaction occurs when a customer's experience with a product or service meets or exceeds

their expectations (Raji and Zainal, 2016; Omar et al., 2016; Limakrisna & Ali, 2016; Almohaimmeed, 2017; Anyadighibe, et al., 2023). In addition, customer satisfaction serves as a critical feedback mechanism for businesses, providing insights into areas for improvement and innovation (Limakrisna & Ali, 2016). This feedback can help organizations refine their products, services, and customer interactions, ultimately enhancing their overall performance and profitability. In essence, customer satisfaction not only influences customer retention and loyalty but also serves as a vital tool for organizational growth and competitive differentiation (Zibarzani et al., 2022).

2.2.3. Cross-Platform Marketing and Customer Satisfaction

Cross-platform marketing is a social media marketing strategy that involves leveraging multiple social media platforms simultaneously to create a cohesive and consistent brand presence (Leung et al., 2015). The strategy is rooted in the understanding that consumers today interact with brands across various digital channels, including; Facebook, Instagram, Twitter, TikTok, and others. Cross-platform marketing aims to create a unified experience for customers, ensuring that no matter which platform they use, they receive the same message, engage with the same content, and have a consistent experience with the brand. According to Alves et al. (2016), cross-platform marketing entails crafting tailored content that suits the unique features and user expectations of each social media platform, while maintaining a consistent brand voice and message. For example, a fast-food outlet may use Instagram to share visually appealing images of their menu items, use Twitter for quick updates and engaging with customer queries, and use Facebook for longer-form content like customer testimonials or behind-the-scenes videos. Despite the differences in content format and style, the underlying message and branding remain consistent across all platforms, reinforcing the brand's identity and values in the minds of consumers (Dwivedi et al., 2015; Iankova et al., 2019).

Fast-food outlets often target a broad audience, ranging from teenagers to busy professionals, and each of these groups may prefer different platforms. By engaging with customers across multiple platforms, fast-food outlets can maximize their reach and ensure they are visible to different segments of their target audience respond to customer inquiries and feedback more efficiently, addressing concerns and providing support in real-time (Shareef et al., 2019; Altug and Alibim (2019; Bagwell, 2023). For instance, a fast-food outlet might launch a new product by sharing a teaser video on TikTok to attract younger audiences while posting detailed product information on Facebook to engage an older demographic. In doing so, this social media marketing approach enhances customer satisfaction in fast-food outlets by creating a seamless and engaging customer experience (Alalwan et al., 2017; Duffett, 2017; Keegan & Rowley, 2017). As such, customers appreciate the ability to interact with their favorite brands on the platforms they are most comfortable with. Thus, this study hypothesizes that:

H₁: Cross-platform marketing has no significant effect on customers' satisfaction of fast-food outlets

2.2.4. Content Marketing and Customer Satisfaction

Content marketing involves creating and sharing valuable, relevant, and consistent content to attract and engage a specific audience (Ahmad et al., 2016). Unlike traditional advertising, which directly promotes products, content marketing focuses on delivering information, entertainment, or insights that resonate with the target audience's interests and needs. It create a more personalized and interactive experience for the customer (Kee & Yazdanifard, 2015). This type of marketing builds brand awareness, establishes credibility, and fosters trust over time. The goal is to drive profitable customer actions, such as increased brand loyalty, higher engagement rates, and, ultimately, improved customer satisfaction (Müller & Christandl, 2019). In the context of fast-food outlets, content marketing is applied in various innovative ways that leverage the unique features of social media platforms. For instance, a fast-food chain might develop a series of engaging and visually appealing posts that showcase its menu items, share behind-the-scenes content from its kitchen, or highlight customer experiences through user-generated content. By doing so, these outlets can connect with their audience on a personal level, showcasing not just the products they offer but also the values and culture of the brand. As a result, content that educates or entertains can enhance the customer experience by adding value beyond the basic transaction of purchasing food. For example, a fast-food outlet might share tips on how to enjoy their meals in creative ways or provide interesting facts about the ingredients used in their products. This not only enriches the customer's knowledge but also reinforces the brand's commitment to quality and transparency. (Du Plessis, 2017; Bala & Verma, 2018; Hollebeek & Macky, 2019; Anyadighibe and Adepoju, 2023; Barbosa et al., 2024). This connection is crucial in an industry where customer loyalty is often tied to more than just the food; it's about the overall experience and the brand's ability to meet or exceed customer expectations. Thus, this study conjectures that:

H₂: Content marketing has no significant effect on customers' satisfaction of fast-food outlets.

