A STUDY OF SOCIAL MEDIA MARKETING PRACTICES ADOPTED BY FOOD & BEVERAGE INDUSTRY AND ITS IMPACT ON CONSUMERS IN NATIONAL CAPITAL OF INDIA

Thesis Submitted for the Award of the Degree of

DOCTOR OF PHILOSOPHY

in

Management

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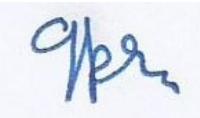
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DECLARATION

I, hereby declared that the presented work in the thesis entitled "A Study of Social Media Marketing Practices Adopted by Food & Beverage Industry and Its Impact on Consumers in National Capital of India" in fulfilment of degree of **Doctor of Philosophy (Ph. D.)** is outcome of research work carried out by me under the supervision of Dr. Amit Dutt, working as Dean, in the Mittal School of Business of Lovely Professional University, Punjab, India. In keeping with general practice of reporting scientific observations, due acknowledgements have been made whenever work described here has been based on findings of other investigator. This work has not been submitted in part or full to any other University or Institute for the award of any degree.



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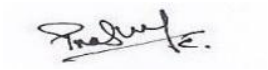
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CERTIFICATE

This is to certify that the work reported in the Ph. D. thesis entitled "A Study of Social Media Marketing Practices Adopted by Food & Beverage Industry and Its Impact on Consumers in National Capital of India" submitted in fulfillment of the requirement for the award of degree of **Doctor of Philosophy (Ph.D.)** in the Mittal School of Business, is a research work carried out by Inderpreet Singh, 41900769, is bonafide record of his/her original work carried out under my supervision and that no part of thesis has been submitted for any other degree, diploma or equivalent course.





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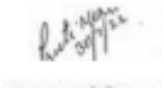
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Abstract

Social media has become one of the most important parts of today's life. Due to the outburst effect of social media in the online world, it has become a lucrative place for marketers, and companies to showcase their products online. Different companies like e-commerce would face a heavy loss if they ignore social media as their marketing platform. Social media marketing enables us to cultivate relationships with clients, and direct traffic to our website by diverting users from social media platforms, creating additional leads, enhancing brand recognition, and expanding our reach at a little expense. This prompted marketers to use several tactics to convince people to purchase products and services. Social media platforms such as Facebook with 3.05 billion monthly users and 1.74 total potential reach on Instagram enable marketers to target social media as their best marketing tool by adopting different strategies that can help customers to reach their desired product. Different industries such as the apparel, mobile, and cosmetics industry make utilization of social media marketing strategies to target their customer and sell their product. Additionally, as per the researchers, different studies have been conducted on the implementation of social media marketing practices in different generic industries with limited focus given to the food and beverage sector. This highlights the need for research that will fill the gap by studying the social media marketing practices in the food and beverage industry in the National Capital of India. The purpose of the study is to uncover the marketing trends and strategies on social media that will help the marketers of the food and beverage industry to closely understand the consumers.

Different other variables that initiate the purchase intention have also been undertaken based on gaps found in previous research and finally, a model has been created that will help to uncover the realities of the intention to purchase of the consumers such as perceived risk, trust (mediator) and brand equity (moderator). The uniqueness of the present research lies in the fact that there have been no prior investigations in the F&B industry that explore the relationship between trust and purchase intention, particularly considering the moderating effect of brand equity. The participants in the study includes the respondents who like, follow and purchase food and beverage products with the help of social media such as Facebook, Twitter, Instagram, YouTube within past 6 months and seen advertisement of food and beverage products on social media. Moreover, the study will also consider those respondents who first see food and beverage products promoted by companies

on social media and companies redirects them to their website with the help of the product links available on social media

The study primarily investigates the impact of social media marketing practices and perceived risk on trust and finds out that marketing practices adopted by the food and beverage industry that actively participated in strategic and customer-focused social media marketing practices were more inclined to build trust with their intended audience. Moreover, trust is negatively impacted by perceived risk in the food and beverage industry. The findings indicate that firms have to emphasise enhancing the quality of their social media marketing efforts to cultivate customer trust. Moreover, initiatives to mitigate perceived risks related to products or services must to be incorporated into marketing plans.

Another objective uncovers the impact of trust on intention to purchase. Trust in any industry comes out to be the most crucial factor in impacting the purchase intention of the customer. Engagement, authentic reviews, transparent information, and commitment can impact the choices of products of the consumers and considerably proliferates the trust which thereby increases the intention to purchase the consumers. The study also considers additional factors as a moderating variable that can significantly impact the intention to purchase of the consumers i.e. brand equity. The different dimensions of brand equity moderated the relation between trust and purchase intention which helps to understand the nature of brands and non-brands working over social media and unveils the importance of brand equity for purchase intention in the food and beverage industry.

To understand the growing trend of social media marketing practices adopted by the food and beverage industry in the National Capital of India. This study will offer various insights, strategic insights to the various stakeholders. The recommendations given by the research will address the concerns of academicians, marketers, and businesses to adopt the different strategies that will prove crucial on social media in the food and beverage industry in National Capital of India

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Chapter-1

Introduction

1.1 Introduction

Social media has become an essential aspect of our lives. It is the way to communicate our personal, professional use. Moreover, people are making career out of it. Tons of jobs in social media have been risen in the present decade. As per the data given by digital reports 2024 by Hootesuite, In India, there were 462 million social media users as of January 2024. This is the same as 32.2% of the entire population. Kepios analysis data provides the fact that users of social media in India proliferated by 19 million i.e 4.2 percent+ between 2021 and 2022 (Digital Report April 2022 by Hootsuite). Social media is the newest form of media that includes participation of interactive people. Although, there are different definitions provided by several authors in the different context. According to Daniel Nations (2010), social media is a two-way street that facilitates communication between users and is challenging to define. Edosomwan, Kalangot Prakasan, Kouame, Watson, and Seymour (2011) posit that social media can be understood as a phenomenon that has transformed global human communication. There are various activities we may undertake on social media. such as entertainment, interaction with other people, obtaining information, getting accustomed with latest brands and provide real time quick feedback of the product. Facebook, instagram, linkedin, youtube, twitter are the prime examples of social media, which has been utilized by billions of people. In a research released on May 21, 2022, the Statista Research Department stated that global average daily usage of social media was recorded at 147 minutes, this has increased upto 182 minutes in 2024.

Social media(SM) platforms allow people to have conversation, provide data and creation of online content. As per an individual level, social media helps us to gain knowledge, talk with friends, and develop the interest into different kinds and getting themselves entertained. Moreover, on the basis of professional front, social media is the blessing that helps the companies to market their product and expand their knowledge by connecting with the like-minded people. Social media can assist businesses in communicating with their audience, getting feedback from clients, and maximizing the potential of their brand. Popular media sites such as FB, X, YouTube, Pinterest, Ins, Tumbler, Flicker, Reddit, Snapchat, Whatsapp, Bizsugar (Akram, Kumar 2017). Since there are so many platforms and billions of audiences have been engaging on the social media at the same time, so marketers, businessmen, owners have found an interesting way to engage with their audience. The inception of SM has provided an opportunity to the marketers as a good tool for marketing. SMM

is defined as the tool that makes utilization of websites on social networks as a marketing channel (Kujur & Singh, 2017). Several companies employ the services of social media tools and platform in several activities to provide better experience to their customers which helps to increase customer loyalty, that leads to increase in sales.

According to the January 2022 report, the percentage of the population that uses social media regularly is 33.4%. In 2022, consumers allocated an average of 2 hours and 36 minutes per day to social media, a substantial duration that offers countless chances for marketers to promote products and services online (Digital report 2022). As per the report, 47.7 percent of Indians aged from 16 to 64 users of social networks to find information about brands and products. Additionally, 28.3 percent of Indians utilize SM for work networks and research.

SM users engage with peers, tag different people, create content and provides valuable information regarding the usage of product or tried by them (McAfee, Howe and Surowiecki, 2011). This all can happen when they create their individual profile on the platforms such as FB, Inst, X and other SM channels (Boyd et al., 2008). Those type of audience provides vast information which can be utilized by the marketers to tailor their products as per the needs and wants of customer and provide best customer experience to them. More than 30 percent of the B2B marketers are spending million dollars everyday on the marketing through social media to generate leads and sales (Saravanakumar and Suganthalakshmi, 2012). Technology has made the interaction between buyer and seller very easy. It can also benefit the consumers to make comparison between the brands in terms of quality, price, features, and services. Moreover, it has been observed that to increase the repeat sales of their product, companies develop certain strategies in the form of marketing their product on SM and getting e wom from them. Research is still being conducted on the value of SM advertising (Gordon et al., 2019), the interaction with various media, including television (Fossen and Schweidel, 2016, 2019), (Rafiq, Javeid 2017) concluded that companies should deploy social media in the best possible manner to market their products and services, moreover to keep their present consumers, attract new potential prospects, and expand their sales in order to attain their end aim, namely profit. To achieve this strategy different companies have started building their profiles on the SM & they are developing the strategy to engage with their clients in the form of product information, discounts, advertisements, and promotions (Ajia, Nadhilaa and Sann 2020). In the case of food and beverage industry, utilization of social media is very essential.

The pandemic has provided food industry a boom even some people tried to set up their own business during this period after being laid off from their jobs. Advertising on social media regarding food and beverage is increasing manyfolds by the companies especially considering the youths. (Bermoy 2021) provided the fact that social media is using not only for entertainment and social reasons but it proves it worth in case of food and beverage industry as compared to traditional marketing. He also provided the fact that customer feedback on social media is very crucial and firms should listen to their feedback and take actions accordingly.

Social media is increasingly considered mainstream, with users spanning a wide demographic range. The amount of preadolescents and adolescents utilising social media sites has significantly expanded in recent years, with surveys estimating that 75 percent of teens globally use mobile phones, with 25 percent using them for social media activities such as entertainment and content sharing with friends (Hinduja and Patchin, 2007). In terms of adults, it was shown that 47 percent of internet users also used social networking sites (Lenhart et al., 2010). According to a 2014 study, there were 1.28 million active Facebook users (Coursaris et al., 2014). Moreover, as per the data provided by digital report, Facebook were having 329.7 million people in India in early 2022. Social media also known as internet based media. Many researchers went inclined towards this media in the recent scenario because it is the recent and efficient driven technology which grabs the attention of researchers, marketers and companies to utilize this media in their promotion tool. As per (Sin et al., 2012), e-commerce companies would face a huge loss if they ignored the opportunity to go hand in hand with the social media. Therefore, it would be necessary for the companies to utilize the social media. Social media is required and therefore companies and firms are no longer solely dependent on traditional media to promote their products and services because an alternate has been arise and flourishing (Drury 2008). In order to effectively respond to online activity, marketers must scan what is happening on social media by keeping an eye on consumers, rivals, and the surrounding environment (Gallaugher and Ransbotham 2010). This is not a game for kids. According to Hodis, Sriramachandramurthy, and Sashittal (2015), a lot of brands, businesses, and companies merely create and manage pages on multiple social media platforms or pay for advertising on SM sites in order to establish a social media presence. Marketers may believe that they lack the technological know-how and strategic time management necessary to properly manage their social media accounts without outside assistance (Durkin, McGowan, and McKeown 2013). However, the utilization of social media techniques in marketing in the micro

and macro business environment pose a great challenge for many firms). Not only corporates are incorporating the usage of social media in their regular activities but educational institutions are also utilizing the social networks to engage their students in the learning activities (Koranteng, Wiafe 2019). Social media marketing fundamentals includes profile optimization such as setting up profile, posting the useful content in the form of videos, photos, going live and interacting with audience and putting up stories. Moreover, it includes engaging with the audience in the form of like, share, comment and redirecting the users to the respected website. Additionally, it includes advertising in the form on FB ads, X ads, YT ads, INS ads, LinkedIn ads etc. Finally, with the help of web analytics, we can measure our performance with what is working and what is not. Through social media marketing, we can build the relation with our clients, drive traffic to our website i.e redirecting the people from the social media platform to our website, we can generate more leads and traffic, increase brand awareness and reach to more people at limited cost. This led to the marketers to device different strategies to persuade customers to buy the product and services. The food and beverage industry manufactures and trade foods and beverages in a manner that is profitable for their shareholders.

Now, the different platforms of social media will be explained in detailSocial media platforms come in many different forms, including Facebook, Instagram, Youtube, Twitter, and Linkedin..

1.2 Social Media Platforms

Facebook

On February 4, 2004, Eduardo Saverin, Dustin Moskovitz, Andrew McCollum, and Chris Hughes collaborated with Mark Zuckerberg to form Facebook. It was once exclusive to Harvard students, but it gradually spread to other Boston-area Ivy League schools, then institutions all throughout the US and Canada. Facebook began accepting members with working email addresses who were at least 13 years old in 2006. For $200,000, the business purchased the domain name facebook.com in 2005. Facebook had more than 6 million users by 2006. In late 2007, it introduced business pages, allowing companies to engage with potential customers and share information about their products. This concept evolved into company pages, distinct from group pages. By February 2011, Facebook had become the leading platform for online photos, hosting over 100 billion photos by the summer of that year.

Users can also utilize integrated applications, join groups based on common interests, and stay updated on their peers' activities. As of 2024, Fb stands as the largest social media network globally, boasting 3.07 billion monthly active users. However, it faces a significant challenge with fake accounts, having detected 3 billion such accounts in the fourth and first quarters of 2019. Besides its core platform, Facebook offers a range of products and services. It acquired Instagram (Rusli, 2012), WhatsApp (Olson, 2014). Since its inception, Facebook has maintained its position as the top social networking site and continues to innovate features to retain user engagement.

The features of the Facebook will be discussed below:

Profile and Brand Page: First of all, people can create their distinct identity on the facebook by creating their own profile page that portrays a great chunk of information about themselves such as age, gender, location. Moreover, they can indulge themselves with the post of others in the for of likes, dislikes. Marketers will be able to get personal information of the people active on the facebook as this information serves like a gold to them. Although, it can pose threat to the people by risking their personal information on the social networks but these networks offers privacy control option where users can strictly choose default restrictions on sharing information. A Page is a brand's, organization's, or celebrity's profile on Facebook. It has the appearance of a personal profile, and consumers may engage with a brand on Facebook by like its Page.

Buttons: People can react on the images, post based on their preference such as like or dislike, love, haha, angry etc. (Social Media Platforms, n.d.)

Facebook Live: People, public personalities, and brands can use Facebook Live to broadcast live video to their followers and friends. Anyone who has a Facebook page or profile can use it. Viewers may react to and comment on the video in real time, and brands can keep track of how the broadcast is progressing. The videos are also recorded by Facebook Live and can be viewed in the same way as any other Facebook video (Bell, 2016).

Facebook has revolutionized not only social media, but also how people obtain content on the Internet. Many Facebook users already get the majority of their news and entertainment from their News Feed. Facebook's massive popularity and billions of monthly active users have prompted a number of firms to leverage the site for branding purposes. Today, a great number of small and major businesses have a presence on Facebook. They continue to raise awareness among the

people and aim to engage them with time-to-time appealing offers through their brand pages, advertisements, promoted posts, app promotions, and now even direct online transactions. When a user likes or comments on a business's post, it begins to display on the homepages of the user's friends, and when some of them like and remark, the circle begins to grow. Not everyone on the social network welcomes the intrusion of adverts; some people use the network solely to socialise with their friends or to meet new people. However, studies have shown that social media sites, particularly Facebook, may significantly aid businesses in their marketing efforts.

As per the (Dash, 2013), there are different propositions provided in which Facebook has been summed up.

First proposition explained about the heterogeneity factors of the Facebook such as marital status, category and behavior and use of competing. Association of Facebook utilization of Facebook with the social influence and habitual utilization of Facebook for keeping in touch with the user Non-uniformity for marketers and developers requires research using a database of Facebook account.

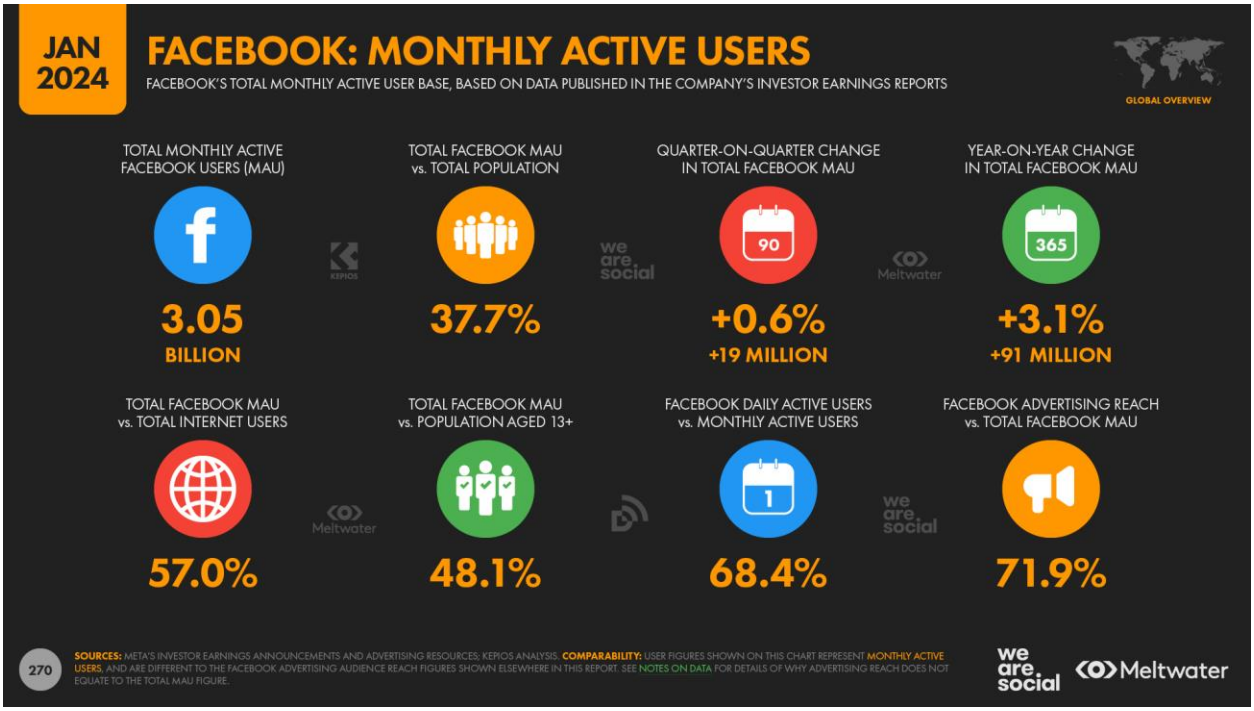
Second Proposition explained level of OSN use has an ubiquiyos impact on response to or engagement with (I) marketers and (ii) developers. However, using OSNs is a required but inadequate prerequisite. While controlling for OSN use, responses to or interactions with marketers and those with developers had a favourable effect on each other. An engaged Facebook user is more likely than a regular or infrequent user to reply to or connect with advertisers and developers.

Third Proposition explained that a complete market segmentation of Facebook users necessitates the use of foundation factors that assess not only OSN but also marketers and developers. Extent of use and involvement with OSN, advertisers, and developers might be important foundation variables for segmenting Facebook users. A segmentation strategy like this, with customizable metrics for base factors, may lead tactics not only for Facebook, but also for individual marketers and developers.

Fourth Proposition explained that (a) Low rate Facebook users of marketers' fare are of significant value to marketers and so to the Facebook Co itself.

(b) Low-fare Facebook users of developers' fare are of significant value to marketers and developers, and so to the Facebook Co itself.

(c) Low-frequency OSN users are valuable to the Facebook Company but not to advertisers and developers.



Several facts given by the Hootsuite and We are Social Digital Report January 2024 about Facebook:

- Total monthly active users as of January 2024 of Facebook are 3.05 Billion
- In February 2025, On average, an active user of Facebook dedicates approximately 20 hours and 42 minutes each month to engaging with the Facebook app.
- According to data revealed in Meta's advertising resources, Facebook had 384 million members in India by early 2025.
- The predominant demographic of Facebook's advertising audience consists of 12.2% female users and 17.8% male users within the 25-34 age bracket.
- The average amount of time spent on Facebook apps by users each month is 19.5 hours.
- India is at the first place with the largest Facebook advertising audience followed by US

- Videos of infants, cuisine recipes, kidnappings, new automobiles, scientific discoveries, weather predictions, well-known tourist destinations, and bucket lists are some of the most popular ones.
- Facebook have 59 percent of all social media users, indicating that it continues to dominate the world of social media.
- There are 339.8 million potential reach of ads on facebook by marketers in India
- Company Apple holds the top spot of the most valuable brand in the world and Facebook spots 7 position as of 2021
- Over 1 Billion stories have been posted everyday across Facebook Apps
- 500 million people watch videos on Facebook everyday
- Mobile Facebook users spend around 769 minutes per month on the platform
- More than 90 percent of the marketers use facebook worldwide

YouTube

The main office for the video-sharing platform YouTube is located in San Bruno, California. It began on Feb 14, 2005, with Chad Hurley, Steve Chen, and Jawed Karim taking the lead. It cost $1.65 billion when Google bought it in October 2006. Users may view, enjoy, comment on, share, and post videos on YouTube. YouTube has grown to incorporate TV networks, mobile apps, and platform integration since Google acquired the company.

YouTube offers a vast variety of material, including live streams, vlogs, short films, news, music videos, documentaries, and movie trailers. The majority of the material, including sponsored content, is produced by individuals. To reach a wider audience, major media corporations including Warner Bros., Disney, and Paramount have their own YouTube accounts.

