

## A Case Study: How Social Media Advertisement Influences Consumer Behavior Toward a Fast-Food Restaurant

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### ABSTRACT

Social media has become an increasingly important platform for shaping consumer behavior toward brands. Subsequently, social media is widely utilized and favored in most nations. This study examines the role of social media advertisement in shaping consumer behavior toward McDonald's. A mixed-methods approach was used, consisting of a survey of social media users and an analysis of McDonald's social media presence. The study found a mixed customer response to social media advertising. While a significant portion of respondents expressed initial interest in exploring products or services further after encountering them on social media, the research also identified a segment of customers who were less likely to be swayed by such marketing. The study also highlighted the influence of social media advertising on consumer behavior, particularly purchase decisions (beta = 0.340). However, the effectiveness of these ads likely depends on individual consumer interests and motivations. McDonald's should consider this when tailoring their social media advertising strategies.

**Keywords:** Consumer Behavior; Digital Marketing; Fast-Food Restaurant; Purchasing Decision; Social Media Advertisement

## **INTRODUCTION**

One of the best-known and biggest franchised fast-food restaurants in the world is McDonald's. Consumers receive speedy meals as well as many other components that increase customer happiness from McDonald's. For instance, the majority of McDonald's franchisees offer drive-thru and meal delivery services to their patrons, which is convenient and time-saving. McDonald's also emphasizes product quality, cost, and the environment in addition to services. It has given its clients high-grade goods that meet food safety and quality requirements. Every organization's mission and vision statements serve as fundamental management tools for strategic planning. Employees are informed about the company's vision and missions so they may understand, accept, and put the company's values into reality. Providing consumers with a favorite place to dine and drink is the brand vision of McDonald's. In order to keep improving the customer experience, McDonald's operations are centered on a worldwide strategy. In the United States, Ray Kroc wants to see thousands of McDonald's locations. The "Three-Legged Stool" business model, which Ray Kroc popularized, suggests that each of the three partners at McDonald's is crucial to the company's success. International markets were added to by McDonald's in 1967. McDonald's ran the "I'm Lovin' it" global advertising campaign from 2003 to 2008. McDonald's now operates over 36,000 outlets in more than 100 countries (McDonald's, n.d.). McDonald's pledges to continuously improve the customer experience while strengthening business operations by offering premium meals and exceptional service in a spotless and welcoming setting at a competitive price. McDonald's is dedicated to continuously improving community efficiency at the same time.

Social media has emerged as one of the most effective marketing platforms for enhancing company performance (Nair et al., 2022). Thus, revolutionized the way businesses interact with their customers and vice versa. In the case of McDonald's, social media plays a significant role in shaping consumer behavior and perceptions. McDonald's has been able to build a strong online presence and interact with consumers through social media platforms such as Facebook, Twitter, Instagram, and LinkedIn. From advertising new products and promotions to encouraging user-generated content, social media has become a powerful tool for McDonald's to engage with its customers and improve their experience with the brand. Furthermore, the impact of social media on consumer behavior toward McDonald's goes beyond mere marketing tactics. As social media platforms encourage users to share their opinions, experiences, and feedback online, they serve as a platform for McDonald's to monitor and respond to customer feedback, thereby improving the overall brand experience.

In recent years, social media platforms have become an integral part of people's daily lives and have influenced their decision-making process (Sukumar et al., 2021). Social media advertising, where McDonald's has a strong social media presence, it advertises its products and promotions. Many consumers follow McDonald's on social media to stay updated on its latest products, exclusive offers, and discounts. This demonstrates that digital marketing is a marketing initiative or a product's promotion utilizing digital media to swiftly draw consumers and potential customers (Sukesi & Sugiyanto, 2022).