2.2.5. Influencer Marketing and Customer Satisfaction

Influencer marketing involves collaborating with individuals who have a substantial followers on social media platforms and are perceived as authorities or trendsetters within specific niches (Masuda et al., 2022). These influencers, who may range from celebrities to micro-influencers with smaller but highly engaged audiences, promote products or services through their content, leveraging their established credibility and rapport with

their followers. The essence of influencer marketing lies in its ability to create authentic and relatable endorsements that resonate more deeply with audiences compared to traditional advertising methods (Trivedi & Sama, 2020). By tapping into the influencer's trusted voice, brands can reach target customers in a more organic and personalized manner. In the context of fast-food outlets, influencer marketing can be employed in various ways to drive customer satisfaction. These outlets often collaborate with influencers who have a strong presence in the food, lifestyle, or health niches, depending on the brand's positioning and target demographic. These collaborations can be structured as one-off promotions or longer-term partnerships, allowing the fast-food outlet to maintain a consistent presence in the influencer's content (Jin et al., 2019).

Influencer marketing helps build trust and credibility around the brand, because when customers see their favourite influencers endorsing a fast-food outlet, they are more likely to perceive the brand as trustworthy and the products as high-quality. It creates a more interactive and inclusive brand experience (Lou & Yuan, 2019; Chopra et al., 2021; Bu et al., 2022; Bagwell, 2023; Kellerman, 2023). Thus, this study hypothesizes that:

H₃: Influencer marketing has no significant effect on customers' satisfaction of fast-food outlets

3. METHODOLOGY

This study adopted a cross-sectional survey research design, utilizing a structured questionnaire to gather data from customers of fast-food outlets. The study's target population encompassed all customers of fast-food outlets in Calabar, Cross River State, Nigeria. The exact size of this population is indeterminate, primarily because credible public records of all customers frequenting these fast-food outlets in Calabar are unavailable. Consequently, to estimate an appropriate sample size, the study applied the Topman sample size determination method. This method is adopted when population is unknown.

$$n = \frac{Z^2 Pq}{e^2}$$

Where
- n: Sample size required
- Z: Tabular statistical unit (1.96)
- P: Probability of positive response (0.633)
- q: Probability of negative response (0.367)
- e: Margin of error (5%)

To obtain the probabilities of positive and negative responses (P and q respectively), the researcher conducted a pilot survey in June, 2024 before the actual field survey by interviewing a random selection of 30 customers of Alyce Ice Fast food at Marian Road, Calabar. These respondents were asked to identify whether or not they were regular customers of fast-food outlets in Calabar during the pilot survey. Out of the 30 respondents interviewed, 19 respondents representing 63.3 percent said they were regular customers of fast-food outlets in Calabar, while 11 respondents representing 36.7 percent said they were not regular customers of these outlets as they preferred home-made meals. From the result of the pilot survey above, the Probability of Positive Responses (P) was 0.633, while the Probability of Negative Responses was 0.367. By simple substitution, the Topman formula was applied thus:

$$n = \frac{1.96^2 (0.633 \times 0.367)}{0.05^2}$$

$$= \frac{3.8416 (0.2323)}{0.0025}$$

$$= \frac{0.8924}{0.0025}$$

$$= 356.96$$

$$\therefore n = 357 \text{ customers approximately}$$

The study adopted a convenience sampling technique to select customers of fast-food outlets to participate in the survey. This approach was chosen to target outlets situated in high-traffic areas, allowing for the efficient collection of data from a large number of customers within a limited timeframe.