YouTube began to expand by leaps and bounds soon after its inception in 2005, and July 2006, traffic to the website had proliferated by roughly 300 %. Taking advantage of its popularity, YouTube started a promotional effort in March 2007 called "YouTube Awards (or YouTube Video Awards)" to recognise the finest user-generated content (or user-generated videos) of the previous year (YouTube to present video awards, 2007). These awards were only given out twice, in 2007, and in 2008, and were then withdrawn. In March 2007, the YouTube crew divided the videos into seven categories based on an examination of the most popular genres of material in the preceding

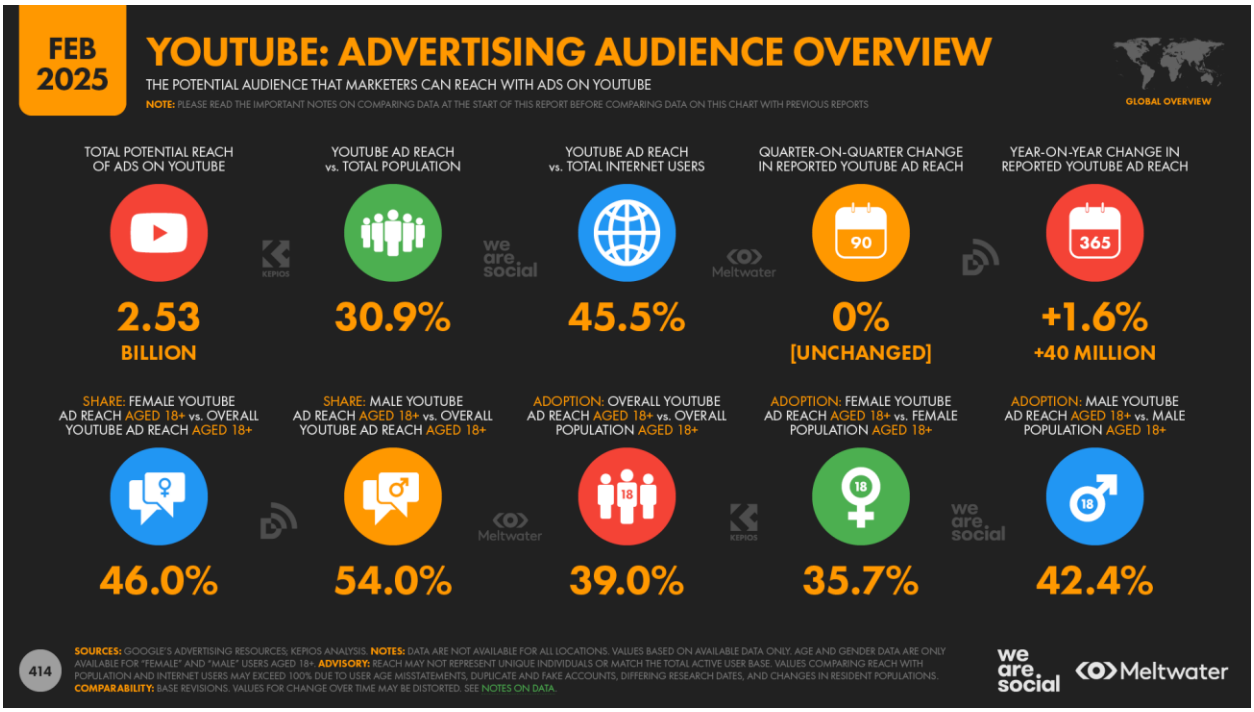
year. (Fritz, 2007; News Staff, 2007; YouTube Oscars' to judge, n.d.). YouTube annual revenue raised in 2021 by $28.8 billion.

(W. Tafesse 2020) provided that the impact of video optimization strategies used by advertisers on video views The present study centers on video views, whereas other research has mostly examined the post-view engagement activities of viewers, including sharing, like, and commenting on videos. Similarly, existing research look at the internal content of videos, but this study looks into video metadata.

Features of YouTube

1. **Playback:** Previously, the "Adobe Flash Player" plug-in had to be installed in the browser before a PC could watch YouTube videos.
2. **Uploading:** All YouTubers are permitted to publish 15-minute-long films, and those who have a solid track record of adhering to the site's Community Guidelines may be allowed to upload 12-hour lengthy videos (maximum 128 Gb in size) as well as begin live streaming, which needs account verification first. YouTube supports practically all video formats, including AVI, MPEG-PS, MP4, FLV, and WebM and 3GP, as well as uploads from mobile phones (Supported YouTube file formats, n.d.)
3. **Live Streaming:** YouTube's embarked with the streaming live included a concert of U2 in the year 2009, Indian Premier League cricket matches, in January 2010
4. **YouTube Music:** The smartphone application provides users with a personalized interface tailored for music streaming services. Users can explore a wide range of songs and music videos categorized by genres, playlists, and personalized recommendations. YouTube Music, which was launched in November 2015, now has a premium edition that allows for ad-free play, audio-only background play, and the ability to download music for offline play.

Some facts about YouTube



- As of February 2025, advertisers may reach a potential audience of 2.53 billion using YouTube advertisements.
- The percentage of YouTube's advertising by age group reveals that males account for 12.0% and females for 9.7% within the 25-34 age bracket.
- India has the humungous audience of Youtube followed by USA
- YouTube gets over 30 million visitors per day
- Every day, users spend an average of 17 minutes and 31 seconds on YouTube.

According to Hootsuite, YouTube ranks as the second most favored platform among millennials for watching online videos, following Netflix closely.

The data has been generated from the report given by Hootsuite and We are Social Digital report April 2022.

Instagram

Instagram, a SN platform shares pictures and videos, came in 2010 by Kevin Systrom and Mike Krieger. People has the option to upload media, apply filters, and categorize content using hashtags

and geotags. Users may browse trending topics, follow other users for a tailored feed, and share posts publicly or with approved followers. Instagram's user base grew rapidly. Instagram has received recognition for its accomplishments and popularity, but it has also been under scrutiny for issues related to teenage mental health, policy changes, censorship concerns, and inappropriate content submitted by users.

Users on Instagram can upload media, follow users' feeds, and tag their images with location names. They can set their accounts to "private," requiring approval for new followers. Integration with other social media platforms allows users to share their Instagram photos across multiple networks. The platform previously offered a map view of geotagged images but discontinued this feature in September 2016 due to low usage.

Features of Instagram

Hashtags: Instagram introduced hashtags as a way for users to discover photos and connect with others. The platform encourages users to create specific and relevant tags to make their images more visible and attract similar users, advising against using generic tags like "photo. It ability for users to follow hashtags, enabling them to see relevant content from those tags in their feeds.

Explore: Instagram provided a feature called "Explore," offering users a selection of popular photos, local shots, and search results within the app. In June 2015, this feature was enhanced to include trending hashtags and locations, content, and the ability to find for specific places.

Photographic filters: Users of Instagram have the option to apply diverse filters to their photos. In Feb 2012, Ins introduced the "Lux" filter, designed to enhance images by lightening shadows, darkening highlights, and boosting contrast.

Video: June 2013 marked the introduction of 15-second video sharing on Instagram. This duration limit was extended to 60 seconds. February 2017, Instagram launched 10 minutes of video content in a single post.

Reels: Following the ban of TikTok in India, Instagram launched Reels in July 2020. The feature was officially rolled out in 50 countries the following month, include US, CA, and the UK. Recently, Instagram added a dedicated Reels button on its home page.

Instagram is introducing full-screen advertisements within Reels as of June 17, 2021. These advertisements, which have a maximum duration of 30 seconds, will seem like standard Reels. A "sponsored" tag will appear beneath the account name to identify them and set them apart from ordinary material.

Instagram Direct: Instagram introduced Instagram Direct to enable users to communicate privately with one another. Individuals who are connected with each other can now exchange private messages that include images and videos, a feature not available previously. A private message from an unconnected member is marked as pending and requires approval before it becomes visible.

Instagram Stories: With the help of Instagram Stories, users may snap images, alter them with various overlays and effects, and then share them on their story. Content added to a story of users quickly disappears after 24 hours.

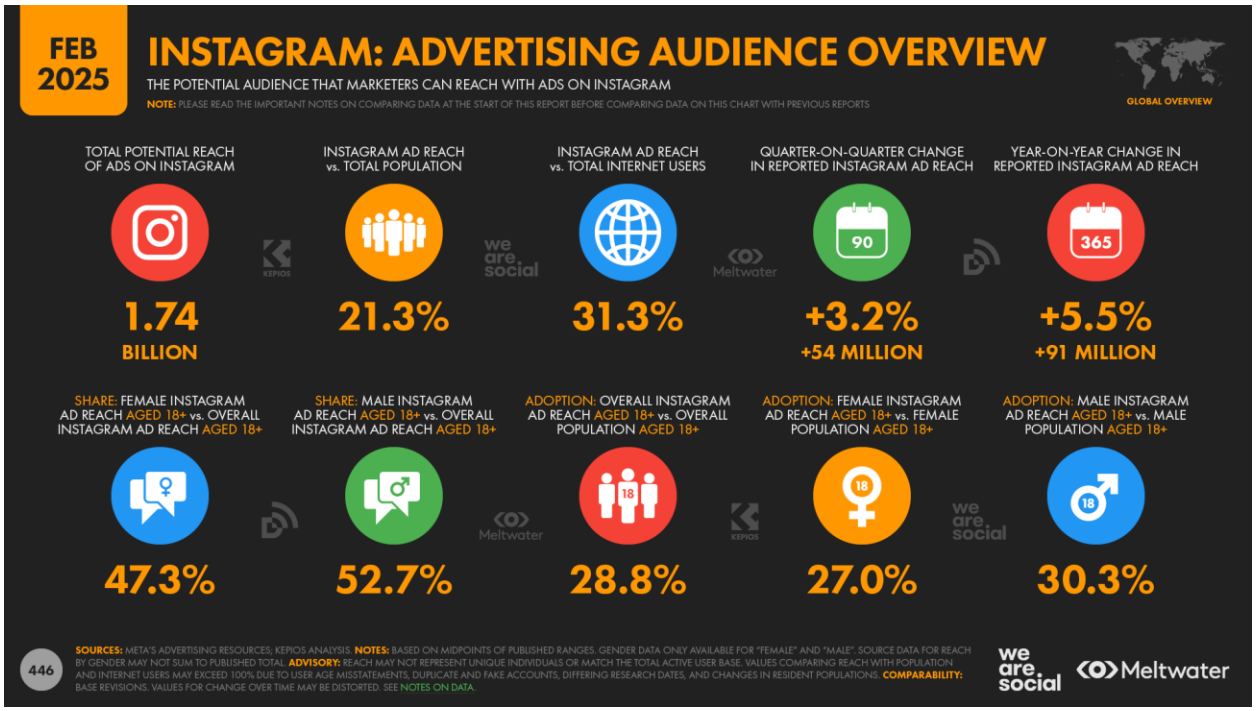
There are number of features which has been added overtime by Instagram for business purposes and making the experience of its user easy such as

Advertising: Instagram has added more capabilities for company accounts, such as analytics, business profiles, and the capacity to advertise on posts. Corporate accounts may now evaluate analytics including top-performing posts

Some facts about Instagram

As per Hootsuite and We are Social Digital Report January 2024 there are some latest facts which has been provided by them regarding Instagram

- Marketers may reach a potential audience of 1.74 billion using Instagram ads.
- 14.6% of the Instagram advertising audience is female and 17.1% is male between the ages of 25 and 34.
- According to data revealed in Meta's advertising tools, Instagram has 414 million users in India in early 2025.
- India occupies the top position in February 2025 for the greatest Instagram advertising audience.



The latest report provided by Hootsuite and We are social about Instagram provided that total potential reach of ads on Instagram is 1.74 Billion.

Twitter

Owned by Twitter, Inc., Twitter is a SN and microblogging plat that lets people do post and engage with messages known as "tweets." Only publicly accessible tweets are visible to unregistered users; only registered users are able to compose, like, and retweet tweets. The majority of accounts still only allow 140 seconds for audio and video tweets.

Noah, Jack, Biz, and Evan Williams launched Twitter in July of the same year after it was started in March of that same year. With its global headquarters located in San Francisco, California, Twitter, Inc. operates about twenty-five offices. In 2019, X boasted over 330 million monthly users who are active. In reality, very few people really compose the great bulk of tweets.

The first project code name for the site was twttr, a play on the term twitter, which Williams later claimed was created by Noah Glass. Flickr and the five-character limit of US SMS short codes served as inspiration.

- Undo Tweet, that provides permission to users to remove a tweet it posted in a brief POT.

- Bookmarks, that provides permission to users to organise their tweets in folders.
- Reader mode, that turns twitter threads into an article-like perspective.
- A collection of Twitter mobile app colour themes and app icons.
- Dedicated customer service.

Features of Twitter

The past several months have seen a sharp increase in Twitter's popularity. utilize data show that most Twitter users utilize the web interface to engage with the program instead of using a third-party client like twitterfeed or TweetDeck. Although Twitter's web design is simple and easy to use, there are a few things that may make a big difference.

Friends grouping and followers grouping

Having the option to create Twitter user groups (or categories) that you follow can help you get updates from certain groups of people faster and reduce noise in your feed.

Auto Complete feature in tweets

In the auto-complete interaction design approach, a list of recommendations appears as the user types. You may tweet using the @username format more quickly if auto completion is enabled for a specific recipient. It'll be helpful if you have trouble spelling someone's username as well. The auto complete tool may also be used to suggest #hashtags, or keywords associated with a tweet, to assist in the process of keyword-tagging tweets.

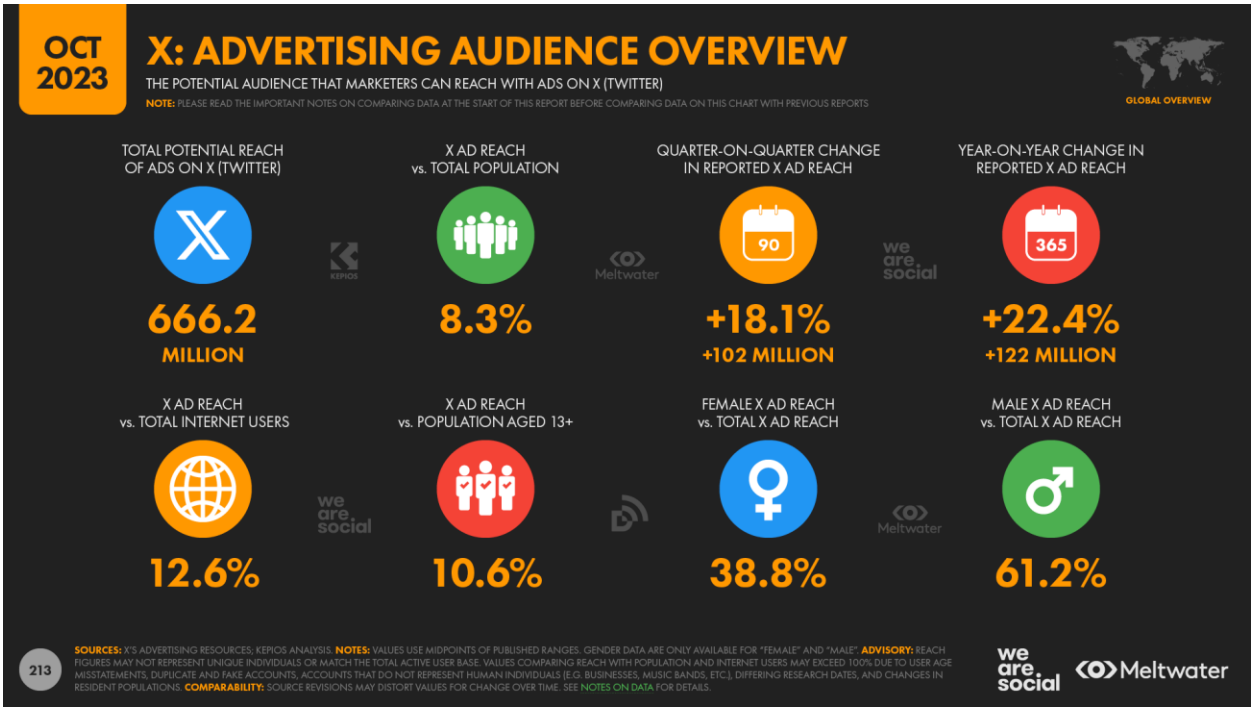
Highlight feature of specific user

Consumers may benefit from improved visual indications on what to focus on first while perusing their Twitter stream.

Some facts about twitter provided by Hootsuite and We are Social under digital report in the month April 2022 that describes the twitter to be the powerful platform for the marketers to market their product and filter the audience by targeting them.

- The audience that the marketers can reach on twitter is 666.2 million
- Twitter advertisement reach has increased by 8.3 percent in October 2023

- India holds third position with the largest twitter advertising audience
- According to X's advertising resources, the platform has 24.1 million users in India as of early 2025.



With so many options available for online that leads to increase the intention to buy of the customer. There are some elements that hinder the purchase intention of the consumer i.e there are several categories of risks associated with it. The initial foundation of the perceived risk has been laid by the researcher (Bauer 1960) where he said that company should analyze behavior of consumer as a risk handling procedure. After then, a lot of researcher have been developed several theories w.r.t perceived risk in offline world and online world. It can be defined as the losses which are expected and associated with buying that goes with purchase behavior (Peter and Ryan 1976). (Stone and Winter 1987) has also provided the definition of risk as an expectation of losses by the person. He also provided that individual perceive more risk if the possibility of loss is skyrocketing. (Lee 2009) provided that risk is the possibility of loss due to unfavorable outcomes arises.

SMM has a strong association with e-marketing, and SMM practices involve the use of SM technology, according to adoption criteria for social media marketing presented by Dahlin (2014) in his research. To carry out the company's marketing procedures.

Less Expensive

In general, social media marketing platforms enable businesses to reach both existing and new consumers while requiring less financial input than previous kinds of promotion and marketing. It is extremely possible to do work using social media platforms with less human, physical, and financial resources than with conventional techniques of marketing.

Customer engagement

The primary advantage of SMM over traditional marketing channels is that it increases the likelihood of consumer interaction as well as business-to-customer interaction. It employs a monitoring system to provide customers with a sneak peek of their order at each stage, allowing them to arrange their celebrations appropriately.

Targeting

We can target the customers and clients on the social media and generate sales from them. There are several things which social media marketing can present in the form of advertisements, targeting audience, age and other demographics. You can specifically target your customers based on the gender, work, occupation etc.

E-word of mouth publicity

Social media marketing activities helps customer interaction by building the online communities. Customers can interact with one another and provide the reviews on the basis of usage. The primary user-to-user connection serves as word-of-mouth PR, since it is an efficient and quick method that immediately leads to mutual pleasure among producers and customers.

1.3 Advantages of Social Media Marketing Practices

As per the previous authors and researchers there are several benefits of incorporating social media marketing as it enhances the purchase intention of the consumers by finding the right audience. (Rubtcova, Pavenkov 2018)

There are several advantages that has been discussed by the experts such as

Viral Marketing

Viral Marketing is a collection of information transmission tactics (messages) in which the recipient becomes a distributor, which inspired the term. Its essence is to develop information that people want to share, and even better if they can share it with their whole social network audience. The seeding channels, or the first placement (posting) of material, are a key tool when employing this strategy. Because of the availability of technologies for viral content dissemination, social networks are the most prevalent seeding methods. Additionally, seeding channels include blogs, communities, forums, and so on.

Interaction

Feedback is the key to improve the weak points of the product, implementation lack moreover, shortcoming of the campaigns because you can get clarity. Interactivity enables It is practicable to utilise actual sales approaches when it is possible to deal with the client's doubts, addressing gaps in knowledge, giving a more suited product, and so on.

Better Customer Satisfaction

Social media serves as a communication and networking medium. Giving your company a voice using these technologies is crucial to making it seem more personal. Consumers appreciate knowing that you will personally respond to their comments on your website, as opposed to just sending out a canned answer. Acknowledging every comment shows that you are conscious of the needs of your visitors and work to provide the best experience.

Improvement of brand loyalty

Creating a devoted customer base is one of almost any organization's main goals. Considering that customer satisfaction and brand loyalty frequently go hand in hand, it's important to stay in touch with clients and start building a relationship with them. Social media isn't just for launching new products and marketing campaigns for your business. Clients view these platforms as a means of communication via which they may interact with the business directly. It is well known that among all generations, millennials exhibit the highest level of brand loyalty.

Broad Reach

In compared to traditional advertising methods, social media has no bounds. Social media platforms enable businesses to connect with millions of individuals inside and beyond their geographical borders. Social media's widespread use means that advertisements released in the US may be viewed in Australia and other nations, providing access to a varied consumer base that isn't constrained by demographics. Business owners have discovered that this is critical for advertising their products. Through frequent consumer watching, social media enhances exposure and fosters top-of-mind awareness.

1.4 Disadvantages of Social Media Marketing Practices

There are some disadvantages apart from advantages of social media because of several complications and challenges occurred at the road step of SMMP. The disadvantages to the social media marketing practices have been discussed below:

Devote time and dedication

The utilisation of social media platforms necessitates time commitment since one must examine current trends in the external world. Making an account and spreading commercial endeavours by organising clients through social media platforms is an art. Individuals must devote consistent amounts of work and time to help both the business and the consumers.

Privacy and Copyright issues

One of the main issues with social media networking platforms has been copyright. Social media networks are subject to copyright and modification regulations for content uploaded there. If users misunderstand the message being expressed by the campaign, they might produce a contradictory message. Furthermore, it's easy to steal corporate trademarks from social networking sites and use them to start a phony campaign that damages a company's reputation.

No proper customer contact personally

Businesses that use SM platforms to sell their products or services usually lose touch with their potential customers. (Lin et al., 2017; Sharma, 2020). They can be more expressive in face-to-face conversation, but there is no room for adjustment or personalization if customers are dissatisfied

with the service or product. In terms of comments or reviews provided through these channels, the ideological opinions of other consumers can sometimes impact the attitude of one client. If customers are dissatisfied with the brand, they have the option of quickly switching to another.

Unauthentic Information

Firms will sometimes utilise unique filters, attractive images, and misleading information to entice buyers (Dahnil et al., 2014; Smart brief Media Business, 2013). This might be troublesome for businesses in the long term since it could bring a poor name to them on the web platform. Some businesses employ the services of other businesses to increase the popularity of their product and services in order to attract clients in the market. This type of activity is insufficient to leave a lasting impact on clients.

Irrelevant Information available

Because the platforms are accessible to client input at all times, there is a wealth of information available online regarding the costs, quality, and range of linked items and services (Sharma et al.,2017). When consumers attempt to obtain the information, they are confused by either an abundance of alternatives or irrelevant information relative to the associated items or services. It becomes harder for a firm to flourish by outshining its competition since they risk being disregarded by worried customers.

1.5 Opportunities and Challenges to Social Media Marketing

Enterprises employ social media for dynamic, interactive, collaborative marketing that aligns with business goals. The Internet and online advertising for business purposes demonstrate a direct relationship between potential and current consumers of a certain product or service. Only in the last decade has social media marketing grown, with an emphasis on client behavior (Romao et al. 2019).

(Behera, Balaji 2019) elaborated in detail the opportunities present with social media in detail where they assess social network marketing in detail by discussing their merits and risks associated with them. He elaborated that people with distinguish backgrounds have numerous accounts on the social media. This pose as a big opportunity for marketers which emerge as a big marketing

tool that establish, brand presence, brand awareness, advertising costs. The opportunity and challenges of social media marketing is humongous which is elaborated below:

Awareness to the audience

Social media marketing may help firms in a number of ways. While some companies might think it's unnecessary to have a presence on SM, it's a great way to market your goods and services and find out what customers want and think. He continues by explaining that social network marketing might be very important to an internet business's success.

Advertisements on the mobile

Another helpful suggestion is to employ mobile phones for social network advertising, as mobile phone users are constantly increasing across the country. SNS like FB Ins, X have given portable gadgets new life as majority of the community are engaging in crores at one time on each platform. As a result, businesses may use this as a chance to market their services and goods using mobile devices.

