A Study on Consumer Perception through Social Media Marketing of Food and Beverage Enterprises in Chennai City

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ABSTRACT

In the current digital world, businesses rely on increasingly social media platforms to interact with customers, study customer behaviour, and develop successful marketing strategies. This study looked at how social media influences the food and beverage (F&B) sector, with a special focus on how it affects consumer perception. Moreover, it studied the how people interact with food and beverage advertising on multiple social media platforms. A sample of 385 respondents was selected by convenience sampling using both primary and secondary data. Data analyses were done using factor analysis and mean score analysis. The results indicate that consumers frequently engage with food and beverage content on social media and are actively involved users.

Keywords: Social Media Marketing, Food & Beverage, Enterprises, Consumer Behaviour.

Introduction

In recent years, social media has become a vital marketing tool, transforming how businesses interact with consumers. Social media marketing is a necessary component of modern business strategy since social media platforms like Facebook, Instagram, YouTube, and X (Twitter) enable businesses to immediately reach a large audience. As social media marketing is visually attractive, has a high level of customer engagement, and has a substantial impact on purchasing decisions, the food and beverage industry has endorsed it in particular. Besides, social media marketing let organizations to identify consumer behavior and preferences in real time. The food and beverage business are implementing social media progressively to market their goods, increase their brand loyalty, and communicate with customers. Consumer awareness and preferences are strongly affected by material such as promotions, videos, reviews, and comments by perceptions of usefulness, and credibility.

The influences of marketing initiatives depend on customer perception as it designs the attitudes, consumer's choices, and brand loyalties of target audiences. Social media marketing has increased more significant in affecting consumer behavior in urban locations like Chennai. It attempts to explore how customers communicate with advertising information, what stimulates consumer opinions, and how social media marketing affects consumer decisions making to buy. By exploring these components, the study offers businesses findings to boost consumer interaction, strengthen digital marketing strategies, and brand loyalty in competitive marketplace.

Review of Literature

Joshi, C., et al. (2025)this study examined at how social media marketing affecting consumer decisions, focusing on the relationships between age, gender, employment, and consumer purchases intention. Social media platforms have become efficient methods that shape consumer preferences, influence choices, and build brand loyalty. This research assist grasp the growing significance of social media in identifying customer behavior and provides insights for marketers to adjust social media strategies successfully.

Abd Aziz, N. A., et al. (2021) the purpose of this study is to investigated the factors that affect international expansion based on the perceptions of Malaysian franchisors. A qualitative research technique was used through various studies with ten franchisors from the food and beverage industry in Malaysia. The government and the franchising-related organizations are expected to benefit from these outcomes by improving relevant policies, plans, and initiatives.

Baskaran, S., et al. (2021) this research aims to explored the relationship between social media marketing and consumer's perception of trust among social media users in Malaysia. The statistical outcomes showed that customer perceptions of trustworthiness are significantly correlated with all aspects of social media marketing. These findings contributed to the body of knowledge on marketing and gave marketers useful information about how to improve consumers' perceptions of trust, build brand loyalty, through multiple dimentions of social media advertising.

Acar, N., et al. (2021)the study was conducted to assess how social media affects the food and beverage business. Besides, it was signified to reveal how social media influence customer decision for food and beverage marketing. This study sought to ascertain customers' opinions for food and beverage marketing on social media. On the confirmatory Factor Analysis, it was shown that the shares on social media influence the choices and decisions making about the food and beverage industry, and consumers can prefer to share their experiences.

Objective of the Study

- To analyse consumer perception towards social media marketing adopted on food and beverage enterprises in Chennai city.

Research Methodology

This study examines the impact of social media on consumer perception of marketing on food and beverages. It concentrates on active social media users in Chennai, with respondents selected using the Convenient Sampling Method. Both primary and secondary sources were utilized in the study. The primary data were using a questionnaire survey. A total of 385 respondents were conducted for the study. The secondary data were collected from various journals, magazines and annual reports from the official website of the respective Food and beverage enterprises.

Data Analysis and Interpretation

Table 1: Demographic Profile of Respondents

Demographic Profile	Options	Frequency	Percentage
Gender	Male	228	59
	Female	152	41
	Total	385	100
Age	18 to 25 years	36	9
	25 to 32 years	46	12
	32 to 39 years	144	37
	39 to 46 years	130	34
	Above 46 years	29	8
	Total	385	100
Educational Qualification	High school	61	16
	Degree	138	36
	Master Degree	158	41
	Illiterate	28	7
	Total	385	100

Occupation	Government Employee	58	15
	Private Employee	145	38
	Self - Employee	98	25
	Home Maker	23	6
	Others	61	16
	Total	385	100
Residence	Rural	12	3
	Urban	286	74
	Semi – Urban	87	23
	Total	385	100
Monthly Income	Less than Rs.20,000	15	4
	Rs.20,000 – Rs.30,000	75	20
	Rs.30,001 – Rs.40,000	149	39
	Rs.40,001 – Rs.50,000	110	29
	Above Rs.50,001	36	8
	Total	385	100

Source: Primary Data

- **Gender:** Among 385 respondents considered for the study; 59 per cent of them were Male respondents and remaining 41 per cent of them were female respondents. Therefore, Majority of the Male respondents are using social media marketing for purchasing food and beverages through online.