In this study, primary data were collected from respondents through a structured questionnaire. The instrument adopted a 5-point Likert scale, where respondents rated their responses to each statement from 5 (Strongly Agree) to 1 (Strongly Disagree). The questionnaire was divided into two sections: Section A collected demographic information (age, gender and marital status), while Section B contained statements related to the study's variables; cross-platform marketing statements 1-3; content marketing statements 4-6, influencer marketing statements 7-9 and customer satisfaction 10-12. To generate findings for the study, the null hypotheses developed for the study were tested statistically using multiple regression.

Table 1: Model summary of the effect of social media marketing on customers' satisfaction of fast-food outlets.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.828[a]	0.686	0.682	0.62308

Note: a. Predictors: (Constant), Cross-platform marketing, content marketing and influencer marketing.

Table 2: ANOVA[a] of the effect of social media marketing on customers' satisfaction of fast-food outlets.

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	269.951	3	89.984	232.517	0.000[b]
	Residual	123.455	319	0.387		
	Total	393.406	322			

Note: a. Dependent Variable: Customers' satisfaction

b. Predictors: (Constant), Cross-platform marketing, content marketing and influencer marketing

Table 3: Coefficients[a] of the effect of social media marketing on customers' satisfaction of fast-food outlets.

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	0.016	0.147		9.109	0.000		
	Cross-platform marketing	0.011	0.054	0.409	4.206	0.000	0.489	2.046
	Content marketing	0.353	0.073	0.692	4.805	0.000	0.615	1.626
	Influencer marketing	1.034	0.085	0.370	2.131	0.000	0.245	4.085

Note: a. Dependent Variable: Customers' satisfaction.

4. RESULT AND DISCUSSION OF FINDINGS

4.1. Results And Hypotheses Testing

The results in tables 1 to 3 demonstrate the effect of social media marketing on customers' satisfaction of fast-food outlets. The correlation coefficient (R = 0.828) in table 1 reveals that the relationship between social media marketing and customers' satisfaction of fast-food outlets is 82.8 percent. This indicates a very high degree of relationship between the variables in the context of the study. The coefficient of determination (R^2 = 0.686) indicates that social media marketing accounts for up to 68.6 percent of the variation in customers' satisfaction of fast-food outlets. This implies that if other factors remain unchanged, social media marketing will influence customers' satisfaction of fast-food outlets by up to 68.6 percent. Given that F= 232.517 and p= 0.000 as shown in table 2, it indicates that the effect of social media marketing on customers' satisfaction of fast-food outlets is statistically significant.

Furthermore, the collinearity statistics presented in table 3 indicate that the variables were devoid of multicollinearity because the tolerance values generated exceeded 0.1 and the Variance Inflation Factors (VIF) generated were not greater than 5. This entails that the multicollinearity condition of regression analysis has been met under this circumstance (Ringle *et al.*, 2015). Also, from the standardized coefficients column in table 3, it has been revealed that with a beta coefficient of 0.692 or 69.2 percent, content marketing had the highest contribution to the regression model. The second-highest contributor to the model was cross-platform marketing, with a beta coefficient of 0.409 or 40.9 percent. Whereas, the least contributing variable to the model was influencer marketing, with a beta coefficient of 0.370 or 37.0 percent. In addition, Table 3 also shows that the p-values of all the variables tested were less than the error margin of 0.05 with positive t-test values [(cross-platform marketing: p-value = 0.000, t = 4.206); (content marketing: p-value = 0.000, t = 4.805); and (influencer marketing: p-value = 0.000, t = 2.131)]. Therefore, all the null hypotheses were rejected in favour of the corresponding alternative hypotheses, which implies that cross-platform marketing, content marketing and influencer marketing had significant positive effects on customers' satisfaction of fast-food outlets.