Threats on the social media marketing

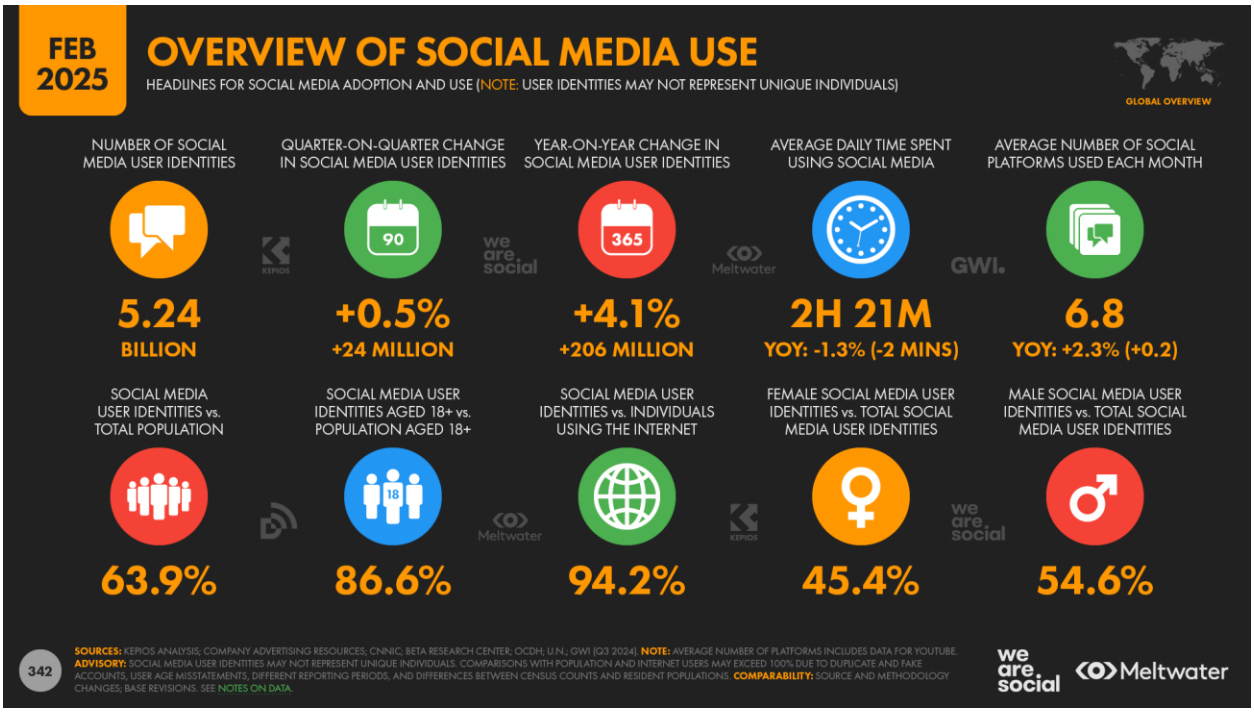
Similar to any other advertising technique, social network marketing is not without its challenges. Social network advertising has been impacted by recent events, including the terrible economic slump and the infamous ethical investigations into the abuse of client privacy and data..

Ethical Implications

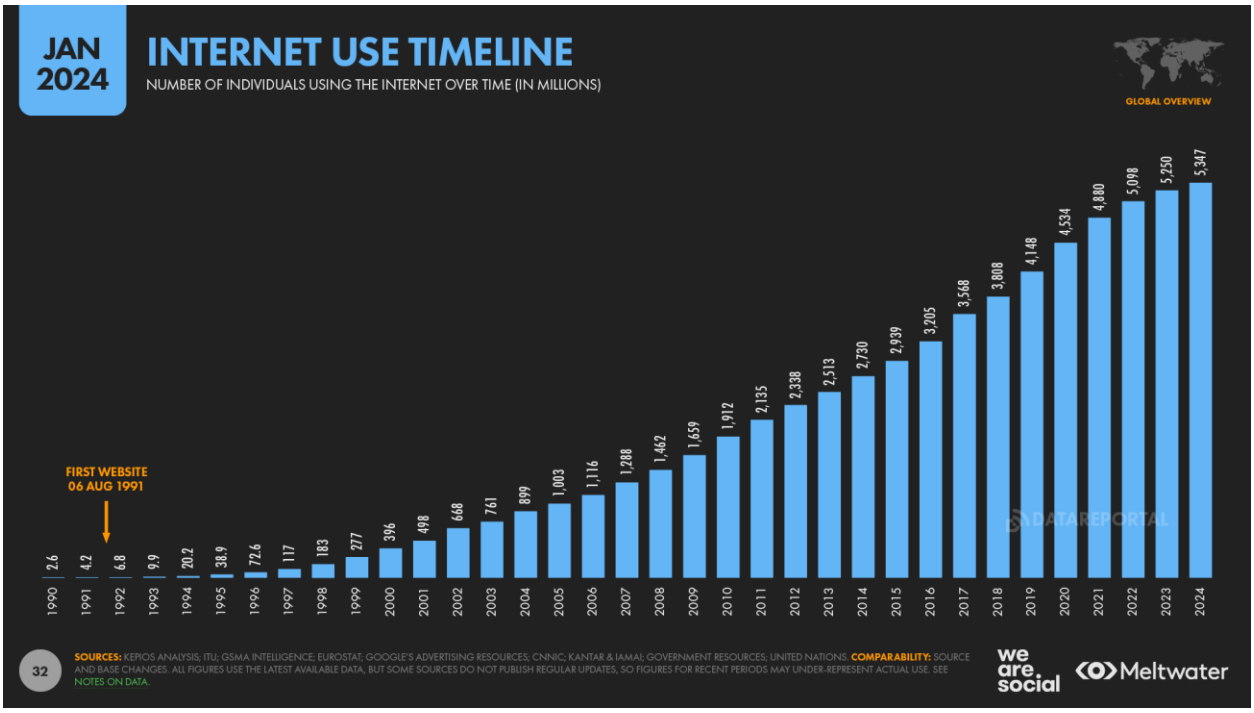
While businesses have a legitimate presence on social media, they must be very careful not to violate the privacy of their customers. Moreover, the company may suffer from a deficiency in social media marketing plan and from the invasive collection of private user information..

1.6 Digital Reports

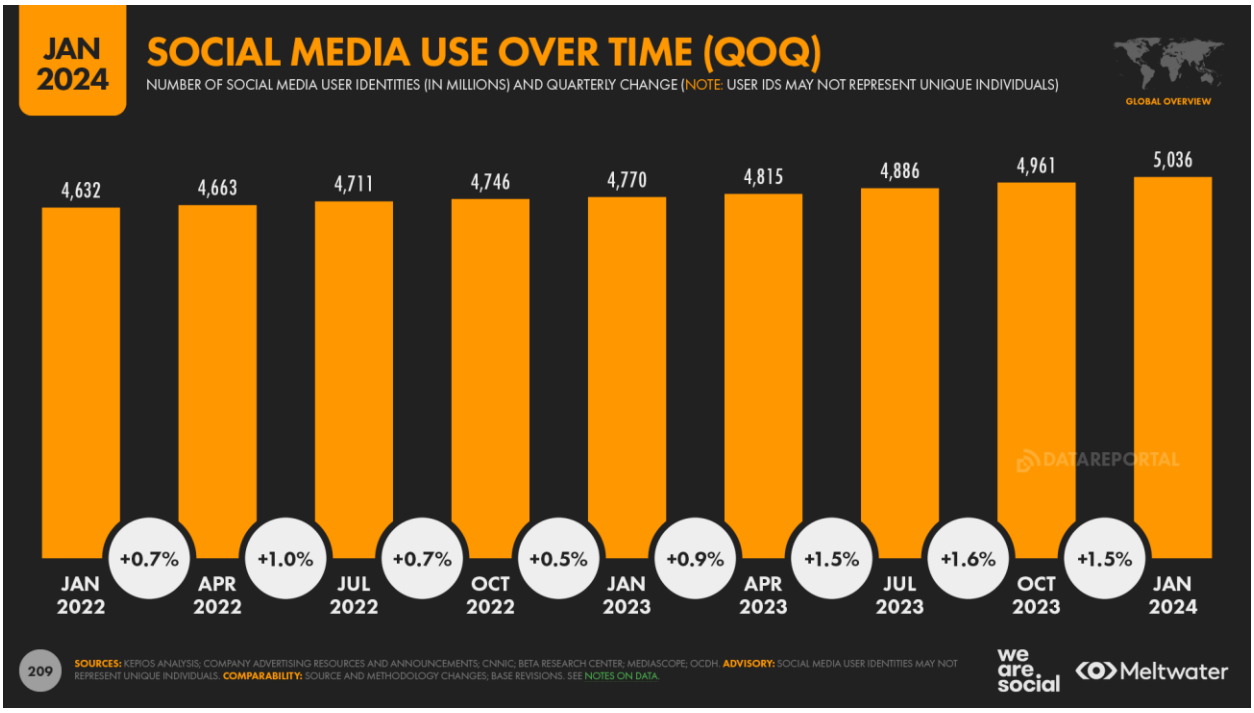
Hootsuite is the leader which is established globally in social media engagement and we are social they led the creative agency release digital reports annually where they highlight digital trends and social media.



As per the data, the global population consists of 8.08 Billion out of which 5.61 Billion is the active SM users, which pose a large number and attractive figure for marketers to showcase their products. As compared to the previous years the data has been improved by 4.1 percent in the enhancement of active social media users identities. The data indicates that individuals dedicate an average of 2 hours and 21 minutes to social media, reflecting an increase rate of 6.8 percent in the average number of platforms utilised by users.



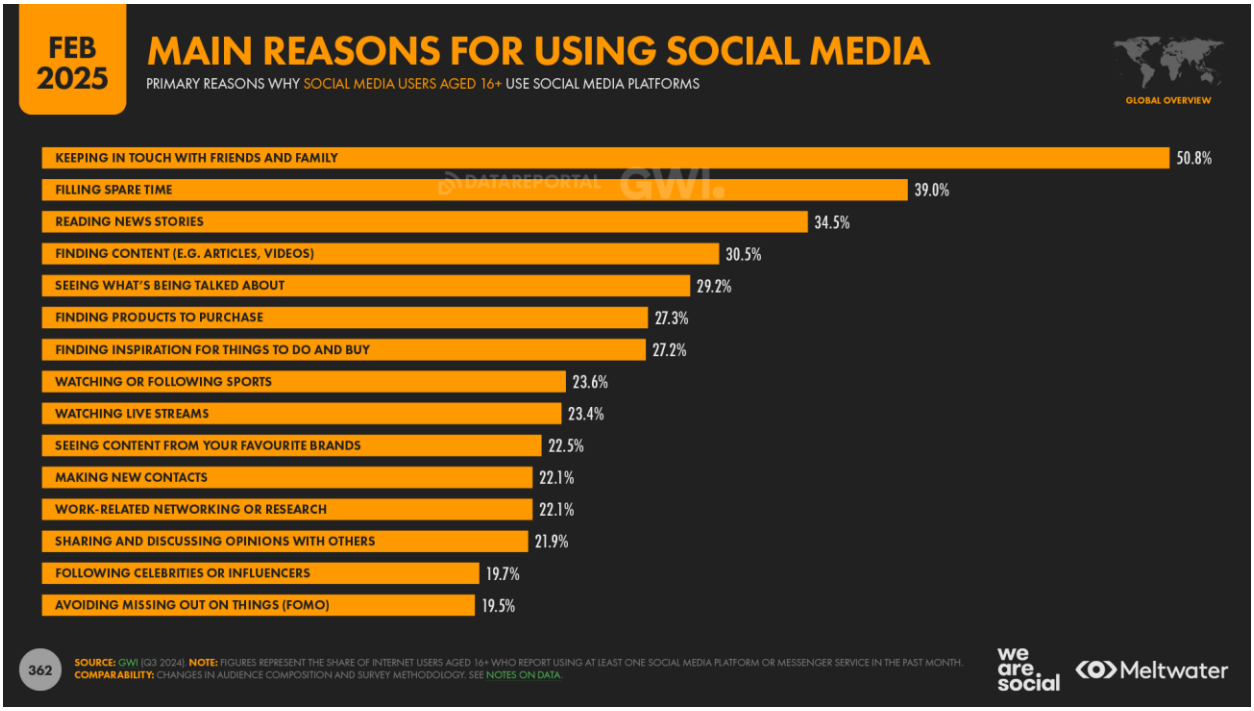
The internet user growth rate throughout time, from January 1991 to January 2024, as depicted in the following diagram. By 2022, There will be over 5 billion internet users globally. When the first website went up in August 1991, there were less than 4 million individuals on the internet worldwide, but internet usage skyrocketed over the next 10 years. It was probably about 2005 that the billionth user signed on to the internet, It took just six years for that figure to climb to two billion. Fewer than five years later, in the early 2015, the worldwide count surpassed 3 billion, a milestone we reported in our Digital 2015 Global Overview Report (though do keep in mind that we've altered some of our historical statistics - as well as our reporting methodology - since releasing that report).



The data shows that the overall number of users worldwide has increased by 7.5 percent annually, and an additional 326 million users have joined during the past 12 months, bringing the total to 5.03 billion by the start of January 2024. As usual, this data may not apply to particular individuals, but it does demonstrate that far over 90% of internet users now visit social networking sites at least once a month. Furthermore, the data indicates that over 75% of all people on Earth who can utilize social media currently do so, which may help to explain why growth rates have started to drop if we concentrate on "eligible" audiences who are 13 years of age and older.

There are various reasons why individuals use social media. According to the researches (Ali, Bicho 2018), they described the use of SM for CSR communication purposes. Companies use social media to communicate with their target audiences. Furthermore, users utilize social media for entertainment, gathering useful information, and expressing their opinions. Respondents believe social media is a dependable way to communicate CSR initiatives and engage stakeholders. Customers feel that communicating CSR initiatives through SM has a beneficial impact on buying habits. (Sharma, Rehman 2018) also provided the utilization of SM into several purposed such as getting product information, knowledge, customer support system and sales promotion. Moreover, it also helps marketers to expand their networks, generating brand awareness, With the introduction of social media, conversation of consumers about the brand with one another and

conversation with the brand is proliferating. Moreover, they also provided the fact that with increased Internet penetration and the younger generation's addiction to the online environment; we can fairly predict that social media usage in India will skyrocket in the coming years. This will undoubtedly increase the opportunity for marketers to better understand social media platforms and target customers. (Appell Grewal & Hadi & Stephen 2020) highlighted another usage of social media which is having viral impact that it can be used as a political tool but several factors needed to be taken care like trust issues, privacy, leakage of data, if one wants successful implementation of social media usage. As per the hootsuite digital report, till Feb 2025 the main reason of the generation to utilize SM is given below:

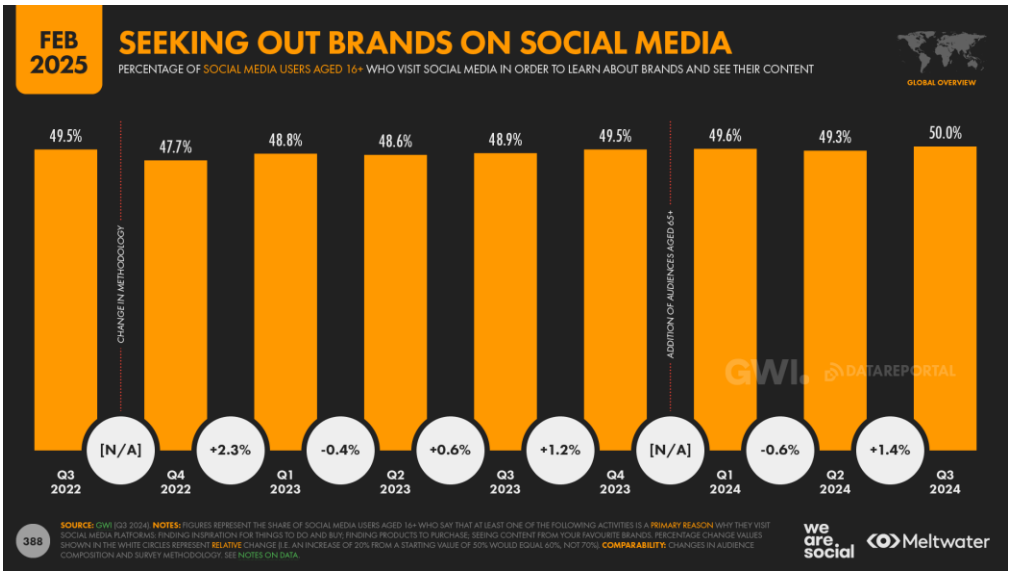


Reasons for the utilization of social media

Social Media for brand search

SM platform has provided several features to the people to search and explore the brands, products and services and then act accordingly whether they want to conduct transaction or not. Marketers are using SM as the powerful tool to reach their target audience and hit the sales. On the contrary, it has become a wider choice for the customer to choose from. (Rafiq, Javied 2019) revealed that companies should use social media very carefully as this is the most powerful tool to promote their

product, retain existing customers and get new customers and finally increase their sales. Moreover, people are utilizing social media not only for fun and entertainment purpose but also for obtaining information about the brand. Marketing managers are advised to employ contemporary digital marketing tools, like as social media, to draw in new customers, as these approaches are more effective, quicker, and less costly than conventional marketing techniques. (Sharma, Bhatt 2018) Businesses, especially those in e-commerce, take advantage of social media's advantages by advertising their goods on multiple social media platforms, interacting with customers directly on social media, and creating demand for their product by including a "Shop now" button. With the increased usage of social media, a variety of variables impact customers when they make direct purchases on social media. This often results in consumer searching brands on the social media. Now the data supported these studies as Hootsuite provided that Half of all adult users now visit social media sites to learn more about companies and view the material they provide.



1.7 Perceived Risk

Internet has become the part of day to day life of every individual as it helps to ease the customer experience in the form of purchase goods and services but there are certain risks that are associated with it. The rise of online transactions has been seen after the advent of demonetization implemented in 2016. Now, many individuals are conducting paperless transactions with the help of UPIs, online banking. As a result, loss of transactions occurs. The goods may also fall short of

the specifications shown on the internet, such as its colour, shape, and perspective (Dai et al., 2014). The perceived risks associated with online purchases have become a vital area of study, as they directly influence consumer attitudes towards online shopping and significantly impact shopping behaviours (Ariff et al., 2014). Customers should expect to face some amount of risk when they desire to make an online purchase. However, because many online retailers are now grappling with market concerns that will have an impact on their transactions and profitability, the perceived hazards of online purchase have not been properly described. Chiu, Wang, Fang, and Huang (2014) demonstrated that perceived risk influences the connection between hedonic qualities and repurchase intention in the online context, while it does not affect the relationship involving utilitarian characteristics. This indicates that as perceived risk increases, the association between hedonic elements and the intention to repurchase a product becomes more pronounced. Although the Internet offers numerous benefits to users, there are inherent hazards with each online transaction (Masoud 2013). Perceived risk stands out as a significant factor affecting online purchasing behaviour (Chiu, & Huang, 2014, Additionally, it is a significant driver of consumer behavior. (Hong, 2015).

1.8 Trust

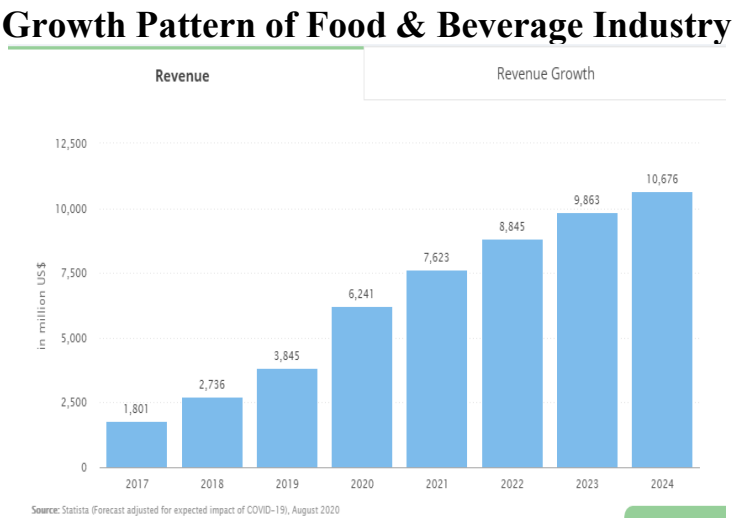
Trust is the key element which has been developed by consumers while committing transactions from social media. There are many factors on which consumers have trust issues on the products on social media. It is the duty of marketer to design a strategy which not only maintain offline trust but also build and gain trust of consumers while they purchase any product with the help of social media channels. Different researches conducted in past had study the trust factor and come up with their own methodology. (Hajli, 2014), had studied the impact on the user's trust and their intention to purchase. They conveyed that through social media channels, many people communicate online and have discussions which generate trust in e-commerce transactions. Their research showed that users of social networking sites laid the interaction towards each other through the use of platform such as information exchange, which helps in developing trust and they willing to purchase.

(Nizar & Janathanan, 2018) also took the trust factor in their study and generated some useful facts. Due to no physical interactions with the seller in online transactions, so it unable to evaluate the product and the identity of seller. Moreover, the increasing cases of spam and hackers possess negative trust traits among buyers. In contrast, consumers those who are using internet for the

number of years have generated more trust on online platforms as compared to the rookie. Some consumers had mistrust in the form of difference between the item ordered and item delivered to them. Appel et al., 2020) also explained about different patterns of trust issue behavior in their paper. Consumers develop some sort of trust on the brand being recommended by celebrities. They also commented that specific strategies and initiatives need to be undertaken by the marketers, build transparency and subsequent trust. Moreover, they conveyed to the future researches People's trust in SM is declining. Concerns regarding information privacy are escalating among users, leading to a shift in distrust from social networking services to brands, ultimately jeopardising the reputation of companies. Despite the growth of social media, consumers still are reluctant to purchase goods online due to lack of trust as provided by different authors (Stouthuysen et al., 2018). Moreover, trust seems to be the crucial element when it comes to be the business strategy which is going to apply online because it weakens perceived risk (Bauman and Bachmann 2017). According to the authors brand trust play a key role in the organization's success.

1.9 Brand Equity

Keller (1993) articulates BE as the differential influence of knowledge of brand on customer response to brand marketing. According to the Cobb-Walgren et al. (1995), customer preferences boost a company's brand equity, which leads to a bigger market share and more profitability. Thus, it is thought that brand equity offers several benefits (Farquhar, 1989; de Mortanges and van Riel, 2003); moreover, managers and scholars should do study on creating a high-equity brand (Keller, 1993; Aaker, 1996). A key strategy for maintaining long-term competitiveness is to comprehend a brand's meaning from the perspective of the consumer; this is known as customer-based BE. The customer's expectations and views are reflected in the four brand equity components listed above. Proprietary brand assets are unrelated to consumer-based brand equity, although they are. Extensive studies have examined the significance of brand equity in influencing consumer purchasing choices, other studies suggest that individuals buy a brand's products not just for their utility or quality, but also for tahe brand's value and symbolic significance. Individuals who exhibit strong brand loyalty tend to share their positive experiences, provide favourable recommendations, and impact both their own and others' purchasing decisions Tiago & Veríssimo, 2014.