Meanwhile, user-generated content related, to social media platforms allow users to share their personal experiences and opinions, which can influence other users' purchasing decisions (Torabi & Bélanger, 2022). McDonald's encourages customers to share their experiences and opinions on social media, which could attract other potential customers toward their brand. According to Pawenang (2016), the ability of the community as a whole to purchase the products and services required by its members is a measure of its purchasing power. When the capacity to purchase products and

services is more than it was previously, the term "purchasing power" is also used. If the capacity to purchase goods and services is less than it was during the preceding time, however, buying power is said to be decreasing.

Viral content or advertisements on social media platforms can reach a large audience quickly (Quesenberry, 2020). McDonald's has used creative and engaging social media campaigns, such as the "McNuggets Vending Machine," to their advantage to win the customers' hearts. Companies employ brand image to package goods in a way that appeals to consumers' emotions and gives an emotional experience (Apriliani, 2019). Brand image refers to how a customer perceives a brand as a reflection of brand associations in their brains (Salim, 2014). Social media channels are a platform for customers to share honest and often critical feedback regarding customer service, product quality, and ethical issues. McDonald's reputation often faces negative backlash on social media, leading to harm to its brand image and revenue.

There are different ways in which social media influences consumer behavior in these three countries, which is in Malaysia, India, and Indonesia. In India, social media platforms such as Facebook, Twitter, and Instagram have a huge influence on consumer behavior. McDonald's India leverages social media to promote its products, exclusive offers, and other promotions to its customers. User-generated content also plays a significant role in shaping consumer behavior toward McDonald's in India. McDonald's India encourages its customers to share pictures of their meals, tag friends, and engage with their posts to foster a strong social media community.

In Malaysia, social media platforms such as Facebook, Instagram, and YouTube have a strong influence on consumer behavior. McDonald's Malaysia has a strong social media presence, which includes promoting promotions, sharing videos, and encouraging user-generated content. In Malaysia, McDonald's uses social media platforms to reach out to younger consumers and leverage the growing trend of social media influencers to promote McDonald's products.

In Indonesia, social media platforms such as Instagram, Twitter, and YouTube have a significant impact on consumer behavior. McDonald's Indonesia has a strong social media presence and uses social media to promote new products, exclusive offers, and discounts. Additionally, McDonald's Indonesia leverages social media by engaging the audience by promoting interactive campaigns such as '#NasiUdukFest' campaign on Instagram where the consumers can participate in the contest by posting pictures on social media with the campaign hashtags.

In summary, McDonald's has worked hard to develop new goods. This will keep the present clients and draw in new ones as well. By introducing fresh, creative items that are appropriate for a certain region and culture, McDonald's may continue to be charming for a long time especially where social media has a profound influence on consumer behavior toward McDonald's across different countries. Through social media platforms, McDonald's can reach out to its customers, promote products, engage with customers, and monitor their feedback, thereby improving the overall customer experience. This paper examines how social media influences consumer behavior toward McDonald's and the strategies employed by the fast-food giant to leverage social media for business growth.

## LITERATURE REVIEW

### **Relationship Between Social Media Advertisement and Awareness and Attention**

McDonald's has made numerous efforts to keep its items in demand by doing and attempting various things. Today's introduction of new technologies and social media platforms has made McDonald's take advantage of this opportunity to promote their products in the wrong way. For instance, instead of using YouTube to showcase their product advertisements, they now use Instagram or Twitter to introduce new products. (Reddy et al., 2022) According to sub-structure model 1, advertising effectiveness and social media marketing have a highly beneficial impact on brand recognition. According to sub-structure 2, the efficacy of advertising and brand recognition directly have a sizable favorable impact on purchase intention (Maria et al., 2019).

Social media is an internet platform where users can readily share and contribute any type of content, including banners, posters, films, and advertisements. Many businesses utilize social media as a tool to advertise their goods and build brand awareness among consumers. The previous research revealed that social media ads had the strongest influence among the advertising channels considered (Utama et al., 2021). On the other hand, not all businesses are successful in marketing their goods and bringing them to the attention of their clients. According to findings from earlier studies, a company's marketing communications on social media have a part in how well users of such platforms are aware of its brand. The process starts by increasing consumer awareness of the company's products, after which it will have an influence on their happiness and foster their loyalty to the business.

