

IMPACT ON SOCIAL MEDIA INFLUENCERS ON BRAND PROMOTION AND CUSTOMER ENGAGEMENT AT GLAZED UNLIMITED WINGS FAIRVIEW-LAGRO

ABSTRACT

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Social media influencers play a vital role in today's digital landscape, significantly shaping consumer perceptions and driving brand engagement. In the food industry, many businesses leverage influencers to build brand credibility, boost visibility, and attract a wider customer base. At Glazed Unlimited Wings in Fairview, Lagro, influencer marketing is a key component of the restaurant's promotional strategy. This study investigated how influencer-driven content affects the restaurant's brand visibility, customer engagement, and overall consumer behavior. It also highlights challenges associated with influencer marketing, such as inflated customer expectations, inconsistent service quality, and overcrowding. By analyzing customer feedback and evaluating the effectiveness of promotional efforts, the study provides data-driven insights and practical recommendations to enhance influencer partnerships, improve social media strategies, and elevate customer satisfaction. Ultimately, it aims to strengthen the restaurant's brand positioning and ensure a seamless dining experience for customers influenced by online promotions. The methodology detailing the research design, respondent selection, sampling technique, research instrument, validation process, data collection procedures, and the statistical methods employed for data analysis. The study revealed that social media influencers play a vital role in enhancing brand promotion and attracting customers to Glazed Unlimited Wings in Fairview-Lagro. Data analysis shows that influencer marketing positively affects customer engagement, brand awareness, and sales growth. Customers exposed to influencer content expressed greater interest in visiting the restaurant and trying its offerings. The findings also emphasize the influence of credibility and content quality in shaping consumer perceptions. Overall, The results highlighted the importance of strategic influencer partnerships in achieving success in the food industry. The discussion highlights a comprehensive discussion of the summary, conclusions, and recommendations derived from the findings of the study, in response to the research problems outlined in Chapter 1.

RECOMMENDED CITATION

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