As per the figures provided above, it can be clearly seen that there is a huge scope in prospering effective digital marketing strategies in the F&B sector and to understand the consumer behavior by providing variety for example displaying the products online for consumer choice will be an effective promotion strategy and strengthing the products with the presence on social media.

1.10 Critical Synthesis

Social media's rapid development has changed how businesses interact with customers and impacts their decisions to purchase. Prior research has repeatedly shown that social media marketing practices impactw consumer engagement, information sharing, electronic word-of-mouth, and brand communication, all of which have a positive impact on consumer purchase intention (Hajli et al., 2014; Hajli et al., 2017; Takaya, 2019; Manzoor et al., 2020). Similarly, researches have shown that a key psychological mechanism by which SMM affects consumer behavior is consumer trust (Aydin et al., 2014; Oktriyanto et al., 2021; Salhab, 2023). Similarly, it has been discovered that perceived risk increases customers' uncertainty about online transactions, which has a negative impact on both customer trust and PI (Pavlou, 2003; Hong & Cha, 2013; Indiani et al., 2015). Even though these studies have made a significant contribution to our understanding of online consumer behavior, their conclusions have mostly come from the e-commerce, online retail, banking, hospitality, and skincare sectors, which can be very different from the food and beverage industry's purchasing cycle.

Although food and beverage companies in India are increasingly using social media marketing, there is little empirical data on how SMMP, perceived risk, trust, and brand equity all work together to affect consumers purchase intentions in this industry. The majority of earlier research has either looked at these factors separately or concentrated on direct connections, paying little attention to an integrated framework that concurrently explores the moderating role of brand equity and the mediating role of customer trust (Takaya, 2019; Oktriyanto et al., 2021; Salhab, 2023). Additionally, studies from other sectors may not fully account for the specific aspects that impact consumers decision-making in the food and beverage business, such as perceptions of product quality, risk, word of mouth, online reviews, and brand interactions. Thus, by addressing the theoretical gap (integrated examination of social media marketing practices, perceived risk, trust, brand equity, and purchase intention) as well as the contextual gap (Indian food and beverage industry), the current study expands the body of existing literature and offers insights for all consumers, marketers and researchers.

Chapter Scheme

Chapter 1 – Introduction

This chapter delineates the study project and establishes the framework for the subsequent chapters. The document provides a comprehensive overview of the research context, detailing the study's aims that will elucidate its requirements, and ultimately defining the study's objectives.

Chapter 2- Literature Review

It gives a robust and extensive review of the previous papers written by authors with respect to social media marketing practices, perceived risk, trust, brand equity and purchase intention. All the concepts have been discussed in detail. It explained the relation between these constructs and how several authors defines each term in detail. Moreover, it aimed to provide the research gaps being proposed by various authors with respect to the study with the help of which aim of my study will be defined and finally the conceptual framework were defined and hypothesis were formulated

Chapter 3- Research Methodology

It explains the methodology adopted of research. It describes the philosophy of research, different approaches of research, classification of research and research design. Moreover, it explained the

data collection techniques, sample size i.e how the sample of the study has chosen for the research, sampling unit in detail. Moreover, this research had also explained sampling technique. The results of the pilot study are also explained and data analysis method chosen for the study. (Validity, reliability, EFA, CFA, SEM, model fitness and mediation)

Chapter 4- Data Analysis and Interpretation

This chapter provides details analysis of the study with the help of prepared data and the conclusions in detail.

Chapter 5- Findings, Recommendations, Conclusion

This chapter outlines the conclusion, recommendation and discusses the practical implications in social and managerial perspective. This chapter provides conclusions from data analysis results and identifies the contribution to literature. Finally, it will elaborate with scope for future research of this research.

Chapter 6- References

This chapter gives references to the researches being investigated to find gaps and comprehend the issue.

CHAPTER 2-

Literature Review

2.1 Overview of Social Media Marketing and Its Growing Importance in the F&B Industry

SM marketing has become an essential tool for businesses across industries, and the F & B industry is no different. The proliferation of digital places has changed the way companies communicate with their consumers, particularly in the fast food market, which lives on visual appeal, sensory engagement, and changing consumer preferences. According to Gupta, Sajnani, and Gowreesunkar (2023), social media platforms have revolutionized marketing strategies by enabling real-time engagement, fostering brand loyalty, and enhancing consumer experiences through interactive content. With the exponential growth of SM users worldwide, the F&B industry has capitalized on these platforms to reach broader audiences and cultivate a strong digital presence (Jamgade, S., and Parsa, M., 2024).

The visual nature of platforms like Instagram, Facebook, and Pinterest aligns seamlessly with the aesthetic-driven marketing strategies of the F&B industry. Sharing high-quality images, behind-the-scenes videos, and user-generated content has proven to be effective in engaging consumers and creating emotional connections with brands. Kumar and Kumar (2022) highlight that visual storytelling plays a critical role in enhancing customer satisfaction, as consumers are drawn to visually appealing content that reflects a brand's authenticity and creativity. This trend underscores the significance of aesthetics in the F&B industry's marketing efforts, as visually compelling content influences consumer preferences and purchasing decisions (Singh, S., Raj, 2024).

The development of marketing through influential people has become an essential approach in the food and beverage industry. Influencers, particularly those with a niche focus on food and lifestyle, possess the ability to build trust and credibility among their followers. Singh and Goel (2022) argue that collaborations with influencers amplify brand visibility and encourage consumer trust, making social media marketing a cost-effective yet impactful tool for F&B businesses. These collaborations often result in increased brand awareness and customer engagement, particularly among younger demographics who rely heavily on digital platforms for recommendations and reviews.

Social media marketing also enables F&B brands to leverage real-time data analytics, providing insights into consumer behavior, preferences, and feedback. Platforms like Twitter and Facebook allow businesses to monitor customer sentiment, address grievances promptly, and adapt their

strategies accordingly. As noted by Randhave (2021), this data-driven approach empowers F&B businesses to optimize their marketing campaigns and tailor their offerings to meet evolving consumer demands. This adaptability is crucial in an industry where trends shift rapidly, and customer expectations continue to rise (Kaurav, R. P. S., Tiwari, P., Baber, R., and Kainthola, S., 2024).

Post-pandemic, the reliance on social media marketing has intensified as the F&B industry seeks to recover and rebuild. Lockdowns and social distancing measures have driven consumers online, accelerating the adoption of digital marketing strategies. Munjal and Sharma (2021) note that online platforms have become lifelines for F&B businesses, facilitating online orders, delivery services, and virtual dining experiences. The pandemic underscored the importance of having a robust social media presence, as brands with strong digital strategies were better positioned to navigate the challenges posed by the crisis (Mukherjee, J., 2024).

Relevance of the Study to the National Capital Region (NCR) of India

The (NCR) of India, encompassing Delhi and its surrounding areas, represents a thriving hub for the F&B industry. With its diverse population, cosmopolitan culture, and rapidly evolving consumer preferences, the NCR offers a unique landscape for studying the impact of SMMP in the F&B sector. According to Singh and Sharma (2023), the region's F&B market is characterized by a blend of traditional and modern dining experiences, making it an ideal setting for exploring innovative marketing strategies.

The NCR boasts a significant concentration of tech-savvy consumers who actively engage with digital platforms. Gupta et al. (2023) highlight that the region has provided the upgradation in social media users, driven by increased smartphone penetration, affordable internet access, and a growing preference for online interactions. The ongoing digital transformation has opened numerous avenues for F&B businesses in the NCR to engage with their target audience via SMM. Platforms like Instagram and Zomato greatly impact dining preferences, as Individuals are gradually depending on reviews that are posted online, given ratings, and visual content to inform their decisions.

Moreover, NCR's dynamic food culture, ranging from street food to fine dining, provides a fertile ground for social media-driven campaigns. Kumar and Garg (2022) emphasize that the region's

F&B businesses have embraced SM as the tool to showcase their offerings, highlight unique selling points, and differentiate themselves in a competitive market. For instance, campaigns promoting regional cuisines or sustainability initiatives resonate strongly with NCR's diverse consumer base, further highlighting the potential of SMM in this context.

The study focuses on the NCR is also relevant given the region's role as a trendsetter in India's F&B industry. Munjal and Sharma (2021) argue that marketing innovations introduced in the NCR often influence strategies adopted by businesses in other parts of the country. By examining social media marketing practices in this region, the study will provide insights that can inform the broader F&B industry's approach to digital engagement.

Additionally, the NCR's status as a major economic and cultural hub underscores the importance of understanding consumer behavior in this region. Singh and Goel (2022) note that the region attracts a diverse demographic, including students, professionals, and expatriates, each with distinct preferences and expectations. Social media marketing enables F&B businesses to cater to these varied audiences through targeted campaigns, personalized recommendations, and interactive content. By leveraging the power of social media, businesses in the NCR can enhance customer experiences, foster brand loyalty, and drive growth in an increasingly competitive market.

SMM has become a cornerstone of the F&B industry's success, offering unparalleled opportunities for engagement, visibility, and growth. The research's emphasis on India's NCR is contemporary and relevant, since the area exhibits digital platforms' groundbreaking influence on buying habits and marketing techniques. By researching SMM techniques in the NCR, this study hopes to add to the knowledge of how F&B businesses may harness the potential of SM to prosper in a dynamic and digitally related world. B. M. et al. 2024.

Recent Trends in Social Media Marketing for F&B

SMM has revolutionized the (F&B) industry, offering innovative ways to engage consumers and drive brand loyalty. Recent trends have highlighted new strategies, platforms, and consumer expectations that shape the F&B marketing landscape. This section explores these trends, focusing on emerging practices like short video content, influencer marketing, personalization, augmented

reality (AR), and the evolving demands for authenticity and interactivity (Godey, B., Manthiou, and Singh, R., 2016).

Emerging Trends in Social Media Marketing

Short Video Content

Short video formats, such as Instagram Reels and YouTube Shorts, have gained prominence in F&B marketing. These formats allow brands to create visually appealing and engaging content in a condensed timeframe, ideal for showcasing recipes, BTS processes, and product launches. Research suggests that short videos are more likely to go viral, enhancing brand visibility and fostering consumer engagement (Tee, 2022). For instance, brands that share quick tutorials or showcase unique culinary creations are more likely to capture consumer interest and influence purchasing decisions.

Influencer Marketing Dynamics and Micro-Influencers

The significance of influencer in the food and beverage industry has shifted, with businesses increasingly working with small-influencers. With their tiny but heavily engaged following, micro-influencers provide customers with an impression of authenticity and relatability. Studies by Ipekoğlu and Enser (2024) highlight that influencers have the power to drive F&B trends through viral challenges, hashtags, and product endorsements. This approach is particularly effective in targeting niche markets and creating a community of loyal customers.

Personalization and AI-Driven Recommendations

Artificial intelligence (AI) has transformed social media marketing by enabling personalized consumer experiences. F&B brands now leverage the algorithms of AI to analyze consumer preferences and behavior, delivering tailored content and recommendations. For example, Nguyen (2024) underscores how coffee stores and restaurants in Finland use AI-driven SM strategies to retain customers and improve brand loyalty.

Integration of Augmented Reality (AR)

Augmented reality (AR) is emerging as a game-changer in F&B marketing. AR allows consumers to visualize menu items or virtually explore a restaurant's ambiance, bridging the gap between digital and physical experiences. Silberschneider (2018) emphasizes the potential of AR in creating immersive marketing campaigns that elevate consumer engagement. For example, AR features on apps enable users to "try" products visually before purchasing, fostering a deeper connection with the brand.

Consumer Expectations in the Digital Era

Demand for Authenticity and Transparency

Today's consumers value brands that demonstrate authenticity and transparency in their marketing practices. Research by Montgomery and Chester (2009) highlights the increasing demand for ethical marketing, with consumers seeking brands that align with their values. In the F&B sector, this translates to sharing honest stories about ingredient sourcing, sustainability initiatives, and cultural heritage.

Preference for Interactive and Experiential Content

Interactive and experiential content has become a cornerstone of successful F&B social media campaigns. Features like live streaming, polls, and interactive stories enable brands to engage directly with their audience, creating a sense of community. Studies by Bragg et al (2020) show that users are likely to understand and act upon marketing messages when they are part of an interactive experience. For example, brands hosting live cooking sessions or "behind-the-scenes" events have reported higher engagement rates and increased customer loyalty.

Impact of Social Media Marketing on Consumer Behavior

The COVID-19 pandemic brought about substantial changes in consumer behaviour, intensifying the reliance on social media for F&B marketing. Tee (2022) observed that during the pandemic, the Klang Valley in Malaysia saw a surge in social media as a primary promotional channel for F&B brands. This shift created opportunities for brands to connect with home-bound consumers through digital platforms, influencing their purchasing habits and brand preferences. Social media

served as a bridge for consumers seeking comfort, convenience, and connection during uncertain times.

Viral marketing tactics, such as the use of trending hashtags or user-generated content, gained traction, leading to heightened consumer engagement. Furthermore, emotional factors such as nostalgia, cultural ties, and shared experiences influenced customer behavior. The findings emphasize the transformational impact of social media in altering consumer sentiments, especially during times of crisis. (Jashari, F., and Rrustemi, V., 2017).

The recent trends in social media marketing have reshaped how F&B brands interact with consumers. Emerging practices like short video content, influencer collaborations, personalized recommendations, and AR integration demonstrate the innovative ways brands are capturing attention and fostering loyalty. Concurrently, the demand for authenticity and interactive experiences underscores the evolving expectations of modern consumers (Kumar, J., Garg, A., and Rasoolimanesh, S. M., 2022).

These trends highlight the critical role of S M as a dynamic marketing tool in the F&B industry. As brands continue to adapt to these changes, understanding consumer behavior and leveraging innovative strategies will remain essential for success in a competitive and rapidly changing digital landscape (Munjal, S., and Bhushan, S., 2017).

2.2 Social Media Marketing Practices

The F&B field is rapidly using SM as a marketing tool to engage customers, establish brand loyalty, and increase sales. Social media platforms' dynamic and interactive nature has altered traditional marketing techniques, enabling chances for food and beverage firms to engage with their consumers in creative ways.

For the successful implementation of online marketing, role of social media plays a crucial role (Irfan et al 2018). Before elucidate about the social media marketing practices, let us understand about the Social Media. Examples of these platforms include blogs (like Tumblr), wikis (like Wikipedia), SM sites (like Fb, X, LinkedIn), and sharing websites (like YTube, Ins). According to (Kapoor et al 2018) The many user-driven platforms that make up SM encourage the sharing of engaging content, the initiation of dialogue, and comm with a wider audience. In essence, it is a

digital platform created by and for the general public that fosters networking and interactions on a variety of platforms. According to (Subramanian 2017) various facets of life have been impacted by the utilization of SM which resulted in inter-personal communication. Humans are social animals and they require someone to interact, communicate and share their feelings. Social media solved their purpose by providing a platform that helps them interact with the advancement of digital and mobile applications. To extend the study further, (Harikrishnan and Singh 2018) provided the fact that people born after the 1990s are seen as dependent on social media for different reasons such as communicating with friends, making notes for college, and following fashion and trends. This provides a vast scope for marketers to earn money online by promoting products/services online. Businesses use social media to proliferate their performance to accomplish the business objectives of increasing sale. According to (Nawi, Mamun, Nasir, and Muniady, 2019), They identified a social media platform for students to sell the P&S and interaction and make connections with customers.

(Akram and Kumar, 2017) discussed the both-sided impact of SM on society in which they have underlined where people are using SM and the impact on different sectors such as SM and its impact on medical health, business, education, society, and its impact on teens. A a robust study they provided a detailed view about its positive and negative impact. Finally, they said that social media has become routine of several people living in the community especially teens. Youths are in regular touch with social media. This provides an opportunity for marketers and businesses to grow and prosper. Moreover, it has some positive side such as advertising of business, usage of social media for noble causes, and help in laying communities. Additionally, it helps in the education of the students, learn and grab notes from different source, getting information etc. Another side of SM has been shown by (Mukherjee and Natrajan, 2017) they provided social media as a cost-effective way of corporate communication which is helpful to connect team members to collaborate to work on projects. Moreover, the use of SM to tackle difficulties has favorable relationship with project success, namely team diversity, team dynamics, work allocation, technological adoption and alter, decision-making and social component. There are several tools that can be used as per the need and want for the communication on social media nad it proved that utilization of social improved the organization communication for the working with virtual teams. (Beig and Khan 2018) studied the SMM impact on brand experience by taking the apparel industry and social media such as Facebook. He also provided that marketing managers are

actively utilizing the social media for the promotion of their brands online. (Rafiq and Javied 2017) attempted to evaluate the influence of SM on customer purchasing choices and offered the results that social media has gained popularity over the previous decade and has become a center point for marketers for promotion. Social media helps to connect people living at far distance, ease the communication. This encourages companies to obtain information from the customers in the form of direct interaction via feedback. So that companies can develop marketing strategies accordingly. Social media is a very cheap marketing technique to reach out the potential customers and advised companies to adopt advanced digital marketing techniques for promotion.

Since, there are different studies providing the fact that social media can be utilized for marketing efforts, to sell goods and services online and generate revenue. (Sharma and Rehman 2018) studied the brand and how they utilize social media for the communication and concluded that users are giving less attention to the traditional media and giving time, impression and attention to media i.e new. The current target of the firms in SM is face book and twitter but now companies are shifting to the other media such as Pinterest, Insta etc. With significant evolution in SM use, companies has been working hard to figure out how to effectively profit it. However, ways that customers perceive online SM implies that firms must emphasise interaction and a feeling of community in addition to the usual marketing guidelines. Because the implication of SM is dynamic, sellers must know that it demands proactive participation as well as analyse both sides of the coin good and bad. Additionally, the researchers noted that previous studies lacked the integration of social media strategies with traditional media. In addition to traditional media, the emergence of new/unusual media channels has occurred. Online channel is almost always beneficial only when it supplements current traditional media initiatives. Another place where social media can be used and provide effective results is the CSR i.e Corporate Social Responsibility. (Ali, Bicho and Zarco 2015) defined that individual utilize newly collected data for getting information so that they can express their opinion. Moreover, they provided that numerous respondents believe that social media proves to be the best marketing tool to communicate with the stakeholders by providing transparent information. Moreover, they also communicate to use digital media to strengthen the relationship with their stakeholders. Social media is not a new concept, it has been growing since decade and different researchers provided their point of view on how it impacted the customers. (Hajli 2013) tried to define the impact of SM on customers. Results demonstrated that SM plays a critical function in influencing the consumer, and trust played an essential influence in the purchase

intention of customers. Customer exchange their knowledge, inputs and experiences with different users and have simple use each other data. Social media marketing utilizes by the company has +ve and -ve impact on the customer buying behavior. (Asma and Misbah 2018) studied about the impact of the marketing done by social media managers online affected the buying behavior of consumers. They clearly provided that marketing process started by SM impacted consumers and businesses. The outburst of social media in the market has forced the marketers to think beyond traditional channels and move towards online media. Consumers are more empowered in the modern age marketing because of the power delivered by the social media in the hands of consumers. SMM has provided customers with a huge level of accessibility and transparency of important information that is not only diverse but also available at a faster rate. There are many authors who started earlier when social media was not in fashion such as in the year 2010, 2011. One such authors (Asaad, Gomez 2011) attempted to uncover potential and hazards related with social media marketing, as well as how social software may be used to better marketing. One of the most important success criteria for social software is involving its users and assessing their requirements on a individual level by promoting passionate participation and listening to their wants. Moreover, (Kaushik 2012) provided that growing popularity of social media is compelling marketers to consider the online channels for marketing purpose along with traditional marketing areas. They clearly mentioned that social media in the future will show boom and there would be no going back. Social media in the future will try to fill the gaps arising between the marketers and consumers because they are trying to gain trust of the clients, managing interactions with them by targeting the right audience. (Vinerean, Cetina, Dumitrescu & Tichindelean 2013) provided that social media helps in communication of the brand knowledge to customers. Four categories of social media users were identified: Watchers and Listeners, Expressers and Informers, Networkers, and Engagers. Users' decisions to make purchases were significantly influenced by their level of trust. According to Hanaysha (2017), SMM contributes to the impact of promotion, price, and responsibility of society strategies on satisfaction of customer.

(Nizar and Janathanan 2018) studied about the digital marketing impact on purchasing power of consumers. SM advertisement is proliferating these days and it is engaging people to purchase goods and services. Customer satisfaction is achieved by providing product information and maintaining the quality of the product. Almost every industry is impacted with marketing efforts with the assistance of SM. Similarly, food and beverage industry marketing experts are utilizing

SM to promote the products. According to Perumal, Krisnan, and Halim (2017), the food and beverage business has a role in social media marketing. They also looked at the elements that affect the industry's use of SM as a marketing tool. Ultimately, the study determined that various elements of social media marketing, including brand awareness, information platforms, feedback, and customer retention, significantly impact the utilization of S M within the food and beverage sector. Every F&B Company needs an information platform to engage with existing and new clients. SM is a place where people can exchange information with one another, which is why F&B firms should always maintain their social media sites with the most up-to-date information. It is often known that one of the most ubiquitous factors influencing learning and achievement is feedback. Businesses may use SM to upgrade their image of a brand and promptly address consumer inquiries and comments, which customers look forward to.

The starting of SMMA has been defined by (Kim & Ko 2012) that described SMMA of luxury brands using the parameters such as interaction, trendiness, entertainment, customization, and WOM. Consumers regard SM actions by brands to have different values when compared to traditional marketing performances. V equity, RE, and BE were used to define customer equity in this study, which examines how social media marketing initiatives improve it.

Now, SMMA may be classified into various dimensions: trendiness, customization, and Word OM (Gautam et al 2017; Godey et al. (2016). In this study conducted by (Godey 2016) they checked the SMME and its influence on BE specifically and behaviour of consumers. The studies carry forward the scale taken by the (Kim & Ko 2012) of the SMMA. They defined that entertainment, interaction and trendiness has a major influence than customization and WOM. We have done in depth understanding above on the social media marketing. As per (Elaydi, 2018) SM marketing can be defined as the best strategy undergone by business which are successful to create the customer network online. (Bilgin 2018) defined that Social media as an integral part of the consumer’s day to day life. Although, Bilgin also used the SM marketing activities factors i.e customization, interaction, trendiness, entertainment, and advertisement. Moreover, this research conducted that Customization and entertaining is the most important social media marketing efforts. Trendiness and interactivity are seen as the least significant social media marketing strategies by consumers. Due to the perception that trendiness and interactivity are necessary for social media communication, consumers may not have given these elements much weight.