Even though many businesses have made extensive use of social media to showcase their items to users of the platform, many of them still struggle to effectively promote their goods online. The findings of Tritama and Tarigan (2016) showed that social media marketing has an impact on customer interest in purchasing products supplied through these platforms, such as marketing carried out on Instagram, the most popular social media platform in the world today. The marketing tactics used on the social media platform Instagram are discussed in this research. Due to these outcomes, social media is among the best platforms for distributing marketing communications. Therefore, it is anticipated that this marketing strategy would aid online retailers in running their businesses. This marketing strategy offers more immediate benefits to clients, encouraging them to expand already established online firms. Every year, new innovations arise because of the rapid advancement of technology, particularly now that social media has made it simpler for everyone to do tasks. In this situation, social media expands into a sizable area that may be utilized as a tool to market or sell products made available through social media. In particular, the distinctive creativity that makes social media, particularly Instagram, the most popular platform for medium-sized to small enterprises. Online shopping has made it such that consumers may order instantly from anywhere, communicate with one another, and conduct financial transactions before receiving their items (Soegoto & Utomo, 2019). Companies have searched for the best cost-effective marketing strategy since the global recession. Social media has emerged as the best option for this strategy. Businesses choose to use social media over traditional media tools because it has the fastest speed to millions of people and spreads extremely quickly (Kirtiř & Karahan, 2011).

By leveraging the unique capabilities of social media platforms, brands can create eye-catching, emotionally resonant, and interactive ad campaigns. These campaigns can significantly increase brand awareness and user attention, ultimately laying the groundwork for positive customer behavior and potential purchases. Based on this explanation, the hypothesis can be formulated as follows:

H1: Exposure to social media advertisements will lead to increased awareness and attention towards the advertised product or service.

### **Relationship Between Social Media Advertisement and Purchasing Decisions**

The correct meaning of the word "social media" has been the topic of several arguments and disputes. Social media has supplied a few factors relating to the communication flow or socialization of information. It has also been shown that social media sites are the networks that individuals utilize to create social and professional contacts. Indeed, it might be claimed that online social media has changed the dissemination of information that can be quickly shared and can be useful in digesting information on the internet. It has also been observed that the unique technique established by social media and its enormous popularity is transforming marketing methods such as advertising and promotion (Chitharanjan, 2016).

Social media is now a part of everyday life for most people, and people use it frequently. Customers are seeking reviews and suggestions. It is crucial to establish a significant online presence across several social media channels. The influence and reach of social media have grown. The use of social media is one of the marketing methods used, and it has also been categorized as an innovation in the marketing method. Potential clients might be influenced by social media both before and after they make a purchase (Diba et al., 2019). Consumers must first be aware of your brand and the advantages it provides. You will need a social media influencer later when customers are starting to select among their options. The relationship between the customer and the brand remains strong, constant communication is important to focus on. With engaging and instructive content, your company may succeed in grabbing consumers' attention (Marie & Grybś, 2013).

Even though research shows that consumers are generally satisfied with the social media advertising they engage in, it is still possible to identify a certain set of people who are not in agreement with this statement. Additionally, it has been discovered that consumers have been exposed to online advertising through social media marketing, which means that businesses must conduct acceptable advertising through these media channels. It has also been determined that in the modern day, businesses must use social media platforms to carry out their advertising if they want to influence consumer behavior toward their goods and services. Social media also enables the development and exchange of user-generated content. It has several benefits, one of which is that it connects businesses with the clients they want to reach.

Customers' decisions will be positively impacted by increased awareness. Nevertheless, there are not many studies that examine how brand knowledge impacts consumers' purchasing choices. According to the study, social media marketing positively and significantly influences consumer choice and brand awareness. Unfortunately, this study could not show any direct and indirect effects of brand awareness on consumer purchases. The main reason why brand knowledge has minimal impact on customers' buying decisions and plays a mediating function is wetsuits or sportswear, which may be categorized as a high-involvement product (Ardiansyah & Sarwoko, 2020).