- **Age:** Age is a significant demographic factor, as it often influences participation in various occupations and professions. Among the 385 respondents served, 9% were aged 18–25 years, 12% were between 25–32 age group, 37% belonged 32–39 years, and 34% were in the 39–46 age group. Thus, the majority of respondents fell within the 32–39 age range.

- **Educational Qualification:** Level of education plays significantly influence individual's knowledge, perception, awareness, and decision-making. To analyze the educational background of the respondents, data from 385 participants were considered, 41% had completed master's degree, 36% held a bachelor's degree, 16% had completed high school, and 7% were illiterate. The findings indicate that, the majority of respondents were highly educated, with postgraduate qualifications being the most common.

- **Occupation:** Among 385 respondents 38 per cent of them were private employee, 25 per cent of them were self-employee, 15 per cent of them were government employee, 6 per cent of the respondents were home maker and remaining 16 per cent of them were fall under others category. Therefore, Majority of the private employee were using social media.

- **Residence:** Among 385 respondents considered for the study, 3 percent belongs to rural area, 74 percent belongs to urban area and 23 percent belongs to semi-urban area. Therefore, majority of the respondents belongs to semi- urban area.

- **Monthly Income:** Among the 385 respondents surveyed, 4% reported a monthly income of less than Rs.20,000, 20% earned between Rs.20,001 and Rs.30,000, 39% fell within the Rs.30,001–40,000 income range, 29% earned between Rs.40,001 and Rs.50,000, and the remaining 8% had incomes above Rs.50,001. The findings reveal that the majority of respondents belonged to the Rs.30,001 - 40,000 income group, which also exhibited the highest level of social media usage.

Social Media Usage Behaviour of Respondents

Percentage analysis was used to examine the frequency of social media platforms usage among respondents and to identify their preferred social media platforms. The Table 0.0 shows the social media usage of the respondents.

Table 2: Social Media Usage of the Respondents

Social Media Usage	Options	Frequency	Percent
Frequency of Social Media Usage	Less than hour per day	51	14
	Weekly once	148	38
	Monthly	186	48
	Total	385	100
Participants' food location preferences	In Home	240	62
	At Outside	145	38
	Total	385	100

Source: Primary Data

- **Frequency of Social Media Usage:** Among 385 respondents considered for the study, 48 per cent of the respondents are used Monthly Frequency of Social Media Usage; 38 per cent of the respondents are used weekly once Frequency of Social Media Usage and 14 per cent of the respondents are used less than hours per day. Therefore, Majority of the respondents were monthly used social media.

- **Participants' food location preferences:** Among 385 respondents considered for the study, 62 per cent of the respondents are that they ate in home and remaining 38 per cent of the respondents are eaten outside home. Therefore, Majority of the respondents were eaten inside home.

Table 3: Garret Ranking Score

Factors	Garrett Mean Score	Garrett Ranking
Internet	84.36	1
Book	55.82	4
Nutritionist	63.35	3
Relatives/Friends	78.55	2
Others	50.12	5

Source: Primary Data

The Table 3 shows the ranks assigned by the distribution of participants by place where they received food beverage-related information. From the estimated Garrett mean score and rank, it is revealed that through the Internet they received food and beverage related information scored first rank with mean value of 84.36; through the Relatives/Friends they received food and beverage related information scored second rank with mean value of 78.55; through the Nutritionist they received food and beverage related information scored third rank with mean value of 63.35; through the book they received food and beverage related information scored fourth rank with the mean value of 55.82 and others category through the book they received food and beverage related information scored fifth rank with the mean value of 50.12. Therefore, majority of them were through the Internet they received food and beverage related information.

Consumer perception towards Social Media marketing on food and beverage Enterprises – Factor Analysis

Social media has significantly reshaped how food and beverage (F&B) businesses connect with customers. Platforms such as Instagram, Facebook, and YouTube not only improve brand visibility but also affect consumer perceptions and purchasing intention. Consumers are inclined to chooseF&B businesses with actively social media users, share location details for ease for use and offer engaging content. Social media posts and user-created content play a vital role in influencing consumer dining choices, while awareness interaction from businesses helps growth stronger customer relationships.