Research by Kim & Ko 2012 and Seo and Park 2018 indicates that entertainment plays a significant role in SMM campaigns. Nevertheless, based on Seo and Park's (2018) results, Tnd is the most ubiquitous factor for consumers in SMM efforts. This study's findings differed from those of previous studies tries to understand the SMMA. SMM efforts is ubiquitous awareness tool for reminding that keeps customers in their mind. The author used the social media marketing. (Sanny 2020) used the SMMA dimensions such as trendiness, entertainment, word out mouth, customization, interaction and one another dimension which has been utilized in the previous researches i.e advertisement and provided that when certain skincare firms use social media marketing, they value advertisement and entertainment by using the SM platforms Instagram, YouTube, FB and X. The study conducted by other researchers in several years using the dimension social media marketing activities has studied the impact with several other dimensions to measure. (Laksamana 2018) studied the impact of SMM with other variables i.e brand loyalty and purchase intention by keeping the items already provided in the developed scale such as Ent, Int, Trendiness, Custom and Electronic WOM. Moreover, they have suggested taking different industries to identify the influence of SMMA. Given the modern-day shift in communication methods, the growing popularity of SM, and FMCG industry, SMM is becoming increasingly important, and FMCG companies need to start incorporating it into their entire strategies of marketing. But we found something really surprising. We were unable to identify an investigation that studied the impact of SMM initiatives on the FMCG company. (Ajia, Nadhilaa and Sanny 2020) studied the impact of SMM in tea industry (FMCG) using the portal Instagram. (Wijayaa, Sulistiyanib, Pudjowatic, Kartikawatid, Kurniasihd and Purwanto 2021) they conducted a study in the smartphone industry where they try to understand the role of SMM and its dimensions on the PI of the customers, where they concluded that e-wom communication has the significant impact on the PI. Because once a consumer buys a product, they will recommend it to others based on the perceived benefits they have personally experienced. YouTube advertising and social networking sites like FB, X, and INS will have an impact on product sales. While most research has focused on social media sites like FB, Ins, YT, and X, some studies have also looked at other well-known sites like Tiktok. (Dayoh, Widyarini and Agrippina 2022) had studied the effect of activities conducted in SMM on the intention to purchase. It has been established that SMM efforts have no discernible and beneficial influence on purchase intent. (Choedo and Lee 2020) also studied the dimension social media marketing activities with its five subs such as Int, Trendi, Ent, Cus and E-

WOM in the Korean Cosmetics Industry and they said that SMMA played a crucial role than traditional marketing on brand equity, intention to purchase which helps the cosmetic industry to forecast about the customers in a more efficient way.

Negative effects of social media

(Subramanian 2017) said that digital media have reduced the people's personal interaction. Moreover, it has shifted the marketing efforts of promotion as well. Moreover, (Harikrishnan and Singh 2018) said that since teenagers are so much dependent on social media, it can lead to negative implications. They strongly recommend to the government to ban the unwanted websites to make their citizens away from the website. Moreover, it is advisable for the parents to keep an eye on the activities conducted by their children on the social media. (Akram and Kumar 2017) provided a clear and robust study of the negative impact of SM on society such as it makes the distorted body image of the individuals, risky sexual behavior of the community, scoring of marks are very low in school followed by cyber harnessing hacking, addiction, fraud and scams. Additionally, it has also reduced human contact in real life, wastage of time, loss of motivation into the individuals. (Asaad, Gomez 2011) provided several risks associated with the SM marketing such as SM can distort the image of company as it can spread bad news as well and make it viral and companies should be able to hire professional who can deal with these kinds of issues effectively. Additionally, users are sometimes afraid to share some of their sensitive information with businesses.

2.3 Perceived Risk

PR is the level of both uncertainty and consequences or probability of loss and consumers who are extremely risk adverse evaluate items and brands in terms of possible losses more than those who are less risk averse (Peter & Ryan 1976). Several authors defined perceived risk as per their own research and taken different sub variables of PR as per the relevancy of the study. Customers' perceptions of danger increase with the amount of dangers they believe there to be. (Laroche et al. 2005) negative insights of unpredictability and changeability of the acquired items were defined as perceived risk. Despite the Internet's increased acceptability, online transactions are still considered as riskier than traditional sales. According to Schierz et al. (2010) PR can be defined as the losses that are expected. Now to understand the perceived risk in detail with intention to

purchase, another authors (Kim and Lennon 2013) defined that perceived risk is the variable that impacts the behavior of consumers because in the online world, several unknown risks are associated and found by researchers. Moreover, researcher found that PR is more in online shopping as compared to offline context. (Akhlaq and Ahmed 2015) also studied the variable PR to study the factors that associate with the shopping intentions occurred online. Buyer perceives the risk of being fooled by online retailers as per the authors. Zhao et al. (2017) studied the variable perceived risk with reference to online intention to purchase in the agricultural items. He studied the variable of perceived risk with another variable perceived value to study the intention to buy of products in agriculture. Han & Kim 2017 also explained the perceived risk to understand towards the trust and PI in e-commerce website. They tried to find the role of different sub dimensions of PR towards the PI. (Nawi, Mamun, Nasir, Muniady 2019) highlighted that risk is a major issue influencing the use of SM as a business platform.

Several researches had taken different types of PR in their researches. The scale has been developed and tested by various authors. (McCORKLE 1990) in his study tried to analyse the PR in the mail order catalogue shopping with the dimensions of financial loss, time-loss risk, societal risk, performance risk, and source risk. (Miyazaki and Fernandez 2001) also studied the perception of consumers with the help of different categories of PR dimensions such as security risk, privacy risk, and system security risk. This study provides that internet experience may lead to decreased risk perceptions of online buying and less particular worries about system security and online store fraud, but it may also lead to increased concerns about online privacy. (Kim and Leong 2005) defined perceived risk as a multidimensional component that comes with several subdimensions such as FR, SR, phys R, psycho risk, perform risk, and time risk. (Kim, Ferrin 2008) developed a model based on consumer decision-making in the e-commerce industry with the role of PR. They studied the several sub-types of PR such as product risk, financial risk, and overall risk. In which they studied that perceived risk by customers lowers the PI of customers. (Daud, Piew, Keoy and Hassan 2011) had assessed the impact of perceived risk to find out about the online purchase intention. They have taken ten items under the ambit of perceived risk given by (Chen and Barnes 2007) i.e security risk and privacy risk. (Akturan and Tezcan 2012) had studied about the adoption of mobile banking by the youth and their perception and intention through the integration of TAM model on PR and P benefits. Financial, psychological, performance, time, social, security, and privacy hazards are among the risk categories that the writers have taken on. The influence of

various PR characteristics on phone banking varies. (Zheng, Favier, Huang and Coat 2012) tried to find the Chinese consumers' perceptions of danger and risk mitigation while making online clothes purchases, they took into account several subdimensions of perceived risk, including risk related to finances, psychology, performance, physical health, social interaction, privacy, timing, payment, source, and delivery. Non-personal risks include financial, privacy, delivery, payment, performance, source risk, and physical hazards. Social risk, psychological risk, and time risk are examples of personal risks. Perceived time/convenience risk is one of four unique elements of perceived risk, along with financial, performance, psychological, and were used by Kim and Lennon (2013). (Almousa 2014) made an effort to ascertain the multifaceted viewpoint of perceived risk in online apparel purchase. To find out how consumers felt about the 6 categories of risk associated with purchasing clothes online and how these affected their intention to buy, a web-based poll was conducted. In the study, many aspects of perceived risk were measured, including performance, financial, psychological, social, time, and privacy risks. The characteristics of PR were also investigated by (Bhukya and Singh 2015) to determine purchasing intention. The four subdimensions of PR—psychological, financial, physical, and functional—have been taken into account. Additionally, they discovered that purchasing intention is directly impacted negatively by PR dimensions. (Nagabhushanam, Kavya 2017) had explored the dimensions of PR for purchase decisions. In order to get insight into the decision-making process around purchases, the authors examined a variety of risk elements, including financial, psychological, time, delivery, social, source, information, and physical hazards.

(Ariffin, Mohan and Goh 2018) had also taken the PR dimension to study the purchase intention. Moreover, they have also taken the sub dimensions of the perceived risk that are already taken by previous researchers such as FR and SR from and psychological risk from Featherman and Pavlou, 2003. (Filho, Simões and Muylder 2019) had taken into consideration perceived risk to understand about the intention to purchase for innovative technological products. Tha authors used PR as a moderator and mediator to understand about the hedonic and utilitarian value purchase intention. (Amirtha, Sivakumar and Hwang 2020) had studied the influence of the dimensions of the PR on e-shopping behavior intent among women. To make it more detailed, they had included a number of perceived risk aspects, including security, performance, social, source, psychological, privacy, delivery, and physical risks as well as time-loss and social risks.. The authors of the study (Zulfikar, Mayvita 2018) looked at perceived risk in relation to green FMCG items, taking into account sub-

dimensions such temporal, psychological, and physical danger. Furthermore, in a previous study, Hong and Cha (2013) used perceived risk as an independent variable and included subdimensions like financial, psychological, performance, social, online payment, and delivery risks to better understand the role that Tr acts as a mediator in assessing buying intention.

2.4 Trust

(Nawi, Mamun, Nasir, Muniady 2019) identified that trust is an important factor that influences social media as a business platform. (Hajli 2013). The results provided that PI is significantly influenced by trust that is fostered on social media. According to several earlier studies, trust is a key factor in determining a customer's buying intention. (Zhang, Ryzhkova, Tan and Li 2019) found the relation of SMMA with PI with trust as a mediator. The study found that trust played a ubiquitous role in both variables. Moreover, there are various factors other than purchase intention to which the mediating factor of trust impacts such as brand loyalty. The study conducted by (Mosavi, Kenarehfard 2013) studied the impact of trust on brand loyalty and provided that trust has a strong connection on brand loyalty. (Manzoor, Baig, Hashim, Sami 2020) also had taken the med role of trust to understand SMM and intentions to buy in the e-commerce industry. The results show that trust seems to be the significant factor that enhances purchase intention. Companies must improve the quality of websites to generate trust among customers thereby influencing the purchase intention. The client is more likely to purchase from a specific seller once their trust has grown. This has provided the proof of trust serves as a mediation variable in the adoption of SM. (Ling, Daud, Piew, Keoy and Hassan 2010) also studied trust as an important variable to understand about the consumer’s intention to purchase and provided that a website that a customer can access easily without any hassles gains the customer's trust. Moreover, increasing the level of honesty, keeping promises and quality assurance are some of the factors that can build trust in the eyes of customers and thereby increasing the intention to purchase. (Kabadayi, Alan 2012) defined the relevance of trust on the behavior of consumers and retail management to understand about the brand loyalty. From their conclusion, it is clear that brands are now approaching customer centric in order to get the insights about the behavior of consumers. Companies have to provide unique customer experience in order to build trust. (Hansopaheluwakan, Oey & Setiawan 2020) He investigates the positive and negative effects of trust on customer purchase intentions. They discovered that BT had a major influence on consumers' buying intentions, with more brand trust

translating into higher buy intentions. Furthermore, brand preference had a considerable impact on brand trust, which in turn influenced purchase intent. Brand trust aims to affect not just purchase intention but also brand loyalty and equity. Liao (2015) conducted an investigation to examine the mediating role of trust in relation to brand loyalty and brand equity, revealing some mediation effects of trust on both variable. Marketers must utilize the key performance indicators to build the brand trust and they need to jaw down the priorities that can build brand trust such as face to face contacts, pricing etc. (Chahal and Rani (2017) aim to comprehend the significance of trust in the link between SM brand engagement and brand equity for Generation Y. The results provided the finding that younger generation trust social media more as compared to the older generation. Moreover, the moderation effect of trust. When trust is higher it leads to engagement of SM and BE also stronger. On the contrary, when trust is low the relationship goes weaker. So all in all in the several articles we read the different roles of trust as a mediator and moderator and we found that Trust has a pervasive function in determining buying intentions, brand loyalty, customer engagement and other variables(Oktriyanto, Budiarto, Siahanan, & Sanny, 2021) investigated how SMM efforts affected consumers' intentions to make purchases, with customer confidence in the healthy food business acting as a mediating factor. To influence the interest in buying, trust played an important role. SMMA have a ubiquitous impact on consumers' trust, which influences their propensity to make a purchase. Thus, trust has also played a big role in influencing the intention to buy in this case. The influence of SMMA on brand trust was investigated by (Sanny, Arina, Maulidya, & Pertiwi 2020), who then looked to determine the skincare companies' PI. As usual, the study demonstrates that PI is significantly influenced by brand trust.

To proliferate intention to purchase, marketers may strengthen their brand image and brand trust for targeted clients by using relevant social media channels. (Hong & Cha 2013) studied the mediation effect of the trust to understand the relation between PR and intention to purchase. Trust played a normative role in reducing the perceived risk and merchants tried to reduce the different types of risks will certainly improve the CT and it certainly proliferate the intention of consumers to buy things goods online. Therefore, to increase the trust companies have to decrease the several types of perceived risk which helps to customer to gain trust and they can freely purchase goods and services. There are some researchers (Kim, Ferrin & Rao 2008) that developed the model which helps in consumer decision making and based on trust. They try to figure out the impactt of trust on buying decision making of the customers. Trust came out to be an important factor that

gives the customer an added advantage to go for purchase. By developing the model, they said that besides other factors trust influence directly and indirectly the purchase intention of the customers. Now, there are many researchers who tried to explore the relation between trust and online shopping i.e what drives the customers to purchase things online. (Ahmad 2013) found that trust is most crucial variable to purchase goods online. Customers can purchase goods online only if they have trust on the website. Trust can be seen on the basis of customer visits the sites frequently. If the customer visits the site repeatedly, that means they have built the trust on the website as per the (Ahmad 2013). In the airline sector, the level of trust a customer possesses significantly influences their likelihood of making a purchase. (Tümer, Aghaei, Öney, & Eddine 2019) attempted to examine how consumers felt about traditional and SMM in terms of brand trust and buy intention. Here brand trust played a mediating role in determining the purchase intention and nature about the customer to purchase the tickets. There are certain drivers of brand trust provided by author such as offers, campaigns, information provided and follow ups on the online media. One additional point mentioned by the researcher that companies should provide services as per the client's expectation in order to build the trust and there by purchase intention.

2.5 Brand Equity

There are several authors that define the brand equity as per their researches and validate the scale. A researcher named Aaker 1991 defines the core of brand equity provides the value to their customers by influencing their understanding and processing the data and finally the decision-making process. Brand equity not only help the companies but also enhances the value of the companies by increasing effectiveness of their programs, proliferating the prices and there by profits that can lead to brand extensions, provide the leverage in trade and competitive advantage. (Keller, 1993) defines BE. Keller's concept, which consists of two parts—BA and BI—focuses on the comprehension of the brand. The researchers measure two basic kinds of BE: firm-based BE and customer-based BE. Customer-based BE is defined in this study as cognitive BE based on consumer behavior at the consumer level, as determined by a survey conducted among consumers. Firm based BE can be defined as equity where researcher collects data from the financial markets, data based on accounting etc without contacting the prospects and then identify brand equity at the firm level. Aaker 1991 provides the concrete definition of BE based on the following constructs

such as BL, PQ, brand association, BA other brand assets. Moreover, Keller 1993 provides BE as brand association and brand awareness.

Some researchers such as Chang & Liu 2006 provided the branches of BE such as attitude of the brand (BA) and image of the brand (BI). Where they provided fact that brand attitude has much and more bigger impact in the brand equity. Finally, they concluded that industries are eager to proliferate their brand equity which leads to increase the brand equity of themselves. The research demonstrated that companies with a greater brand equity tend to experience a higher level of brand preference among their customers. In continuation of various researches in regard to brand equity, Uslu, Durmus, Kolivar 2013 had also studied customer based brand equity. Here they try to understand the perception of customers of Turkish Airlines services. They concluded that the effect of brand equity helps in building strongest brand and there by enhances the customers' competitive advantage.

The four elements of brand equity listed above indicate customer perceptions and reactions to the brand.

1. **Brand Awareness**: BA can be defined as an ability of the prospect to perceive the brand and understand the brand (Aaker, 1991; Pappu, Quester & Cooksey, 2005). Researchers have provided the fact that social media improves customers brand awareness, word of-mouth, purchase intentions etc. (Hutter et al., 2013; Tsimonis & Dimitradis, 2013; Schivinski & Dabrowsi, 2015). From the perspective of clients, marketing communication improves the brand equity as suggested by Keller 2007 where they create awareness of the brand by connecting their associations in the memory of consumers.

2. **Brand Loyalty:** BL can be understand as perspect that the customer creates towards the brand (Aaker 1991). Brand loyalty is considered to be the main determinant for investing and selling the brand. Brand loyalty is considered to be very important because of the marketing expense. It says that retaining an old customer is less expensive than getting new customer. Several writers have proven that consumer involvement leads to brand loyalty both directly and indirectly. (Greve, 2014; Jahn & Kunz, 2012).

3. **Perceived Quality:** Perceived quality depends upon the user's experience and their judgments. There are some parameters of perceived quality defined by Aaker 1991 such as characteristics of

the goods, performance sustainability, life of the goods etc. Understanding how consumers perceive quality may give significant benefits to organizations. There are several advantages of perceived quality such as share of market gets influenced, affects can be seen in the price, which can directly impact the profitability (Erdil and Uzun 2010). Researchers discovered a link between social media interactions and perceived quality. According to Rehmani and Khan (2011), E-WOM and information created by seller are connected with information acquisition of information and PQ, which leads to a shift in a customer's purchase intention. In their study, Schivinski and Dabrowsi (2015) discovered that user-generated communication influences brand recognition, brand loyalty, and perceived quality more than firm-generated communication. Furthermore, Cal and Adams (2014) discovered that utilitarian consumer behavior had the greatest influence on PQ.

4. **Brand Associations:** It can also define as the brand image. It can define as the associations that anything linked in memory of the brand. Moreover, brand associations that stem from a range of communications exposures or experiences are more robust than those that stem from a select few Aaker 1991. Schivinski and Dabrowsi (2015) discovered that social media brand communications affect customers' opinion of brand and image favorably. .

Kotler and Keller (2013) define BE as the additional value a product holds, reflecting the customer's thoughts, feelings, and behaviours, along with their sense of achievement when engaging with a specific brand. As noted by Sadek et al. (2018), Seo et al. (2020), and Seo et al. (2018), brand equity includes all assets and liabilities associated with a brand, such as its name and logo. The different components at play can greatly impact the worth that a product or service delivers to both an organisation and its customers. Consequently, BE can be viewed as a non-physical asset of an organisation that requires safeguarding. The maintenance and enhancement of brand equity can greatly influence customers' readiness to buy products and services Seo et al 2020, Suharto et al., 2022. According to Wantini et al. (2021), BE refers to the favorable influence a brand's name has on consumers' perceptions and reactions towards the goods or services it represents. When consumers are presented with similar choices, brand equity serves as a determining factor in their decision-making process. A well-known brand's brand is the value that it represents. According to several writers, a corporation has a competitive edge over its rivals if its BE is higher. (Haudi 2022) By concentrating on methods to spread brand trust, BE will boost brand loyalty, which will lead to a rise in variables mediated by these factors.. (Choedon, Lee

2020) conducted a detailed analysis of the BE dimension, taking into account consumers' perceptions of social media-based marketing initiatives and PI. According to the study, brand equity was found to be directly affected by marketing efforts carried out on social media platforms. Additionally, because it increases customers' faith in the business, it increases their intention to purchase.

2.6 Purchase Intention

PI is the propensity to acquire a products and often comes on the compatibility of purchasing motivation with product's traits and features that is examined (Belch & Belch, 2004). Several definitions given by authors such as (Ajzen 1992) defined purchase intention as the motivational factor that influences behaviour and how much efforts has been made to perform the behavior. Several researches provided clarity that proliferation of purchase intention increases the chances of buying the product by the customer. If prospects possess +tive intention to purchase from the product then definitely positive brand engagement will initiate that purchase (Martins et al., 2018). The theory behind PI of the customer lies in their thinking towards the product from peers and SM cues. There are several factors such as price, quality, peer communication; design of website, activities conducted by social media marketing, attitude, brand equity, trust, perceived risk etc defines the consumer purchase intention. Kim & Ko (2012) define the intention to buy as a combination of customers and their tendency to purchase something in particular. When customers buy things, they opt to explore important data based on their own experiences and the surrounding feedbacks. Following the collection of a particular amount of information, customers begin to examine, ponder, and compare, finally ending in buying behavior (Chen and Lin, 2019).

It is the possibility of the consumers to buy a product. Fandos and Flavian (2008) provided that purchase intention, a promise that a customer makes to himself about repurchasing the product or service. It is one of the crucial elements for the companies to be considered because, the company’s prime target is to increase sales and maximize profits (Tariq et al., 2013). (Aji, Nadhila and Sanny 2020) defined purchase intention with SMM activity in the RTD tea industry. They defined that purchase intention has been directly influenced by SMMA, The identification of PI of the customer depends on the attitude of the consumer towards a particular product. According to (N. Hajli et al., 2017), consumer PI suggest behaviour that is predictable, which indicates that buying intents may be utilised to forecaste that things client should buy the next time they go on shopping. In SM

settings, an individual's decision to make a purchase can be swayed by the opinion of someone significant to them, who either encourages or discourages them from conducting the transaction online. Given the focus of this study on social media, subjective norms will play a crucial role as social influence among users is exceptionally strong on these platforms. PI is a customer action in which they contemplate acquiring a product or service. Collection of customer behaviors, attitudes, and perceptions that are also connected to consumer purchasing intent (Hermanda et al., 2019). According to scientific articles, numerous elements influencing purchasing intentions include BI (Foster, 2016). Rahmaning tyas et al. (2017) The probability of a prospective consumer's desire to make a purchase is how he described intention to buy. Customers do not make a purchase choice, although they do have the intention to do so at times.

(Hansopaheluwakan, Oey and Setiawan 2020) provided another dimensions of purchase intention by judging the impact through BE and BT. BE and BT indirectly had a significance impact on the purchase intention towards the PI. To increase consumer buy intent, the firm must be able to execute a successful marketing branding plan with advertising that are readily recognized and remembered by customers. According to (Oktriyanto, Budiarto, Siahaan, and Sanny 2021), social media users' intentions to purchase healthy food items are not immediately impacted by activities centered around social media marketing. The final step in the marketing process that led to a buying decision is purchase intention. Purchase intention is defined by R Nawaz & Butt 2013 as a multidimensional-step processes that culminates in firsthand consumer encounters and full product knowledge regarding a certain product. It is started with the prospects gathering information related to brand and evaluating product attributes to determine if the brand matches their intentions. Finally, the customer can make a purchase decision. (Karman 2015) SMM has aided them in increasing their customers' buying intent. SNS has been shown to impact customer perception of BE, which in turn helps customers make purchasing decisions. Individual conduct is predicted by intention. Numerous research have found that online buying intent has a favourable impact on actual purchase. The combination of online buying intention, PR, and trust results in actual purchase, with PR having the greatest effect. (Kim , Kim & Leong 2005) defines the effect of PR in PI in buying air tickets online. As per the author, PI is a vital component in analyzing the customer's buying behavior. PR alone may not be a good predictor of purchase intent. To investigate the impact of PR on PI, buy intention was regressed against the PR dimensions. (Wijaya, Sulistiyani, Pudjowati, Kartikawati, Asih, and Purwanto 2021) defines the impact of PI

based on several factors of activities based on SMMA, SMM, ent, and trend has a minor influence on smartphone PI, The intention to buy is a fusion of consumer involvement and the likelihood of acquiring a product. Several studies have discovered that it is directly tied to a liking for a brand or product(Kim, Kim and Johnson, 2010; Lloyd, 2010). As a result, this is reasonable to anticipate that customers' future behaviour is influenced by their opinions. PI is an attitude characteristic used to predict a customer's future contributions to a brand. Because predicting behaviour of consu is a significant issue for a company, that behaviour should be evaluated more frequently (Kim and Ko, 2012).