The influence of social media advertising on purchase decisions is not a guaranteed outcome. However, by understanding how these ads work and by crafting compelling and targeted campaigns, companies can significantly increase the likelihood of influencing consumer behavior and driving sales. According to this explanation, the hypothesis can be formulated as follows:

H2: Social media advertisements will have a positive influence on consumers' purchase decisions.

### **Relationship Between Social Media Advertisement and Relevance and Personalization**

Social media has offered consumers the chance to consult with one another about their interests, which puts them in a better position to learn what they need to know. Social media has also altered marketing by giving consumers more control over how they share, assess, and decide which information to use. Online forums, blogs, and social networking sites are the most popular forms of social media. As a result, consumers are better at making decisions, and businesses are more aware that marketing is technologically driven and may serve as a medium for two-way communication between consumers and producers. Oni and Oni (2018) evaluate a moderated mediation model based on two experiments, where perceived relevance serves as the mediator and respondents' perceptions of Facebook serve as the moderator of the association between perceived personalization and brand attitude and click intention. The findings demonstrate that perceived customization enhances Facebook ad replies through perceived relevance. Only in the second trial does attitude toward Facebook have a moderating effect that is substantial. For participants with more favorable sentiments toward Facebook, the perceived customization of Facebook adverts has a stronger positive impact on click intention (De Keyser et al., 2015).

Social media is employed because it offers several benefits for concerns with time, audience, relationships, and cost. Businesses must carefully analyze their operations and goals before using the best social media tool for each of their objectives. The companies oversee conducting the communication on social media between themselves and their stakeholders. Social media usage by businesses grew, as did the quantity of followers, and "likes" on business accounts. If businesses use pertinent material, pay attention to feedback, and engage with stakeholders effectively, social media will benefit both businesses and customers (Kirtiş & Karahan, 2011).

As a result of obtaining knowledge about customers' tastes and behaviors through the collection of personal information, advertisers are using personalized advertising that is targeted to individual consumers more and more. In this study, they examine social media platform settings and interactions between brands and consumers in efficient personalized advertising. The benefits of customized brand information are contrasted with the privacy risk associated with customer disclosure of their personal data. The findings showed that in the context of weak consumer-brand interactions, perceived hazards predominated privacy calculation judgments while perceived advantages of information sharing were enhanced and perceived risks were decreased (Hayes et al., 2021).

By tailoring social media advertisements to specific audiences and incorporating elements of relevance and personalization, companies can significantly increase the effectiveness of their campaigns. These ads are more likely to grab attention, generate brand awareness, and ultimately influence consumer behavior. Therefore, the hypothesis can be formulated as follows:

H3: The perceived relevance and personalization of social media advertisements will have a positive influence on the consumer behavior generated by social media advertisements.

### **Relationship Between Social Media Advertisement and Effectiveness Level of Advertisement on Customer Behavior**

In social media, a larger and larger space for self-expression is evolving. This is done for a variety of reasons, including their role as consumers when they investigate products, buy, and utilize them, and then talk to others about their experiences. In reaction to this important change, marketers have boosted their use of digital marketing platforms. In fact, a third of all advertising spending worldwide would be spent on digital media. As a result, consumer marketing will focus on the digital sphere in the future, notably social media, and mobile technology. Therefore, it is crucial for consumer research to investigate and understand how customers behave online. In the last ten years, more studies have been done on problems relating to consumer behavior on the internet. Further analysis is still being done, especially considering the dynamic social media and portable environments where customers are present and engage with companies and one another. This article seeks to promote fresh, important research while summarizing the most recent results on these subjects in the literature on consumer behavior and psychology (Ziyadin et al., 2019).