The respondents shared opinions using five-point scale: Strongly Agree, Agree, Neutral, Disagree, and Strongly Disagree. Factor analysis was used to classify variables, with the Kaiser-Meyer-Olkin (KMO) test confirming the dataset's suitability.

The variables indicated significant correlations, thereby requirement the use of factor analysis. Data suitability was first assessed utilizing the Kaiser–Meyer–Olkin (KMO) test, where value between 0.5 and 1.0 show adequacy for factor analysis and 0.7 and 0.8 is considered good. Besides, Bartlett's test of sphericity was also utilized to confirm suitability of the data structure.

Table 4: Kaiser-Meyer-Olkin (KMO)and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.821
Bartlett's Test of Sphericity	Approx. Chi-Square	1283.536
	Df	56
	Sig.	.000

Source: Primary Data

Table 4 shows The KMO index of 0.896 indicates high level of sampling adequacy, validating the suitability of the dataset for factor analysis.

Table 5: Communalities

Components	Initial	Extraction
I prefer food and beverage businesses that are famous on social media.	1.000	.854
Businesses that share their location online are more attractive strategies because it makes them effortless to reach.	1.000	.836
Social media posts shape my decision when selecting where to eat or drink.	1.000	.864
Content shared by businesses on social media influences my choices.	1.000	.823
I believe businesses engaged on social media give better quality services.	1.000	.791
Social media marketing changes my eating and drinking habits.	1.000	.653
I feel good when a business addresses my positive or negative feedback shared online.	1.000	.721
I am more willing to suggest brands I see on social media.	1.000	.736

Source: Primary Data

Table 5 the table presents the variance of eight variables, spanning 0.70 to 0.90, signifies substantial variance 70% and 90%. This suggeststhat all variables are suitable for segmenting customer retention in the retail sector and contribute to the main factors.

Table 6: Total Variance Explained

S.No	Initial Eigen values			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.367	24.786	17.364	1.746	15.830	46.243	4.034	16.689	32.567
2	1.754	12.831	20.582	1.532	12.261	56.430	1.010	11.421	62.342
3	1.542	11.231	24.361	1.230	5.074	67.564	1.675	12.246	73.863
4	1.210	9.042	27.451						
5	1.026	7.832	29.371						
6	0.908	5.044	36.369						
7	0.676	3.631	48.209						
8	0.671	4.352	56.341						
9	0.518	3.451	62.341						
10	.657	1.478	99.000						
11	.445	2.233	100.00						
Extraction Method: Principal Component Analysis									

Source: Primary Data

Table 6 reveal that three factors have Eigen values above one, indicating that the eight variables are grouped into three main factors. The rotated sum of squared loadings exceeds 50%, confirming strong factor validity. The three factors account for variances of 32.567%, 62.342%, and 73.863%, with a total variance explained of 73.863%, well above the 60% benchmark. This confirms that the factor segmentation is reliable and meaningful.

Table 7: Rotated Component Matrix

Variables	1	2	3	4
I prefer food and beverage businesses that are famous on social media.	.845			
Businesses that share their location online are more attractive strategies because it makes them effortless to reach.	.728			
Social media posts shape my decision when selecting where to eat or drink.	.778			
Content shared by businesses on social media influences my choices.		.821		
I believe businesses engaged on social media give better quality services.		.786		
Social media marketing changes my eating and drinking habits.			.778	
I feel good when a business addresses my positive or negative feedback shared online.				.828
I am more willing to suggest brands I see on social media.				.789

Source: Primary Data

- Factor One includes three variables: Popularity on social media (0.845), social media influence (0.728), and decisions based on online information (0.778), the factor "Influence of Social Media on Decision-Making."

- Factor Two includes two variables: perceived service quality on social media (0.821), and satisfaction with feedback acknowledgment (0.786), representing the factor "Perceived Service Quality and Business Responsiveness."

- Factor Three includes a single variable: location sharing on social media (0.778), representing the factor "Convenience and Accessibility."

- Factor four consist of two variables namely Social media affects my habit of consuming food and drink (.828), Willingness to recommend brands seen on social media (.789). All these variables are named as Behavioural Influence and Brand Advocacy.

Conclusion

This study investigated the impact of social media marketing on consumer perception in Chennai's food and beverage sector. The findings show that younger consumers actively engage with visually attractive, customized material, influencer recommendation and user-created content affect customers' choices about where to eat and what to buy. Reliability, consistency, and transparency are core elements of successful social media advertising, and customer responses are influenced by respondents. All things considered, F&B businesses that match their strategies with customer preferences and promote meaningful and long-lasting contact can increase brand awareness, enhance customer loyalty, and stimulate business growth, delivering valuable information to both academic researchers and marketing professionals.

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