2.7 Social Media Marketing Practices and Trust

SM provides unique way to the traders, businessmen, online sellers to understand the customer and generate trust in them. By participating in the online forums, feedbacks are proven to the best way to share the experiences by customers and this helps in generating the trust (Hajli et al., 2017). Social media constructs such as referrals, recommendations, reviews are generated by (Hajli et al., 2014). Similarly, further additional constructs are added word of mouth (Maia et al., 2018). From the companies perspective, up to date and creative marketing strategies help in building trust of customers directly or indirectly. In their own research, a number of writers clarified the connection between SMM-based activities and trust.

Aydin et al. (2014) provided that trust has been influenced by the SMMA that leads to the intention to purchase of the customers. If the activities are being communicated effectively with the help of SMM techniques in the form of information, interaction, and word of mouth. According to these results, customers are more focussed to have trust in companies that offer correct information and encourage deep connections on social media. It can impact trust which increases the purchase intention (Takaya, 2019). Information and opinions about the product and services helps in building customer trust among products and services.

(Oktriyanto, Budiarto, Siahaan and Sanny 2021) help in defining the relationship between SMMA and PI with the mediation effect of customer trust. Marketing operations based on SM have an impact on consumer trust in the product, which can boost the firm's PI. Zhang, Zhang, Ryzhkova, Tan, Li 2019 said that SMMA, and SM marketing activities performed by the industries has the positive impact on building the trust. (Manzoor, Baig, Hashim & Sami 2020) provided that SMM

has more influence on CT. Enhancement of website efficiency enhances the trust of customer. (Sanny, Arina, Maulidya & Pertiwi 2020) investigate the relationship between SMM activities on trust on Indonesia male's skin care. Many consumers were easily influenced by the advertisements created on social media that enhance trust. To proliferate the purchase intention of the customers, the company needs to enhance their marketing strategies so that it can increase trust among them (Aji, Nadhila & Sanny 2020).

Some additional studies recognized the relationship between SM marketing and PI with the mediating function of trust, and they concluded that trust plays a crucial part in influencing behaviour in social media adoption. (Salhab 2023) identifies the influence of SMM on customer PI and BT was investigated in this study. SM gives customers a way to interact with companies, which may boost confidence in such brands. It was shown that PI and SMM were significantly influenced by brand trust.

Overall, research shows that social media marketing strategies have a positive favorable impact on consumer trust (Aydin et al., 2014; Takaya, 2019; Zhang et al., 2019; Manzoor et al., 2020). Additionally, research by Oktriyanto et al. (2021), Sanny et al. (2020), Aji et al. (2020), and Salhab (2023) shown that social media marketing practices improve purchase intention through the important mechanism of trust. However, there is little empirical data from the Indian food and beverage sector, and this research have mostly been carried out in online retail, e-commerce, and skincare contexts. Furthermore, due to variations in consumer behavior and product attributes, the aspects of social media marketing practices impacting trust may change between sectors. In order to fill this research gap, the current study looks at how social media marketing strategies affect consumer trust in the Indian food and beverage industry.

2.8 Social Media Marketing Practices and Purchase Intention

(Nandi, Rakib et al 2020) provided that impact of the marketing based on SMon the PI is influenced by trust. Activities based on SMM has seen a normative impact on PI of the consumers because it provides information to the customers and makes consumers up to date about the products through advertisement. Marketing based on social media helps the companies to interact with customers faster. As per the company's outlook, the effect of social media is as same as traditional advertising in some industries i.e positive impact. Initially, entertainment businesses used SM as a promotional

tool to promote their businesses (Karimi & Naghibi, 2015) they defined SM as a mechanism to reach mass audience, those who are not reachable through traditional media. SM is ubiquitous for every organization because it develops interaction with the consumers, which helps generate trust among the consumers (N. Hajli, 2015) through positive feedback, and reviews. By generating good reviews and providing consistent information, it is helpful for the companies to affect the consumer purchase intention by proliferating the consumer trust (Lien et al., 2015).

Even though there is different evidences that social media marketing strategies have a favorable effect on consumers' intentions to make purchases, most of the research that has already been done has been done in certain sectors and geographical areas and there are some researches which says there is very little impact between these variables Aji, Nadhila 2020. There is little empirical data on the food and beverage sector in India, where social media usage trends and customer behavior may be different from those seen in other regions. Thus, investigating how social media marketing strategies affect purchase intention in the Indian food and beverage industry helps close this study gap and strengthens the theoretical underpinnings of the suggested conceptual framework.

2.9 Perceived Risk and Trust

There are several dimensions in the research as per researchers that impacts the trust of consumers. Several researchers found out different variables such as brand loyalty, social media marketing practices, perceived risk, perceived usefulness etc are the variables that impacts the trust as a variable. Trust is considered to be the ubiquitous variable in the market that enhances intention to purchase of the consumers. Perceived risk in online can be defined as the negative consequences that occurs during online transactions (Kim et al. 2007). Different forms of risks such as financial, performance, social, psychological, physical and temporal risks has been provided by the authors in their study. The study conducted by Thongpapanl and Ashraf (2011) identifies the unsuccessful conversion of intention into actual purchase. It aims to investigate whether a reduction in PR can significantly boost trust to a level that impacts the actual purchase rate, thus clarifying the mediating function of TR in the connection between PR and actual purchase. Continuing the research in PR and trust, as per the author (D'Alessandro et al. 2012) when the perceived risk is decreased then customer trust has been increased. (Indiani, Rahyuda, Yasa, Sukaatmadja 2015) said that as PR decreases, trust and online purchase intent rise which leads to actual purchases. As per the authors, trust and PR have a very close relationship because one variable impacts the other

to the greatest extent. Different types of risks have different impact on trust that leads to enhancement of the purchase intention. (Hong & Cha 2013) provided that online seller's attempts that reduce certain sorts of risk will boost customer trust, and then eventually raise the consumer's desire to buy online. Some researchers studied the effect of green PR on green trust that pose as green practices. Businesses are looking for ways to sell their products in the community other than through green marketing. To address consumers' concerns about the environment and enhance the perception of their green brand so that their green products stand out, green marketing is crucial (Chang, 2011 Chen 2013; Tien, Lee, 2016; Wu & Lin, 2016). For food and beverage companies, it has a negative impact on green PI and green tst. Providing accurate environmental statements can help food and beverage firms increase their market share and sales.

Overall, research shows that PR has a negative impact on consumer trust (Thongpapanl & Ashraf, 2011; D'Alessandro et al., 2012; Hong & Cha, 2013; Indiani et al., 2015). Although perceived risk was defined as a multidimensional construct by Kim et al. (2007), further research mainly looked at this relationship in the perspective of general e-commerce, online retail, and hospitality. Similar to this, research on green marketing (Chang, 2011; Chen, 2013; Tien & Lee, 2016; Wu & Lin, 2016) concentrated on green trust as opposed to consumer trust in general. However, there isn't much empirical data in the Indian food and beverage sector, where consumers are using social media more and more to research products and make decision about what to buy. In order to fill this contextual vacuum, the current study looks at how PR affects consumer trust in the Indian food and beverage industry.

2.10 Perceived Risk and Purchase Intention

A researcher has carried out many experiments that illustrate the connection between customers' propensity to buy and their perception of risk. The majority of the research showed that PR and PI have a negative association. According to Pavlou (2003), PR is likewise adversely associated to purchasing intention. He contends that attitudes about online merchants impact transaction intentions, which are influenced in part by behavioural and contextual variables that may contribute to risk perceptions. Consumer intention to undertake transactions through online banking is significantly influenced by per risk (which includes financial, channel performance risk) (Zhao, Lewis, Llyod, and Ward, 2010). Cheng et al. (2012) He discovered that customers' intentions to make online purchases are considerably and negatively influenced by their perception

of transaction and product performance risks. (Indiani 2015) investigates the connection between purchasing intention and PR in the hotel sector. Through the analysis, it is found that PR has the strongest influence on the actual buying decision of the customer that leads through online PI. A higher degree of PR in online transactions leads to a lower level of consumer TR in the hotel, which discourages customers from transacting online. (Ariffin 2018) investigated the many aspects of customers' PR about their desire to make an online purchase. The study has included the many aspects of PR, including product, financial, security, time, social, and psychological risks. Customer views regarding internet buying and purchase behaviour will be influenced by their PR. Latest studies also studies the relation between these variables (Suliyanto, Naufalin 2023) provided the relation that Customers are less likely to purchase a product even if the pricing is thought to be fair or lucrative if they perceive a risk i.e at the higher level.

Perceived risk and purchase intention are often found to be negatively correlated in prior research (Pavlou, 2003; Zhao et al., 2010; Cheng et al., 2012; Ariffin et al., 2018; Suliyanto & Naufalin, 2023). However, with little data from the Indian food and beverage business, these studies have mostly concentrated on the e-commerce, online banking, and hospitality sectors (Pavlou, 2003; Zhao et al., 2010; Indiani et al., 2015). Furthermore, the majority of research has looked at perceived risk separately, paying little attention to how it relates to consumer trust and social media marketing strategies within an integrated framework. In order to close this gap, the current study investigates how perceived risk affects purchase intention in the Indian food and beverage industry.

2.11 Trust and Purchase Intention

The construct trust and purchase intention plays hand in hand. Moreover, they are very closely related to each other. Trust plays a crucial role for the customers that can be generated by the companies. Jamaludin 2013 studied the comprehensive relation between trust and online PI and found that trust played a significant role of intention to buy the product online. More respondents trust the website, the more likely they are to make an online purchase. One of the most crucial components of high consumer purchase intention on social media and in an online setting is CT (Lu, Fan, 2016). In marketing, a customer's inclination to stick with a brand is often used to describe their level of trust (Ramanathan, Subramanian, & Parrot, 2017). According to Chinomona, consumer trust is optimism and a good readiness to buy. (Oktriyanto, Budiarto,

Siahaan, Sanny 2021) studied the relation between the SMM activities and intention to buy with the trust as a mediation factor. The results provided the fact that the influence of SMM on PI with mediation of the mediation variable Trust is highly significant. brand trust will increase the value of PI (Takaya, 2019). (Sanny, Arina, Maulidya and Pertiwi 2020) studied the role of intention to get by SMMA with the mediation of trust in skincare products. Brand trust is considered important in influencing the intention to get of the consumers. To uplift the purchase intention, companies needs to upgrade their marketing efforts by building the trust through appropriate selection of social media marketing channels. (Manzoor, Baig, Hashim & Sami 2020) social media marketing efforts done by the companies influences the trust which inturn impacts the intention to buy.

While prior research has consistently shown a positive correlation between trust and purchase intention (Jamaludin, 2013; Lu & Fan, 2016; Takaya, 2019), the majority of these studies have focused on online retail, social media, or skincare contexts (Sanny et al., 2020; Oktriyanto et al., 2021). There is little empirical data in the Indian food and beverage sector, where a variety of factors, including product quality, hygiene, internet reviews, and brand interactions, may have an impact on consumer trust. Thus, by investigating the impact of consumer trust on purchase intention in the Indian food and beverage industry, the current study adds to the body of previous work.

2.11 Gap Analysis

2.11.1 Gaps in Existing Literature

Despite the expanding body of literature on SMM practices in the (F&B) industry, there remain significant gaps that require further exploration. These gaps provide potential for deeper insights, especially in the context of the F&B business in India's National Capital. Below are some of the key gaps identified in existing research:

1. Limited Focus on Regional Markets

While much of the research on SMM in the F&B Indus has been conducted in Western countries or broader global contexts, There is an absence of concentrated research on particular locations, particularly in India’s rapidly evolving market. The National Capital of India, with its unique demographic, cultural, and socio-economic characteristics, presents a distinctive case for the

application of SMMP in the F&B sector. Previous studies have largely overlooked the nuances of consumer behavior, brand engagement, and marketing strategies in this localeresulting in a notable absence in comprehension how regional factors such as local food preferences, urbanization, and digital penetration impact the effectiveness of marketing strategies based on SM.

2. Inadequate Exploration of Micro-Influencer Marketing w.r.t content

F&B companies now mostly use influencer marketing as their strategy, but most studies have focused on macro-influencers and celebrity endorsements. However, micro-influencers, with smaller but more engaged followings, are becoming an increasingly popular choice for brands looking for cost-effective and authentic marketing. The research on the dynamics of micro-influencer marketing in the F&B industry remains sparse, especially in emerging markets like India. Although some studies have touched upon influencer marketing in general, The existing body of work exploring the specific effects of micro-influencers on consumer behaviour within the Indian food and beverage sector is notably scarce with respect to providing content on social media. Micro-influencers' ability to create authentic connections with their audience could have significant implications for brands targeting niche customer segments in metropolitan cities like Delhi.

3. Limited Focus on the Integration of Advanced Technologies

Global F&B firms are progressively using advanced technology into their social media marketing strategies, including AI, AR, and big data analytics. However, there is a lack of research on how these technologies are being adopted in the Indian market, particularly in the NCR region. For instance, AR can create immersive and interactive experiences, such as allowing consumers to visualize food items in real-time, which has been effectively utilized in other countries but remains under-explored in the Indian F&B context. Additionally, AI-driven personalization strategies, which offer tailored content to consumers based on their behavior and preferences, are still in the nascent stage in India's F&B sector. Understanding how these technologies can be integrated into SMMP to enhance consumer engagement and brand loyalty in India remains a key gap.

4. Influence of Cultural and Socio-Economic Factors

While social media platforms provide a global marketing stage, other factors play a ubiquitous role in shaping how marketing messages are received. India's diverse socio-cultural landscape poses unique challenges and opportunities for F&B brands to effectively use social media marketing. However, much of the existing literature has generalized consumer behavior across diverse regions without taking into account the specific cultural nuances that influence how consumers in the NCR interact with F&B brands on social media. The influence of language, regional food preferences, festivals, and socio-economic status on consumer engagement with F&B social media content in India is under-researched. Understanding these cultural and socio-economic dimensions can help F&B brands tailor their marketing strategies to better resonate with consumers in the National Capital Region.

5. Absence of Longitudinal Studies

The majority of present research on SMM in the F&B industry are cross-sectional, offering a snapshot of consumer behavior at a certain point in time. However, consumer behavior and marketing patterns in the digital era are continually changing, particularly with the quick growth of new technologies and platforms. There is a definite demand for longitudinal studies that follow the impact of SMM techniques over time. Such research would provide insights into how customer preferences vary over time, how marketing tactics adapt, and if the long-term influence of SMM on consumer loyalty and brand impression is maintained.

While significant progress has been made in recognizing the role of marketing based on SM in the food and beverage industry, several gaps remain, particularly when it comes to regional studies, micro-influencer marketing, advanced technology integration, cultural factors, longitudinal research. Addressing these gaps will not only contribute to a deeper understanding of consumer behavior in the F&B sector but also provide practical insights for brands looking to optimize their SM marketing strategies in the NCR of India. The exploration of these areas will be essential for driving innovation and ensuring the continued relevance of SMM in the dynamic & competitive F&B landscape.

Summary of the Work

SM marketing has come as a transformative tool for business to engage with consumers, especially in industries where consumer preferences and brand visibility are critical, such as the F&B sector.

This study explores the adoption of SMMP by the F&B industry in the National Capital of India and their impact on consumer behavior. The study investigates how platforms like Instagram, Facebook, and Twitter are used to create brand awareness, foster loyalty, and influence purchasing decisions. By understanding the dynamics between these marketing practices and consumer responses, the research aims to bridge the gap between industry strategies and academic insights (Vinerean, S., Dumitrescu, L., and Tichindelean, M., 2013).

The study works on the interplay of consumer perceptions, engagement, and purchasing behavior, providing an in-depth analysis of how stimuli presented on social media platforms influence consumer decisions (Humphreys, A., 2017). Additionally, it evaluates the challenges businesses face in implementing effective social media strategies and identifies the recent trends shaping the industry's digital landscape.

2.11.2 Gaps Found While Studying the Model and Previous Theories

While reviewing existing literature, several gaps became evident:

1. **Limited Industry-Specific Insights**: Most studies on social media marketing focus on general industries or e-commerce platforms, with limited attention given to the F&B sector. This creates a gap in understanding how unique characteristics of the F&B industry, such as sensory appeal and real-time customer interactions, influence the effectiveness of SMM.

2. **Lack of Regional Context**: Few studies examine SMM in the context of India, particularly in the Delhi Region, which is a culturally diverse and dynamic consumer market.

3. **Insufficient Focus on Behavioral Mechanisms**: Existing models, such as TAM and TPB, focus predominantly on technology adoption or planned behavior without adequately capturing the psychological and emotional processes that drive consumer responses to social media marketing stimuli.

4. **Inadequate Consideration of Emerging Trends**: Recent trends like influencer marketing, short video content, and user-generated content are underexplored in existing models. These trends play a significant role in shaping consumer behavior, especially among younger demographics in urban areas like Delhi.

Table no 1

Gaps in Previous Researches

Title of Research	Variable Studied	Gaps in the study
SMMA and Customers' PI: The Mediating Effect of Brand Image	SMMA, PI	SMMA does not targeted specific industries to study the impact on purchase intention. SMMA can be performed for several goods or sectors, or it can compare the various effects of SMMA on consumers' propensity to buy across various industries.
Effect of SMM on Instagram towards purchase intention: Evidence from Indo-nesia's ready-to-drink tea industry (2020)	SMM Practices	Although there are numerous social media platforms available for organizations to employ for marketing purposes, this research solely looked at the impact of SM activity on platform, Inst. As a result, further study on SM users in other areas, as well as other SM platforms such as FB, X, and Ytube, is essential to have a deeper understanding of online marketing operations. Future research models can incorporate additional factors that could impact consumers' purchasing intentions in order to offer a more comprehensive

		and wide-ranging knowledge of the effects of SM use.
Impact of SMM on Brand Experience: A Study of Select Apparel Brands on Facebook	Social media	The researcher has studied social media marketing through Facebook only and suggested for the future researchers to incorporate other media such as twitter, Instagram etc
Influence of consumer perceived risks on consumer online PI (2018)	Perceived risk and purchase intention	Future researcher needs to add more dimensions of PR such as psych, privacy and social risk to check the attitude and online shopping behavior of customers
To examine factors that influence young consumers‟ online PI through SM (2012).	Trust, Purchase Intention	They asked to study the sample size which is large to get the more reliable data. Moreover, additional factors such as trust and P Costs should be taken that affect online purchase intention
The Impact of SMM on Brand Equity toward the PI of Starbucks Indonesia (2015)	Social Media Marketing Practices	Researcher suggest that different factors of SMM such as ent. should be taken in the study to obtain different research result
The dynamic stimulus of SMM on PI of Indonesian airline products and services	Social Media Marketing Practices, Perceived Risk, Brand Equity and Purchase Intention	Researcher clearly provided that their study incorporated limited factors of SMM and further another factors such

		perceived risk and brand equity can be used for future research.
Perceived social media marketing activities and consumer-based brand equity Testing a moderated mediation model (2019)	Social media marketing activities, brand equity	Authors clearly provided that they provided data from university students which comprise of majority of social media users. Future researchers should take age as a moderator to find out the more magnificent research outcome
Effect of social media marketing on Instagram towards purchase intention: Evidence from Indonesia's ready-to-drink tea industry (2020)	Social media marketing	The researcher proposed that consumer-side factors including age, gender, and how frequently a customer uses SM may be included in future research studies through mediation and moderation.
The Impact of Social Network Marketing on Consumer Purchase Intention in Pakistan: Consumer Engagement as a Mediator	SMM Practices, Purchase intention	Researcher suggested that factors other than customer engagement should be studied as mediators such as brand equity and trust
A trust-based consumer decision-making model in electronic commerce: The role of trust, perceived risk, and their antecedents	PR, Trust, Purchase Intention	Researcher has proposed the t in the mediating part to find out the relation between PR and PI. Alternatively, researcher proposed for future researchers that trust can be

		positioned as a moderator to study the relationship between PR and PI.
The effect of social media marketing on brand trust, brand equity and brand loyalty (2022)	SMM Practices, Trust, BE	Researchers attempted to examine how social media marketing impacted brand equity and trust. Afterwards, they recommended that the characteristics of SMMA be included in future studies.
The Influence of Social Media Marketing on Purchase Intention with the Brand Image and Brand Trust as the Mediating Variables on Hydraulic Excavator Spare Parts in Indonesia (2022)	SMMP, Trust and Purchase intention	The researcher suggested to incorporate factors such as brand loyalty and brand awareness to find out the purchase intention
The Effects of Social Media Marketing, Trust, and Brand Image on Consumers' Purchase Intention of GO-JEK in Indonesia (2020)	SMM, trust, perceived risk and purchase intention	Researcher said that the conceptual framework employed in this study included three independent variables and one dependent variable without taking into account the independent variables' mediating effects. Future research should include other characteristics that impact purchasing intention, such as brand awareness and perceived risk.

The impact of reference effects on online purchase intention of agricultural products (2017)	Trust	The study took mediators such as perceived value and PR to study the impact on purchase intention. Future studies should also take the trust and other variables as a mediator to understand the PI
Factors Affecting Malaysian young consumers' online purchase intention in social media websites (2012)	Trust	Researcher asked to add other dimensions for independent variables such as trust and perceived cost that can affect purchase intention

2.11.3 Gaps incorporated

- (Beig and Khan 2018), (Ajia, Nadhilaa and Sann 2020) (Ibrahim, Aljarah and Sawaftah 2021) suggested that usage of SM platforms such as FB, Twitter, Ins, Ytube as a part of SM in the study to get the comprehensive results. So, this study has incorporated social media such as FB, Twitter, Ins, Ytube in the research. (Sharma et al., 2020), (Aiman Khan & Dr. Amit Kansal, 2026) also recommended the usage of social media platform Instagram to understand the trust in Regional Indian Consumer Markets.
- Hanaysha 2022 incorporated te four dimensions of social media marketing practices and suggested to incorporate the other dimension such as trendiness in the study. So, this study has incorporated all five dimensions of social media marketing practies.
- (Ajia, Nadhilaa, Sanny, 2020) said that different elements that influence consumer purchase intention needs to be studies. Farid, Abbass, and Ali 2020 variables that affect consumers' intentions to make purchases include social commerce characteristics, PR, online behavioral advertising, and trust. So in my study, I have incorporated the factors such as trust and perceived risk. (Sin, Nor, Agaga 2012) have also indicated that trust is an essential aspect that influences the PI and should be considered to determine the PI of the consumers.