Digital media platforms' high dynamism and real-time engagement have changed the landscape of brand management. The sectors' understanding of digital marketing strategies for branding reasons is also weak, and they have not been able to adequately research the subject of social media marketing. It is crucial to get a full understanding of the changes occurring in the marketing sector since they have a direct bearing on the brand's long-term sustainability. By examining how successful people engage with brands and digital media, it will be possible to gauge the success of social media ads. The results of this study will also provide brand managers with data on the efficiency of digital marketing and social media advertising (Sundaram et al., 2020).

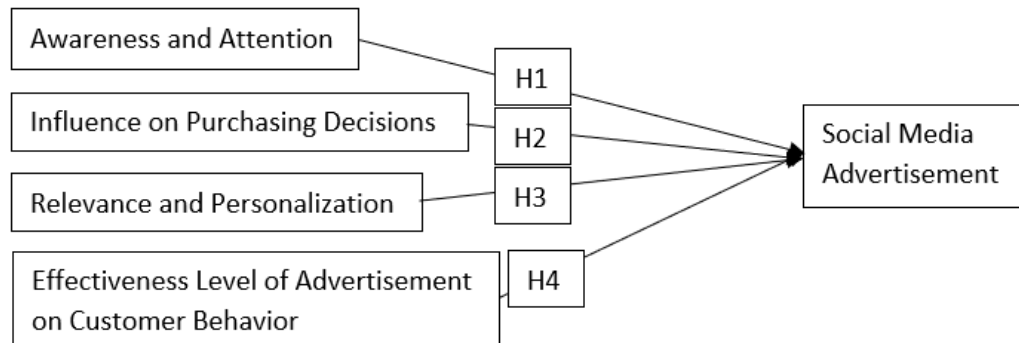
The economic downturn has an impact on customers' views and behaviors as well as businesses' marketing strategies. The marketing function is crucial to surviving or remaining profitable and consumer-responsive both during and after a recession. Recent cost-cutting strategies used by the company by far include social media marketing. Since social media marketing does not incur significant costs for the company, it is frequently seen as the most practical tool for reaching the target market, particularly in these challenging economic times. The most potent tool in business practice is social media, which enables anyone to produce this type of content and deliver it through interactive communication in the form of a pyramid based on relationships. Marketers are heavily utilizing social media to implement their strategies more cheaply. In addition to examining the value of social media for the marketing industry, previous study examines if businesses spend less money using social media to implement their marketing strategy as compared to conventional media (Kirtiş & Karahan, 2011).

The effectiveness of a social media ad campaign is not simply a matter of aesthetics or catchy slogans. Understanding the target audience, crafting relevant and personalized content, and utilizing engaging formats all contribute to a successful campaign. Hence, the hypothesis can be formulated as follows:

H4: There will be a positive correlation between the overall effectiveness level of social media advertisements on customer behavior.

Based on the explanation above, the research model was designed in Figure 1.

**Figure 1.** The Research Model



## RESEARCH METHOD

An online survey built using Google Forms was carried out by the company to gather data on the impact that social media has on the purchasing decisions of McDonald's customers. The respondents include people from Malaysia, Indonesia, and India who utilize various forms of mass media and are McDonald's consumers. The responses are shown on a Likert scale, which ranges from 1 (strongly disagree) to 5 (strongly agree). In addition, multiple-choice questions were given. The researchers have received comments from one hundred and fifty individuals. The demographic information of the respondents has been reorganized in Table 1. More than two-thirds of the respondents are female (67.3%), and most of them are between the ages of 18 and 24 (84.7%). Most of the respondents identify themselves as Malay (47.3%). In addition, most of the respondents are presently enrolled in some level of higher education or undergraduate study (56%). Next, most of the respondents have no income (68.7%) because they are students (68%).