4.2. Discussion of Findings

4.2.1. Cross-Platform Marketing and Customers' Satisfaction of Fast-Food Outlets

From the test of hypothesis one, it was revealed that cross-platform marketing has a significant positive effect on customers' satisfaction of fast-food outlets. This finding is backed by the study of Bagwell (2023), which revealed that cross-platform marketing had a significant positive effect on customer patronage of SMEs in the Vaal Triangle, South Africa. The finding is also backed by the study of Altug and Alibim (2019), which revealed that cross-platform marketing had a significant positive relationship with customer satisfaction in Turkish quick-service restaurants. The significant positive effect suggests that customers who interact with a brand across multiple social media channels are likely to have a more satisfying experience, possibly due to the consistency, convenience, and accessibility of information and promotions.

4.2.2. Content Marketing and Customers' Satisfaction of Fast-Food Outlets

The test of hypothesis two revealed that content marketing has a significant positive effect on customers' satisfaction of fast-food outlets. This finding is backed by the study of Anyadighibe and Adepoju (2023), which revealed that content marketing had a significant positive effect on customers' patronage of financial technology firms in Calabar, Nigeria. The finding is also backed by the study of Altug and Alibim (2019), which revealed that

content marketing had a significant positive relationship with customer satisfaction in Turkish quick-service restaurants. It underscores that strategic content marketing efforts, such as engaging social media posts, informative blog content, and appealing promotional materials, can directly influence how satisfied customers feel with their dining experiences. This significant positive effect implies that when fast-food outlets effectively communicate their brand values, product offerings, and engage with customers through well-crafted content, it not only attracts but also retains customers by meeting or exceeding their expectations. Therefore, content marketing emerges as a key driver of customer satisfaction, which is essential for building customer loyalty and sustaining competitive advantage in the fast-food industry.

4.2.3. Influencer Marketing and Customers' Satisfaction of Fast-Food Outlets

The test of hypothesis three revealed that influencer marketing has a significant positive effect on customers' satisfaction of fast-food outlets. This finding is in tandem by the study of Bagwell (2023), which revealed that influencer marketing had a significant positive effect on customer patronage of SMEs in the Vaal Triangle, South Africa. The finding is also backed by the study of Kellerman (2023), which revealed that influencer marketing had a significant positive effect on customer patronage of SMES in the bakery sector in Malaysia. This finding underscores the critical role that influencers play in shaping consumer perceptions and experiences in the fast-food sector. This implies that when fast-food outlets engage influencers to promote their brands, it can lead to heightened customer satisfaction, potentially enhancing customer loyalty and engagement.

5. CONCLUSION AND RECOMMENDATION

5.1. Conclusion

The practice of social media marketing is gaining significant traction in the Nigerian fast-food sector due to the operational and competitive advantages and the rapid expansion of internet in the country. In addition, the shift in consumer buying behaviour toward acceptability of social media business transactions, especially among the young demographic, has fueled the rise of social media marketing adoption by fast-food outlets in Nigeria. The findings of the study revealed that cross-platform marketing, content marketing and influencer marketing had significant positive effects on customers' satisfaction of fast-food outlets. These findings imply that social media marketing strategies play a crucial role in accelerating the ability of fast-food outlets to improve customers' satisfaction. Hence, the study concludes that customers' satisfaction towards fast-food outlets in Nigeria could be substantially enhanced through the strategic application and management of social media marketing strategies.

5.2. Recommendations

1. Managers of fast-food outlets should implement cross-platform marketing with consistent and engaging content across social media, and strategically place offers on multiple channels, while ensuring responsive customer service across all platforms to create a unified, accessible brand experience for customers.
2. Managers of fast-food outlets should prioritize content marketing strategy by creating visually appealing content that highlights diverse menu options, encouraging user-generated content sharing and using storytelling to showcase the origins of popular dishes as well as the brand's quality commitment in order to foster stronger emotional connections and increase customer engagement.
3. To enhance customer satisfaction, fast-food managers should harness influencer marketing by collaborating with popular food bloggers and influencers to create engaging content like live reviews, personalized endorsements, and exclusive promotions, which build trust, enhance customer engagement, and create a personalized dining experience that strengthens brand loyalty.

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