- Moslehpour, Purba, Ismail & Lin, 2020 suggested the incorporation of perceived risk in the study to find out the influence of SMM on PI. So, perceived risk as a separate independent variable has been incorporated in the study. Concurrently, perceived risk has been identified as a critical factor affecting purchase intention, particularly in online and social commerce contexts.
- Most prior studies treat SMMA and perceived risk separately or model perceived risk as a mediator/moderator (Kim & Ko, 2012; Ismail, 2017, Putra. 2022), (Featherman & Pavlou, 2003; Ariffin et al., 2018), (Chafidon et al., 2022; Isip & Lacap, 2021). Notably, a study by Putra et al. (2022) found that while SMMAs positively influence purchase intention and perceived value, perceived risk did not significantly mediate this relationship. This suggests that the direct effects of SMMAs and perceived risk on purchase intention may operate independently, a perspective that remains underexplored in current research. Moreover, study conducted by (Singh et al., 2025) provided the usage of perceived risk as a separate independent variable to understand intention to purchase.
- Limited research has tested both SMMA and perceived risk as independent variables affecting purchase intention through a shared psychological mechanism.
- Positioning both constructs as independent predictors of purchase intention allows for a more comprehensive understanding of how promotional and risk-related forces jointly shape consumer decision-making. Such a model can reveal whether the positive impact of effective social media marketing practices can offset the inhibitory effect of perceived risk, offering richer theoretical insights, addressing a gap in prior research and providing more actionable insights for marketers..
- Risk Perception in the online world can be minimized by online trust because PR is a strong antecedent of trust (Gefen and Pavlou, 2006). Trust seems to be the significant mediating variable between PR and PI (SIU 2022)
- As per the different authors in reviewing of literature such as (Indiani, Rahyuda, Yasa, and Sukaatmadja 2015) we have identified that different dimensions of risks should be undertaken to understand the behavior of consumers. All the dimensions of the PR such as psychological, performance, time, financial, social, privacy and security has been undertaken in the study taken by (Akturan and Tezcan 2012) in their study.

- Several studies such as (Karman 2015), (Poturak and Softić 2019), (Aji, Nadhila and Sanny 2020), (Oktriyanto, Budiarto, Siahaan, Sanny 2021) have studied the impact of brand equity as a mediator but moderating effect of BE have not been incorporated in many studies to understand the PI of consumers and research conducted by (Singh et al., 2025) specifically said to incorporate the brand equity as a moderator to understand the intention to purchase. So this study has incorporated the brand equity as a moderator that supports trust towards purchase intention.
- As per the researches given by (Karman 2015), (Nandi, Rakib 2020), (Handayani, Musnaini, Suyoto 2022) all the dimensions of SMMP such as ENT, INT, trendiness, CST and e-wom has been undertaken in the study
- Given the evolution of communication strategies in the present period, the growing prevalence of SM, and the FMCG industry, SMM is becoming increasingly important, and FMCG companies need to start incorporating it into their entire marketing strategies. However, we discovered something pretty unexpected. We were unable to identify research that looked into the impact of SMMP in the FMCG industry, especially the food and beverage industry. Nonetheless, research has been conducted on the influence of SMM on the ready-to-drink business (Ajia, Nadhilaa, and Sanny 2020). Therefore, by including the impact of SMM strategies on buyers buying intentions in the F&B business, this study attempted to close the gap. Additionally, by focusing on certain sectors, (Zhang, Zhang, Ryzhkova, Tan, Li 2019) claimed to comprehend the relation b/w buy intention and SMMA.
- Several studies, including one by Zhao and Zhou (2017), recommend using trust as a mediator to assess a customer's personal information. Therefore, this study aimed to close the void by adding the trust as a mediator to investigate how the independent variable affected PI.
- The implications provided by (Sin, Nor & Agaga 2012) to add the dimension trust has been incorporated in the study to fill the gap to assess the purchase intention.

2.13 Objectives of the Study

1. To determine the impact of social media marketing practices and perceived risk on trust.
2. To determine the impact of trust on purchase intention.

3. To determine the impact of trust on purchase intention with moderating role of brand equity.
4. To develop a model to assess the impact of social media marketing practice and perceived risk on purchase intention with trust as a mediator and brand equity as a moderator.

2.14 Hypothesis

H1: Social Media Marketing Practices has significant effect on trust

H2: Perceived Risk has significant effect on trust

H3: Trust has significant effect on purchase intention

H4: Social Media Marketing Practices has significant on purchase intention

H5: Perceived risk has significant effect on purchase intention

H6: Trust acts as a Significant Mediating Factor between Social Media Marketing Practices, Perceived Risk and Purchase Intention

H7: Brand Equity acts as a Significant Moderating Factor between Trust and Purchase Intention

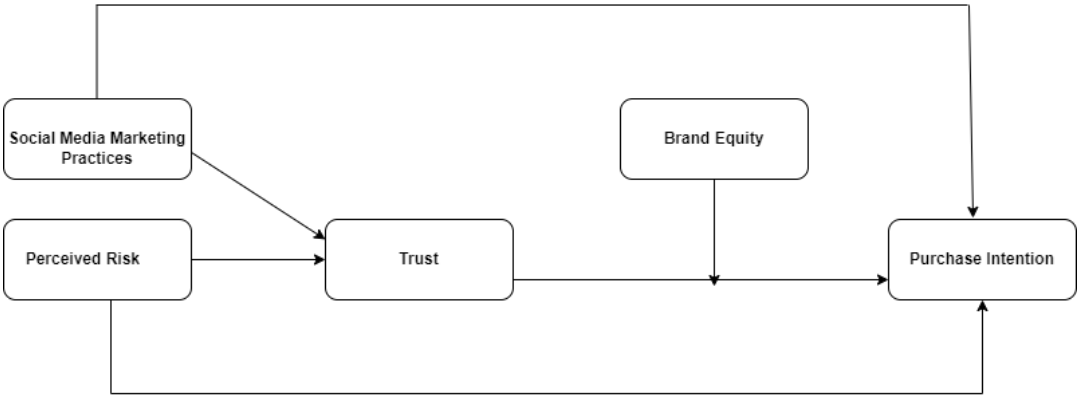


Fig 1: Consumer PI is measuring through mediating role of trust and moderating role of brand equity in relation to Social Media Marketing Practices and Perceived Risk: A Conceptual Framework

The SOR model is the conceptual foundation for this investigation, adapted to incorporate insights from the literature review and identified gaps. The model will help the food and beverage companies to find out how much SMMP adopted by companies impact trust and in turn PI.

Moreover, how much perceived risk impact trust and in turn PI. The moderating role of brand equity is crucial in the study that will tell us impact of TR on PI because in case of social media, there are several brands and non-brands which are working in the online/social media world and therefore brand equity maybe or may not be there every time. In terms of intention to purchase, people frequently select a more familiar brand over a less recognised brand (Hoyer and Brown, 1990). Moreover, a social media is a place to get to know a brand more interactively, which increases the brand equity (Ajia, Nadhilaa and Sanny 2020). The consumers would develop a positive image regarding the company, SM platforms such as Instagram, X, YTube and Fb they have created a favorable environment for food and beverage companies towards the customers. Customer trust in marketing is often characterized as a customer's propensity to return to a brand (Ramanathan, Subramanian, & Parrot, 2017).

2.15 Overview of Relevant Theories

2.15.1 Technology Acceptance Model (TAM)

Davis 1989 established TAM, which is a frequently used paradigm for analyzing technology uptake. While TAM has been extensively employed in e-commerce and digital marketing contexts, its focus is primarily on utility-driven technology adoption rather than behavioral or emotional responses. As Fatokun (2023) notes, TAM is effective in addressing utilitarian motivations but falls short when emotional and social dynamics play a significant role.

2.15.2 Theory of Planned Behavior (TPB)

Ajzen (1991) introduced TPB, which expands the Theory of Reasoned Action by include perceived behavioral control in the determinants of intention and conduct. This model is grounded in the relationship between attitudes, subjective norms, and perceived control. Nguyen et al. (2023) integrated TPB with TAM to understand online purchase intentions, demonstrating its applicability in consumer behavior studies. However, TPB primarily emphasizes rational decision-making processes, which may not fully capture the sensory and affective aspects of social media marketing.

2.15.3 Stimulus-Organism-Response (SOR) Model

Mehrabian and Russell (1974) created the SOR model, which gives a complete framework for understanding how external stimuli impact an individual's internal state (organism), which then

drives their behaviors. In the context of marketing, the model is particularly effective in explaining how environmental cues (stimuli) elicit emotional and cognitive reactions, leading to behavioral outcomes like engagement or purchase intention (Min & Tan, 2022). Unlike TAM and TPB, the SOR model explicitly incorporates emotional and experiential factors, making it well-suited for studies focusing on sensory-rich environments such as the F&B industry (Yaqub, and Ali, N. S., 2024).

2.15.4 Reasons for TAM and TPB Models being Not Relevant in existing study

- **Technology Acceptance Model (TAM)**:

The TAM focuses on how people learn to embrace and use technology in terms of perceived utility and simplicity of use. While this model is effective for understanding technology adoption, it does not address the emotional, sensory, or psychological responses that are critical in the F&B context. For instance, social media marketing in the F&B sector relies heavily on visual appeal, storytelling, and sensory triggers, which are beyond the scope of TAM.

- **Theory of Planned Behavior (TPB)**:

The Theory of Planned Behaviour highlights the significance of intention as a key predictor of behaviour, influenced by attitudes, subjective norms, and perceived behavioural control. While useful in explaining deliberate behaviors, it does not adequately account for spontaneous or emotion-driven actions, which are often triggered by visual or emotional stimuli on social media. For instance, a consumer might impulsively visit a restaurant after seeing an attractive food post, a response that TPB struggles to explain.

Justification for Selecting the SOR Model

The SOR model aligns more closely with the objectives of this study. The study draws on the SOR model as its theoretical foundation, given its suitability for examining the psychological and emotional processes that mediate the relationship between SMM and consumer behavior. The model is enhanced by incorporating insights from recent trends and emerging marketing practices in the F&B industry (Teo, B., 2020). The model that is drawn based on the S-O-R model (Jacoby, 2002; Mehrabian and Russell, 1974). Social Media Marketing Practices and Perceived risk act as

stimuli that stimulates the customer purchase intention and exposure to the brand's SM. In this model, trust played as an organism, whereas purchase intention acts as a response.The S-O-R model was first created in the retail business, where the servicescape (which includes cleanliness, design aspects, and signage) functions as a stimulus that changes customer interior states, hence reinforcing specific forms of behavior. Later, the model was used to examine e-retailing, where stimuli include the features of the e-commerce environment Eroglu et al., 2003; Jiang et al., 2010. In this study, response i.e customers purchase intention whether marketing activities based on social media and PR has positive or negative impact on customer purchase intention. As an example, (Koay, Ong, Khoo and Yeoh 2020) have studied the perceived SMMA and customer based brand equity with the moderation mediation of brand experience and co-creation behavior that is based on S-O-R model. From the above explanation, the researcher applies this S-O-R model as the theoretical framework in developing the conceptual framework model as shown in figure

2.16 Title Justification

The chosen title, *A Study of Social Media Marketing Practices Adopted by Food & Beverage Industry and Its Impact on Consumers in National Capital of India*, reflects the key elements of the research.

1. **Focus on Social Media Marketing Practices**: The title emphasizes the core subject of the study—understanding the strategies and tools used by the F&B industry on social media.
2. **Industry-Specific Context**: By specifying the F&B sector, the title highlights the study's relevance to a particular industry.
3. **Regional Relevance**: The inclusion of "National Capital of India" underscores the geographical focus, addressing the unique characteristics of National Capital's consumer base.
4. **Consumer Impact**: The title reflects the study's objective of analyzing the influence of marketing practices on consumer behavior, providing clarity and specificity.

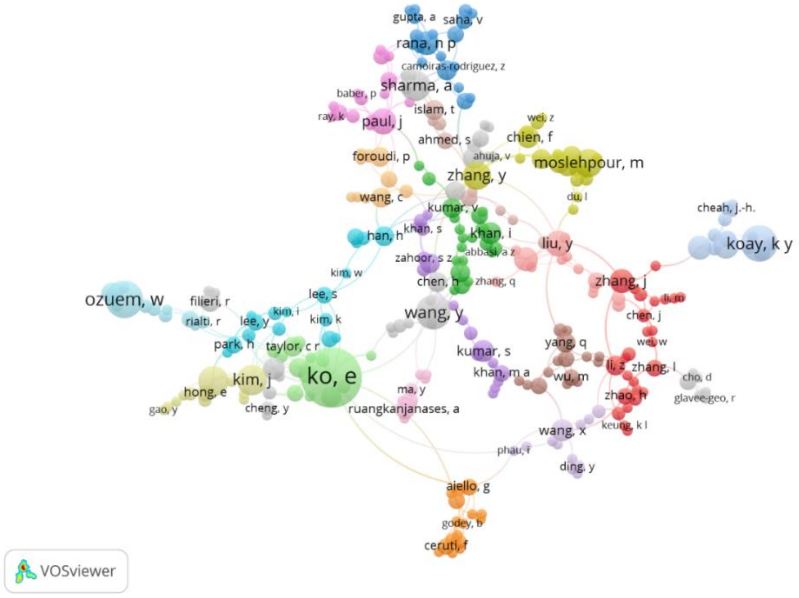


Figure 2 Network Visualization of Author's Co-occurrence
Source: VOS Viewer

Interpretation: The top authors contributing to the study in the field of social media relevant to the research and connecting is Ko,e, Kim, Zhang, Wang, Moslehpour with the most frequently used words in their study Social media, Social Media Marketing, Purchase Intention, Trust, Brand Equity

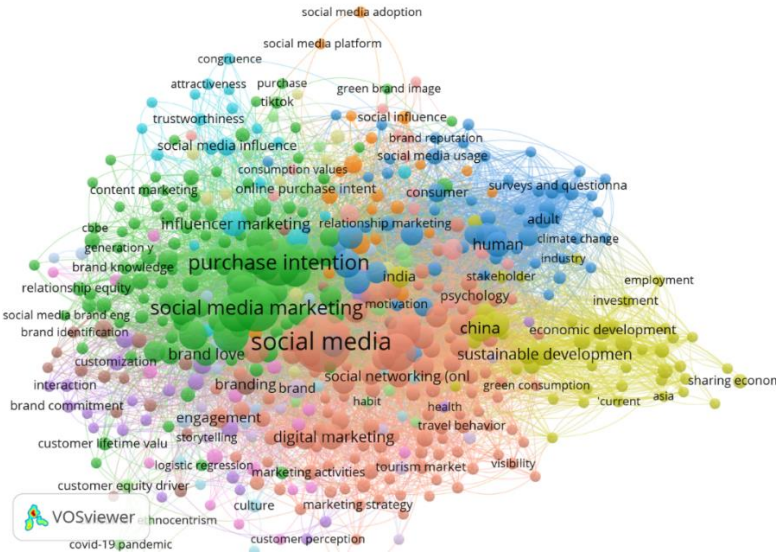


Figure 3 Network Visualization of Keywords Co-occurrence
Source: VOS Viewer

Interpretation: It has been observed that the “Social Media”, “Social Media Marketing” Purchase Intention" are the most frequently occurring and highly connected terms, aligning well with the research as shown in green, blue, and red clusters. The perceived risk related to trust and purchase intention can be inferred from terms like *"Social media adoption," "Risk perception,"* .“Trust” in the form of trustworthiness shows greater influence in social media, "Brand equity" is closely related to purchase intention. The focus on purchase intention, perception, and brand loyalty aligns well with studying consumer impact in the food & beverage industry. The keyword "India" appears in the dataset, connecting studies focused on the region. However, specific location such as National Capital of India based studies are less

Chapter 3

Research Methodology

CHAPTER 3: RESEARCH METHODOLOGY

In the present day, the dynamic terrain of the corporate sector has experienced a significant upheaval, principally driven by the fast growth of SM platforms. These platforms have not only revolutionized the way businesses operate but have also significantly influenced consumer behavior and preferences. Against this backdrop, this research embarks on a comprehensive investigation into the SMMP employed by the F&B industry within the National Capital of India. In an age characterized by digital connectivity and information overload, understanding the strategies employed by businesses in this sector and their consequent effects on consumer choices is of paramount importance. This chapter serves as an introductory gateway to our research, providing a brief overview of the study's rationale, objectives, and the broader context within which it unfolds. Through a careful exploration of the research methodology employed, we aim to illuminate the intricate dynamics between SMM and consumer behavior in the vibrant and diverse metropolis of New Delhi, India.

3.1 OBJECTIVE WISE DATA SOURCES:

Objective 1: To determine the impact of social media marketing practices and perceived risk on trust.

Data Sources:

- **Survey Questionnaires:** Survey was designed and distributed to gather responses from social media users who like, follow and purchase food and beverage products with the help of social media such as Facebook, Twitter, Instagram, YouTube https://datareportal.com/reports/digital-2021-india within past 6 months and seen advertisement of food and beverage products on SM. Moreover, the study will also consider those respondents who first see F&B products promoted by companies on SM and companies redirects them to their website or any other application such as Blinkit, Zepto etc with the help of the product links available on social media that enhances their perceptions of trust in brands, their exposure to social media marketing, and their perceived risks associated with products.

- **Social Media Platforms:** Platforms such asFb, Ins, X, YTube were analyzed for user engagement data, content analysis, and sentiment analysis related to marketing practices and discussions concerning trust.

- **Consumer Reviews and Comments:** Data was collected from online review platforms (Amazon reviews) and social media comments pertaining to specific brands or products to gain insights into how social media marketing practices influenced trust.

- **Interviews and Focus Groups:** Interviews and focus groups were conducted with social media users to obtain in-depth insights into their trust perceptions and how marketing practices and perceived risks had influenced them.

Objective 2: The objective was to determine the impact of trust on purchase intention.

Data Sources:

- **Purchase Intent Surveys:** Surveys were developed and administered to potential customers to assess their purchase intentions concerning specific brands or products, taking into consideration their level of trust in those brands. **:** Survey was designed and distributed to gather responses from social media users who like, follow and purchase food and beverage products with the help of social media such as Facebook, Twitter, Instagram, YouTube https://datareportal.com/reports/digital-2021-india within past 6 months and seen advertisement of food and beverage products on social media. Moreover, the study will also consider those respondents who first see food and beverage products promoted by companies on social media and companies redirects them to their website or any other application such as Blinkit, Zepto etc with the help of the product links available on SM.

- **Market Research Reports:** Consumer behavior and the impact of trust on purchase decisions were analyzed using industry-specific market research data.

Objective 3: To determine the impact of trust on purchase intention with the moderating role of brand equity.

Data Sources:

- **Brand Equity Metrics:** Established BE metrics (e.g., brand awareness, association, brand loyalty and perceived quality) were used to evaluate the brand's equity and its relationship with trust and purchase intention.
- **Moderation Analysis:** Statistical analysis was conducted using survey data to examine the interaction between trust, purchase intention, and brand equity, with a focus on identifying moderating effects. Software such as SPSS or R was employed for this purpose.

Objective 4: To develop a model to assess the impact of SMM practice and perceived risk on PI, with trust serving as a mediator and brand equity as a moderator.

Data Sources:

- **Surveys and Questionnaires:** Comprehensive surveys were administered to collect data on social media marketing practices, perceived risk, trust, brand equity, and purchase intention from a diverse sample of consumers.
- **Secondary Data:** Secondary data, including industry reports, financial data, and market research findings, was gathered to complement and validate the model.
- **Content Analysis:** Content from SM platforms, consumer reviews, and other online sources was analyzed to extract insights concerning marketing practices, trust, and perceived risks.
- **Expert Interviews:** Interviews were conducted with experts in marketing, branding, and consumer behavior to gain qualitative insights and validate the model.
- **Statistical Software:** Statistical software such as SPSS, was used to perform structural equation modeling or regression analysis for the purpose of constructing and testing the proposed model.

3.2 VARIABLES AND SOURCES OF STATEMENTS

The provided variables and sources of statements revolve around various aspects of consumer behavior, perception, and intention related to social media marketing practices, perceived risks,

brand equity, trust, and purchase intention. Breakdown of these variables and sources of statements is as follows:

1. **Social Media Marketing Practices**

    - **Entertainment (Items 1 and 2)**: These statements assess the extent to which consumers find interacting with F&B products on SM enjoyable and interesting.
    - **Interaction (Items 3 to 5)**: These statements gauge consumers' ability to share information and provide opinions about F&B products on SM.
    - **Trendiness (Items 6 and 7)**: These statements evaluate whether consumers perceive interacting with F&B products on SM as trendy and whether they can access the latest industry information through these platforms.
    - **Customization (Items 8 and 9)**: These statements measure whether consumers can obtain the specific information they need about food and beverage products on social media.
    - **Word of Mouth (Items 10 and 11)**: These statements explore consumers' willingness to share information from food and beverage industry social media platforms with friends and on their own blogs or microblogs.

2. **Perceived Risk**

    - **Social Risk (Items 12 and 13)**: These statements address concerns related to how others might perceive the consumer's behavior when purchasing F&B products on social media.
    - **Performance Risk (Items 14 to 16)**: These statements assess the consumer's worries regarding product reliability, meeting expectations, and measuring vendor performance when buying on social media.
    - **Financial Risk (Items 17 to 19)**: These statements capture consumers' concerns about the financial aspects of purchasing F&B products on social media, including value for money and potential losses.

- **Time Risk (Items 20 and 21)**: These statements evaluate concerns about time wastage due to payment errors and difficulties in finding reliable social media platforms for purchasing.
- **Security Risk (Items 22 to 24)**: These statements assess fears related to security, including credit card information theft and disclosure of personal data.
- **Psychological Risk (Items 25 to 27)**: These statements measure psychological discomfort, frustration, and tension associated with purchasing F&B products on social media.
- **Product Risk (Items 28 to 31)**: These statements cover concerns about product availability, quality, accuracy of descriptions, and difficulty in comparing quality on social media platforms.

3. **Brand Equity**

- **Brand Awareness (Items 32 and 33)**: These statements evaluate the consumer's ability to recall and gain awareness of food and beverage product brands on social media.
- **Brand Association (Items 34 and 35)**: These statements assess how quickly certain characteristics of food and beverage products come to mind after seeing them on social media.
- **Brand Loyalty (Items 36 to 38)**: These statements measure the consumer's loyalty to purchasing F&B products on SM, recommending products, and their willingness to purchase elsewhere if products are not available on social media.
- **Perceived Quality (Items 39 and 40)**: These statements capture perceptions of the quality of F&B products available on SM platforms.

4. **Trust**

- **Items 41 to 46**: These statements explore trust-related factors, including trust in information provided on social media, trust in transactions, keeping promises, data confidentiality, and honesty of F&B industry social media.

5. **Purchase Intention**

    - **Items 47 to 51**: These statements assess the consumer's intention to purchase F&B products advertised and promoted on SM platforms and the impact of interaction with brand social media on purchase decisions and interest.

These variables and statements provide a comprehensive view of how consumers perceive and engage with F&B products on SM, the potential risks they associate with online purchases, their perceptions of BE, the level of trust in SM platforms, and their PI.