**Table 1.** Summary of Respondent's Profile (N=150)

Response	Frequency	Percentage (%)
<b>Gender</b>		
Male	49	32.7
Female	101	67.3
<b>Age</b>		
18-24	127	84.7
25-34	19	12.7
35-44	1	0.7
45-54	3	2
<b>Ethnicity</b>		
Malay	71	47.3
Chinese	15	10
Indian	60	40
Iban	2	1.3
India Muslim	1	0.7
Siamese	1	0.7
<b>Education</b>		
Higher School diploma or equivalent	29	19.3
Bachelor's degree	84	56
Master's degree	34	22.7



PhD	1	0.7
PGD	1	0.7
High School	1	0.7
Employment		
Full-time	33	22
Part-time	8	5.3
Self-employed	5	3.3
Unemployed	2	1.3
Student	102	68
Monthly income		
No income	103	68.7
Below RM2,000 (\$448.18)	23	15.3
RM2,001 – RM4,000 (\$448.18- \$896.36)	11	7.3
RM4,001 – RM8,000 (\$896.58- \$1792.72)	6	4
RM8,001 – RM10,000 (\$1792.94- \$2240.90)	4	2.7
Above RM10,001 (\$2241.12)	3	2

### Measures

The purpose of this research is to investigate the degree to which consumers' attitudes regarding McDonald's are influenced by social media. This research is broken up into three sections: the first addresses awareness and attention, the second addresses the factors that impact consumers' decision-making about purchases, and the third addresses relevance and personalization. The researchers used several questions such as "Social media ads do influence your buying decisions" and "How likely are you to research a product/ service after seeing it in a social media ad". Each item was structured according to a 5-point Likert scale, from 1 (strongly disagree) to 5 (strongly agree).

## RESULTS

**Table 2.** Descriptive Statistics, Zero-order Correlations of All Study Variables and Cronbach's Coefficient Alpha

Variables		1	2	3	4	5
1.	Awareness and Attention	0.572				
2.	Influence on Purchasing Decisions	-0.336**	0.432			
3.	Relevance and Personalization	-0.095	0.507**	-0.719		
4.	Effectiveness Level of Advertisement on Customer Behavior	-0.173**	0.300**	0.151	0.086	
5.	Social Media Advertisement	-0.290**	0.496**	0.355**	0.247**	0.168
Number of items		3	3	2	3	3
Mean		4.03	9.20	5.32	6.83	7.22
Standard Deviation		1.120	2.300	1.233	1.877	1.385

Note. N=1120; \*p <0.05, \*\*p <0.01, \*\*\*p <0.001. Cronbach's Coefficient Alpha is shown by bolded diagonal entries.

The coefficient's alpha of the four perceived components, as can be observed in Table 2, ranges from 0.086 to 0.572, suggesting that not all variables have internal consistency reliability. The Value of Cronbach's Alpha, which uses 0.7 as the minimal minimum criterion recommended by Hair Jr et al. (2021) was used to calculate the internal consistency. A questionnaire's reliability may be measured, and reliability is a variable indicator. The four aspects that affect consumer behavior toward McDonald's,

awareness and attention, influence on purchase decisions, relevance and personalization, and effectiveness of advertising as it relates to consumer behavior, correlate with social media advertising.

**Table 3.** Summary of Regression Analysis

Variables		Social Media Advertisement
1.	Awareness and Attention	-0.145**
2.	Influence on Purchasing Decisions	0.340***
3.	Relevance and Personalization	0.155
4.	Effectiveness Level of Advertising on Customer Behavior	0.096
R <sup>2</sup>		0.289
F value		14.764
Durbin-Watson Statistic		1.870

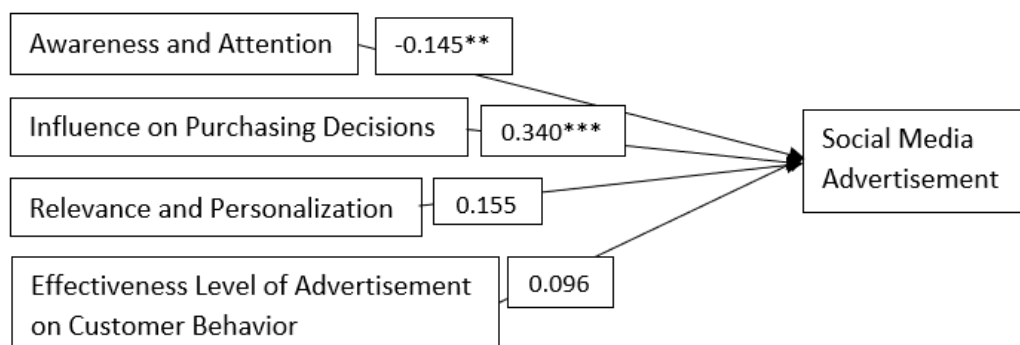
Note. N=150; \*p <0.05, \*\*p <0.01, \*\*\*p <0.001.

Regression analysis was used to test the hypothesis. As shown in Table 3, the dependent variable was a social media advertisement, and the independent variables were awareness and attention, influence on purchase decisions, relevance and personalization, and effectiveness level of advertising on consumer behavior. According to Hypothesis 1, awareness and attention will have a favorable impact on social advertisements. According to Hypothesis 2, social media advertisements have a beneficial influence on consumers' purchase decisions. According to Hypothesis 3, social media advertisement is favorably correlated with relevance and personalization, and according to Hypothesis 4, social media advertising and the effectiveness level of advertising on consumer behavior are positively correlated.

Social media advertisements for McDonald's were not substantially influenced by awareness and attention, relevance and personalization, or effectiveness level of advertising on customer behavior. The 1, 3, and 4 hypotheses did not get any support. With beta values of 0.340, the influence on purchase decisions was strongly connected to social advertisements. So, this study discovered proof in favor of Hypothesis 2. R<sup>2</sup> was 0.289, which indicates that the effect on consumer decisions may account for 29% of the variation in social media advertisement. The findings support the idea that one major aspect affecting social media sentiment toward McDonald's is consumer choice. This research discovered that influence on purchase decisions has the greatest beta value and is the most important element affecting social media (0.340).

The hypothesized model based on the research's findings can be seen in Figure 2.

**Figure 2.** The Hypothesized Model



## **DISCUSSION**

The research findings indicate that social media ads have a significant influence on McDonald's consumer purchasing decisions, as they were frequently encountered by the respondents. The majority of respondents, particularly females aged 18-24 with a bachelor's degree, reported using social media and encountering McDonald's ads on a regular basis. Although most respondents expressed satisfaction with the food offered in McDonald's ads, a considerable percentage also reported skipping these ads due to factors such as length, lack of interest, and perceived inappropriateness. This suggests that while McDonald's ads have a strong presence on social media, there is room for improvement in terms of ad content and delivery to maximize their impact.

The influence of social media ads on buying decisions varies among users. While a significant number of respondents expressed a likelihood to conduct research on a product or service after encountering it in a social media ad, others were less inclined to do so. This indicates that social media ads play a role in shaping consumer behavior, but their effectiveness may depend on individual preferences and motivations. It is important for McDonald's to consider these varying influences and tailor their social media advertisement strategies accordingly.

Among the mentioned social media platforms, Facebook and Instagram emerged as the most used platforms among the respondents, followed by YouTube and Google Search Engine. TikTok, although mentioned less frequently, still had a notable presence. This highlights the importance of utilizing multiple platforms to reach a diverse audience. McDonald's can leverage these platforms to effectively engage with their target audience and optimize their ad content based on platform preferences and usage patterns.

Factors such as promotion and visual appeal were identified as key drivers of ad engagement, while health/nutrition considerations also played a role for some respondents when making food choices. Personalized ads or sponsored content were generally found to be suitable and helpful, indicating the effectiveness of targeted marketing and the relevance of ad content to user interests. However, trust in the advertiser and ad relevance were cited as reasons for not sharing ads. McDonald's can leverage these insights to refine their social media ad strategies, ensuring they deliver engaging, relevant, and trustworthy content to enhance consumer engagement and brand perception.

### **Research Implication**

The research contributed to the existing studies on consumer behavior toward McDonalds. This study's findings on consumer behavior have several implications, the first of which is that social media is a popular venue for advertising and that targeted commercials can successfully reach a broad audience. According to research, social media advertisements are a common type of advertising and are capable of effectively attracting a large audience. The length of the advertisement, the demographic it is intended for, and the perceived relevancy of the advertisement are some of the aspects that might affect how effective social media advertisements are. Because of this, it can be inferred that, despite the fact that McDonald's advertisements are widely shared on social media, there is potential for improvement in the advertising' structure and delivery to increase their effectiveness.

The variable influence of social media marketing on customers' purchase decisions is another important conclusion of this study. Even while a sizable portion of respondents said they would be interested in investigating a product or service further after seeing it in social media marketing, the researchers also saw a group of customers who seemed

less likely to do so. This discrepancy in customer reactions emphasizes the necessity of customized marketing plans to address various target demographics. When creating its social media advertising strategies, McDonald's, like many other firms, must take this diversity into account. McDonald's may hone their targeting strategies by knowing the precise demographics that are more likely to interact with their advertisements and by conducting extra research. Furthermore, this research also provides ways to improve the design and execution of McDonald's social media commercials for greater impact. How effective these ads are is heavily influenced by elements like the duration of the commercial and its perceived relevance. Therefore, the marketing team at McDonald's may profit by carrying out more thorough audience research to determine what appeals to their target demographics the most. This research also emphasizes the significance of tracking and adjusting to changes in customer behavior over time in addition to these key findings. Consumer tastes change in tandem with the ongoing evolution of social media and internet marketing. In order to retain a significant presence in the digital sphere, McDonald's needs to continue to be adaptable and nimble in its marketing initiatives. This suggests that social media advertisements influence consumer behavior, albeit the success of these advertisements may rely on the interests and motivations of the consumer. McDonald's must take these many impacts into account and adjust their social media advertising techniques as necessary.

### **CONCLUSION**

In conclusion, this study examined the impact of social media advertising on consumer behavior towards McDonald's. The findings reveal that social media advertising can influence purchase decisions, but the effectiveness may depend on individual consumer interests and motivations. These results suggest that McDonald's can leverage social media marketing to enhance customer engagement and potentially influence purchase behavior. However, tailoring their social media advertising strategies to address individual consumer preferences will be crucial for maximizing the impact. As the fast-food industry continues to evolve, McDonald's needs to adapt its digital marketing approach to maintain relevance and attract new customers.

Overall, social media is a potent tool that McDonald's may employ to connect with its target market, forge bonds with its clients, and expand its business. By marketing its products and services through giveaways, offering discounts and coupons, and building brand recognition through social media, a company can improve sales while also getting consumer feedback and resolving customer issues. While nutrition considerations also played a part for some respondents when choosing foods, factors including marketing and visual appeal were highlighted as the primary drivers of ad engagement. The majority of users viewed personalized adverts or sponsored material to be appropriate and beneficial, demonstrating the success of targeted marketing and the suitability of ad content to user interests. But the reasons given for not sharing ads included a lack of confidence in the advertiser and irrelevant ads. In order to produce engaging, pertinent, and reliable material that will improve consumer engagement and brand perception, McDonald's can make use of these data to improve its social media advertising tactics. The fact that McDonald's is doing a fantastic job of accomplishing their aim and attracting more and more customers to build brand value and their preference for fast food restaurants is a remarkable success in and of itself.

### **LIMITATION**

The results of the study must be considered in the context of important limitations. The sample size this study used is deemed inadequate and may not be representative of the total target group, to start. Next, this study focuses only on Malaysia and India as its target countries in order to better understand how social media may affect McDonald's

customers' purchasing decisions. As a result, the overall conclusions could not provide enough information. Because of these differences in nation and culture, future research should broaden its sample size by including more participants from at least one more additional nation. The conclusion is more precise when there are more responders.

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N/A

## DECLARATION OF CONFLICTING INTERESTS

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