3.3 DESCRIPTION OF QUESTIONNAIRE (BEFORE FACE VALIDITY)

The following questionnaire is designed to assess various aspects related to Social Media Marketing Practices, Perceived Risk, BE, Trust, and Intention to buy in the context of F&B products advertised & promoted on SM platforms.

Social Media Marketing Practices:

1. Entertainment:

    - This section aims to gauge the entertainment value consumers associate with F&B products on SM platforms. Participants will be asked about the fun and interest they find in interacting with such content.

2. Interaction:

    - This section assesses the ease with which participants can share information and provide their opinions on F&B products through SM platforms.

3. Trendiness:

    - This section explores whether participants perceive interactions with F&B products on SM platforms as trendy and if they can access the latest industry information.

4. Customization:

    - This section focuses on participants' satisfaction with the information they receive on food and beverage products via social media platforms.

5. Word of Mouth:

    - Participants will be asked about their willingness to share information from food and beverage industry social media platforms with friends or on personal blogs.

Perceived Risk:

6. Social Risk:

    - This section investigates the social concerns associated with buying F&B products on SM, including the fear of appearing showy or affecting others' opinions.

7. Performance Risk:

    - Participants' concerns about the reliability and meeting of expectations regarding the products purchased on social media platforms will be assessed here.

8. Financial Risk:

    - This section delves into the financial aspects of purchasing F&B products on SM, including concerns about spending, losing money, and the perceived value for money.

9. Time Risk:

    - Participants will be asked about their concerns related to payment errors and the difficulty of finding reliable social media platforms for such purchases.

10. Security Risk:

    - This section explores concerns about the security of personal information and credit card details when purchasing F&B products on SM platforms.

11. Psychological Risk:

- Participants' psychological comfort, frustration, and tension associated with purchasing F&B products on SM platforms will be assessed.

12. Product Risk:

- This section investigates concerns regarding finding desired products, receiving the expected quality, accurate product descriptions, and quality comparisons on social media platforms.

Brand Equity:

13. Brand Awareness:

- This section measures participants' ability to recall brand symbols and characteristics of F&B products seen on SM platforms.

14. Brand Association:

- Participants will be asked about the quick recall of product characteristics and their ability to recognize F&B products on SM.

15. Brand Loyalty:

- This section assesses participants' loyalty towards purchasing F&B products on SM platforms, their likelihood to recommend products, and their willingness to explore other sources if products are not available on SM.

16. Perceived Quality:

- Section investigates the perceived quality of F&B products available on SM platforms, ranging from extremely high to very poor quality.

Trust:

17. Trust in Information:

- Participants will be asked about their trust in the information provided on social media platforms about food and beverage products.

18. Trust in Transactions:

    - This section assesses participants' trust in the trustworthiness of vendors and the security of transactions on social media platforms.

19. Trust in Data Confidentiality:

    - Participants will be asked about their trust in the confidentiality of their data when interacting with F&B industry social media platforms.

20. Trust in Honesty:

    - This section explores participants' trust in the honesty and truthfulness of F&B industry social media platforms.

Purchase Intention:

21. Purchase Intent:

    - This section focuses on participants' intentions to buy F&B products advertised and promoted on SM platforms, including the influence of interactions and advertisements on their decision-making.

3.4 DESCRIPTION OF QUESTIONNAIRE (AFTER FACE VALIDITY)

The questionnaire is designed to assess various factors related to consumers' attitudes, perceptions, and intentions regarding SMM practices, perceived risks, brand equity, trust, and intentions to purchase in the context of the F&B industry. After undergoing face validity, this questionnaire has been refined to ensure its relevance and clarity.

Social Media Marketing Practices

1. Entertainment: This section explores the extent to which participants find interacting with F&B products on SM platforms enjoyable and engaging. Questions 1 and 2 gauge the fun factor and the level of interest generated by content related to these products on social media.

2. Interaction: These questions assess the ease with which participants can share information and opinions about F&B products on SM platforms, as well as their willingness to engage with such content.

3. Trendiness: Participants' perceptions of staying updated with the latest information and trends in the F&B industry through SM are evaluated in questions 6 and 7.

4. Customization: This section examines whether participants feel they receive the information they need about food and beverage products through social media.

5. Word of Mouth: Questions 10- and 11-gauge participants' inclination to share information from food and beverage industry social media platforms with others and whether they would consider reposting such content on their own blogs or microblogs.

Perceived Risk

In this section, participants' perceptions of various risks associated with purchasing F&B products on social media platforms are assessed. The perceived risks are categorized as follows:

1. Social Risk: Participants' concerns about how their social image might be influenced by buying these products on social media (questions 12 and 13).

2. Performance Risk: This section examines concerns related to the reliability and meeting of expectations concerning F&B products bought on SM (questions 14, 15, and 16).

3. Financial Risk: Participants' apprehensions regarding the financial aspects of purchasing these products on social media, including concerns about value for money (questions 17, 18, and 19).

4. Time Risk: This assesses participants' concerns regarding time wastage due to payment errors and difficulties in finding reliable platforms (questions 20 and 21).

5. Security Risk: Questions 22, 23, and 24 explore participants' fears related to security issues such as credit card details theft and the disclosure of personal information.

6. Psychological Risk: Participants' emotional and psychological discomfort associated with purchasing F&B products on SM are evaluated in questions 25, 26, and 27.

7. Product Risk: This section assesses the participants' concerns about finding desired products, receiving the expected quality, and the accuracy of product descriptions on social media platforms (questions 28, 29, 30, and 31).

Brand Equity

1. Brand Awareness: Participants' ability to recall and recognize F&B product brands on SM platforms is evaluated in questions 32 and 33.

2. Brand Association: This section assesses the quick recall of product characteristics and the ease of recognizing F&B products on SM platforms (questions 34 and 35).

3. Brand Loyalty: Participants' loyalty towards purchasing F&B products on SM platforms, their willingness to recommend them to others, and their likelihood of switching to other sources if products are unavailable on social media are assessed (questions 36, 37, and 38).

4. Perceived Quality: Questions 39 and 40 explore participants' perceptions of the quality of F&B products available on SM platforms.

Trust

Participants' trust in information, security, promises, and data confidentiality provided by food and beverage companies on social media platforms is evaluated in questions 41 to 46.

Purchase Intention

This section focuses on participants' intentions to purchase F&B products promoted on SM platforms. Questions 47 to 51 assess the impact of SM interaction on intention to buy and overall interest in purchasing these products and services.

3.5 SAMPLING TECHNIQUE

Area-wise proportionate cluster sampling is employed, as described by Malhotra and Dash (2012), to gather data from respondents. This strategy involves segmenting the target population into separate and complete subgroups referred to as "clusters.". Typically, these clusters represent geographic regions that contribute to the overall population. For this research, the total population of the Delhi region is divided into smaller segments, each designated as an area for conducting the

study. Delhi was split into nine districts using the 2011 Census as a frame of reference. New Delhi and Central Delhi is deliberately excluded from the sample since both comprised solely urban populations, whereas all other districts exhibited diversity in composition, encompassing urban, semi-urban, and rural residents.

The research is proceeded by conveniently selecting samples from the chosen areas. Individuals who have engaged in liking, following, and purchasing food and beverage products online within the past six months will be invited to complete the questionnaire. Those who have not made any online purchases of F&B products will not be included as part of the sample.

Table 3.5.1

District Wise Region

North West Delhi	**South Delhi**	**West Delhi**	**South West Delhi**	**North East Delhi**	**East Delhi**	**North Delhi**
Ashok Vihar (U)	Aali (SU)	Bapraula (SU)	Chhawla (SU)	Shahdara (U)	Gandhi Nagar (U)	Burari (SU)
Bawana (SU)	Meetha Pur (R)	Hastal (R)	Delhi Cant (U)	Seemapuri (U)	Preet Rihar (U)	Civil lines (U)
Begumpur (SU)	Molar Band (SU)	Nangloi (SU)	Dwarka (U)	Jaffrabad (SU)	Shakar Pur (R)	Kotwali (U)
Chandpur (R)	Hauz Khas	Patel Nagar	Kakrola (R)	Badarpur (R)	Shamas Pur	Jagatpur (R)

	(U)	(U)			(R)	
Darya Pur (SU)	Kalkaji (U)	Punabji Bagh (U)	Kapashera (SU)	Mandoli ®	Vivek Vihar (U)	Sadar Bazar (U)
Jahangir Puri (SU)	Defense Colony (U)	Rajouri Garden (U)	Mundka (R)		Gharoli (SU)	
Jaunti (R)	Saidabad (SU)	Tilangur Kotla Vihar (SU)	Najafgarh (U)			
Kair (R)		Uttam Nagar (U)	Raota (R)			
Kirari (SU)		Jaffarpur (R)	Samalka (SU)			
Madanpur (R)			Prashant Vihar (U)			
Model Town (U)						

Nangal Thakran (R)						
Narela (U)						
Rani Khera (SU)						
Rawta (R)						
Rohini (U)						
Roshan Pura (R)						
Saoda (R)						
Saraswati Vihar (U)						

R= Rural, SU= Sub Urban, U= Urban

Table no 3.5.2

District Wise Population

Districts	**Population**	**Percent**	**Proposed Proportion in sample**
North West	3656539	21.78	171
South	2731929	16.27	128

West	2543243	15.15	119
North East	2241624	13.35	105
South West	2292958	13.66	107
East	1709345	10.18	80
North	887978	5.29	42

Source: https://censusindia.gov.in/nada/index.php/catalog/11310

https://www.census2011.co.in/census/state/districtlist/delhi.html

The proportion of respondents in the survey has remained the same as in the population for each district. According to prior study performed by Rekha Dahiya & Gayatri (2017), all other districts were diverse in terms of composition, since they had urban, semi-urban, and rural people.

3.6 SEGREGATION OF SAMPLE SIZE

There are different processes to gather the sample size in research. The most effective method used formula for sample size(SS) calculation is given below.

A SS is the number of observations taken from the population and a part of the population chosen for a survey. The researcher aimed to see the social media marketing practices adopted by food and beverage industry and its impact on consumers based on age, gender, the population for the study was heterogeneous in its composition. The proportion approach has been utilized to determine the sample size because in this approach the researcher is interested in getting the proportion of the population (Malhotra & Dash 2012). For a heterogeneous population, the maximum variability of 50% or .5; is used to determine the SS. The formula for deriving the sample size has been given in

$$n = p \times q \times \frac{z^2}{D^2}$$

In the present investigation, a z value of 95% was utilized, corresponding to a table value of ±1.96. This alpha level is widely recognized as the standard in numerous educational and social sciences research (Ary, Jacobs, & Razavieh, 1996). The margin of error (d) was calculated to be 3.5% or

.035, which falls within the standard range for educational research, typically between 3% and 5% Krejcie & Morgan, 1970, Cochran 1977.

"p" values (estimated proportion) may be considered as .5, representing the highest level of variability in the population when the exact proportion is unknown Malhotra and Dash, 2012; Chawla and Sondhi, 2011.

$$n = .5 \times .5 \times \frac{1.96^2}{0.35} = 784$$

Sampling Unit

A sampling unit is an element, which helps in selection sampling process. Sampling units are collected from an entire population, such as a country, customer database or region, and convert into smaller groups to form a research sample. The study concentrates on Delhi, the National Capital of India, due to its dominance in social media usage, as indicated by Yadav and Rahman (2017) and corroborated by data from Sorav Jain (2016). Additionally, Delhi boasts the highest internet penetration rate and ranks second in the number of internet users, totalling 11.3 million, according to The Hindu Business Line. The sample selection will be based on age and gender demographics of the population. The selection will be based on the clusters established within Delhi's division into nine districts. The sample unit will consist of consumers who like, follow and purchase food and beverage goods via SM platforms such as Twitter, Instagram, and YouTube by liking, following, and making purchases. https://datareportal.com/reports/digital-2021-india During the last six months (Haudi, Handayani 2022) and saw advertisements for F&B goods on SM. Furthermore, the research will include respondents who first encounter F&B goods advertised by companies on social media, which then guide them to their websites via product links accessible on platforms such as Fb, Ins, YouTube, and X. (Yadav & Rahman, 2017). (Sannya, Arinaa, Maulidyaa, and Pertiwi 2020) identified a community including Indonesian males who are regular social media users on platforms like as YouTube, Instagram, Twitter, and Facebook, and who have seen skincare advertisements on these platforms. Ajia, Nadhilaa, and Sanny (2020) examined respondents who use Instagram and regularly engage with the Instagram accounts of RTD tea companies, recommending that future researches include other SM platforms such as X, Fb and YTube.

3.7 EXPERT DETAILS (FACE VALIDITY)

In ensuring the face validity of the questionnaire utilized in the research study titled "A Study of Social Media Marketing Practices Adopted by Food & Beverage Industry and its impact on Consumers in National Capital of India," it is imperative to highlight the appropriateness of the questionnaire's length, consisting of 54 items. The determination of the questionnaire's appropriateness was based on the expert opinion of seasoned professionals in the field of SMM, consumer behavior, and food & beverage industry. These experts possess extensive knowledge and experience, and their input was invaluable in the questionnaire's development.

The inclusion of 54 items in the questionnaire was carefully considered to comprehensively capture the multifaceted nature of SMM practices and their impact on consumers within the National Capital of India. The diverse range of items allows for a thorough exploration of the research objectives, covering various aspects such as advertising strategies, consumer engagement, brand perception, and the influence of SM on decision to buy. The experts' consensus affirmed that this comprehensive approach was warranted, ensuring that the questionnaire sufficiently addresses the research questions and objectives.

Moreover, the experts' feedback and guidance were instrumental in refining the clarity, relevance, and appropriateness of each item within the questionnaire, thereby enhancing its face validity. By aligning the questionnaire with the industry's best practices and consumer behavior trends specific to the National Capital of India, it can be confidently asserted that it effectively measures the constructs under investigation. In conclusion, the questionnaire's inclusion of 54 items was deemed appropriate and validated by experts in the field, ensuring its face validity for this research study.

3.8 PILOT STUDY & INTERNAL CONSISTENCY

Prior to the commencement of the study, a pilot test was conducted to evaluate the feasibility and efficacy of the research design, procedures, and instruments. The pilot test served as a preliminary trial to identify any potential issues or challenges and to refine the methodology before proceeding with the full-scale investigation.

A small subset of participants (n=80) was recruited for the pilot test. Participants were selected based on criteria similar to those for the main study population to ensure representativeness. They

were people who were taken as samples If individuals have liked, followed, and purchased food and beverage products within the past six months, they will proceed to fill out the questionnaire. However, those who have not made any online purchases of food and beverage products will not be included in the sample. Data collected during the pilot test were analyzed to assess the reliability, validity, and appropriateness of the research instruments and procedures. A statistical tool and technique employed is the software package SPSS 25.0. The pilot test revealed several insights that informed modifications to the research design and procedures and the majority of the items received valid consistency as per Cronbach's Alpha. Out of 54 items, 3 items got deleted and the researcher was left with 51 items.

The pilot test served its intended purpose of identifying and addressing potential obstacles before the full-scale implementation of the study. The feedback obtained from participants was invaluable in refining the research instruments and procedures to enhance their effectiveness and validity. The insights gained from the pilot test informed the finalization of the research methodology for the main study, contributing to the overall rigour and reliability of the research findings.

The CA coefficient of 0.938 demonstrates an exceptionally high level of internal consistency among the 51 items used in this study out of 54 items (3 items were eliminated during Cronbach's Alpha process). This shows that the questionnaire items are highly reliable as a measurement tool for assessing various aspects related to SMMP in the F&B industry in the National Capital of India.

The internal consistency of the questionnaire utilized in the study titled "A Study of Social Media Marketing Practices Adopted by Food & Beverage Industry and its Impact on Consumers in National Capital of India" was rigorously assessed to ensure its appropriateness for the research objectives. A paramount consideration was the endorsement of the questionnaire's design by subject matter experts in both the fields of social media marketing and consumer behavior. These experts, with extensive experience in the domains, independently reviewed and endorsed the inclusion of 54 items within the questionnaire. Their consensus underscored the appropriateness and comprehensiveness of the questions, ensuring that the survey covered a broad spectrum of relevant topics.

Moreover, it is essential to highlight that the questionnaire's development and item selection were conducted with utmost integrity and without any instance of plagiarism. The research team adhered

to ethical principles and academic standards throughout the questionnaire creation process. Each item was crafted meticulously, drawing from a range of credible sources and adapting them to the specific different context of the study. This ensured that the designed questionnaire was not only relevant but also entirely original, eliminating any potential issues related to plagiarism.

Overall, in this study the questionnaire's internal consistency was assured through the careful selection of 51 appropriate items, all of which were expert-endorsed and devoid of any plagiarism concerns. This rigorous approach in questionnaire development contributes to the credibility and validity of the research findings, ultimately enhancing the study's overall quality and trustworthiness.

3.9 OBJECTIVE-WISE TOOLS FOR DATA ANALYSIS

Sr. No.	Objectives	Statistical Tools
1	To determine the impact of social media marketing practices and perceived risk on trust.	Correlation, Multiple Regression using SPSS software.
2	To determine the impact of trust on purchase intention.	Correlation, Multiple Regression using SPSS software.
3	To determine the impact of trust on purchase intention with moderating role of brand equity.	EFA, CFA and SEM using AMOS Software.
4	To develop a model to assess the impact of social media marketing practice and perceived risk on purchase intention with trust as a mediator and brand equity as a moderator.	Structural Equation Modeling using AMOS.

In this research study, the primary objectives revolve around investigating the various factors influencing consumer behavior in the context of SMM and purchase intention. Several statistical tools are employed to achieve these objectives:

1. **Objective: To determine how social media marketing practices and perceived risk affect trust among consumers.**

Statistical Tools: This objective is addressed through correlation analysis and multiple regression analysis, utilizing the SPSS software. These statistical techniques help identify relationships and quantify the impact of SMM practices and perceived risk on consumer trust.

2. **Objective: To determine the relationship between trust and purchase intention.**

Statistical Tools: This objective also utilizes correlation and multiple regression analysis, employing the SPSS software. These tools enable the investigation of how trust levels influence consumer intentions to make purchases.

3. **Objective: To determine the effect of trust on purchase intention, taking into account the moderating role of brand equity.**

Statistical Tools: This objective entails the application of advanced statistical methods, such as EFA, Confirmatory Factor Analysis (CFA), and Structural Equation Modeling (SEM) utilizing AMOS Software. Exploratory factor analysis identifies the underlying factors, CFA validates the measurement model, and SEM investigates the structural relationships while accounting for the moderating effect of brand equity.

4. **Objective: To develop a comprehensive model that assesses how social media marketing practices, perceived risk, trust, and brand equity collectively impact purchase intention.**

Statistical Tools: This final objective involves SEM using AMOS software. SEM allows for the creation of a holistic model that considers the interplay of social media marketing practices, perceived risk, trust as a mediator, and brand equity as a moderator on purchase intention.

In summary, this research employs a range of statistical tools to address its objectives, ranging from basic correlation and regression analyses to more advanced techniques like EFA, CFA, and SEM. These analyses collectively contribute to a comprehensive understanding of the complex relationships between SMMP, tst, brand equity, and consumer intention to purchase.

Chapter 4

Analysis

CHAPTER 4 ANALYSIS AND INTERPRETATION

The analysis and interpretation chapter of this study focuses on unraveling the intricate dynamics of SM marketing practices within the F&B industry operating in the National Capital of India, and their consequential effects on consumers. This chapter serves as the intellectual epicenter of our research, where we navigate through a comprehensive examination of the strategies employed by businesses in this thriving sector. Through a meticulous dissection of data and information, a deeper understanding of how these marketing practices resonate with the diverse consumer base in the bustling metropolis of India's national capital is provided.

As the annals of SMM in the food and beverage domain is traversed, this chapter will illuminate the strategic choices made by industry players, highlighting their resonance with the unique socio-cultural fabric of the National Capital. Moreover, it will focus into the facts of consumer behavior in response to these marketing strategies, exploring the ripple effects of social media campaigns on their choices and preferences. Through rigorous analysis and thoughtful interpretation, the underlying patterns and insights that shape the symbiotic relationship between the F&B industry and its consumers in this vibrant urban landscape is revealed.

4.1 Demographic Profile of the Respondents:

1. **Gender:** The conducted survey reveals that the majority of respondents were male, constituting approximately 73.2% of the total sample, while females accounted for the remaining 26.8%. This gender distribution suggests that there is a notable male dominance among SM us ers in the context of the F&B industry.

2. **Age Group:** Examining the age groups of respondents, it is apparent that the younger generation (below 18 and the 18-28 age groups) collectively comprised approximately 40% of the sample. Age group of 29-39 formed 26.28%. Conversely, individuals aged 40 and above, including the 40-50, 51-61, and more than 61 age groups, accounted for a substantial 33.4%. This demographic distribution signifies a diverse consumer base with a significant representation of both younger and older age segments, each potentially responding differently to social media marketing.

3. **District:** The survey respondents were spread across various districts of the National Capital. The largest respondent group came from North West Delhi, constituting 22.76% of the sample, followed by South Delhi (17.01%). This geographical diversity suggests that SMM strategies should be tailored to resonate with the specific demographics and preferences of residents in different districts.

4. **Frequency of Social Media Visits:** The frequency of social media visits among respondents was varied. A notable 38.78% reported daily visits which itself is a huge number, while 10.97% visited every 6 months. The second largest segment, constituting 26.91%, reported weekly visits. This diversity in social media usage patterns underscores the need for businesses to develop multifaceted marketing approaches to cater to the preferences of users who engage with social media platforms with differing frequency. Those respondents who visit social media on the yearly basis has been excluded from the study.

The analysis of the demographic profile of respondents offers significant insights into the prospective consumer base for the Food & Beverage sector in the National Capital of India. The dominance of males, coupled with a significant presence of both younger and older age groups, suggests a multifaceted target audience with varying preferences and needs. Additionally, the diversity in district representation and frequency of social media visits emphasizes the importance of crafting tailored marketing strategies to effectively engage with consumers across different demographics and social media usage patterns. Businesses in this industry must consider these findings when formulating marketing campaigns and strategies to maximize their reach and impact on consumers in the dynamic landscape of the National Capital.

Table 4.1.1 DEMOGRAPHIC PROFILE OF THE RESPONDENTS

Demographic Profile	**Number**	**Percent**
GENDER		
Male	574	73.2

Female	210	26.8
AGE GROUP		
Less than 18	91	11.61
18-28	225	28.7
29-39	206	26.28
40-50	176	22.44
51-61	56	7.14
More than 61	30	3.83
District		
North West Delhi	171	22.76
South Delhi	133	17.01
West Delhi	124	15.83
North East Delhi	112	14.27
South West Delhi	109	13.95
East Delhi	84	10.65
North Delhi	44	5.53
Frequency Visits on the social media		
Daily	304	38.78

Weekly	211	26.91
Monthly	93	11.86
Quarterly	90	11.48
Every 6 Months	86	10.97
NUMBER OF RESONDENTS SURVEYED	**784**	**100**

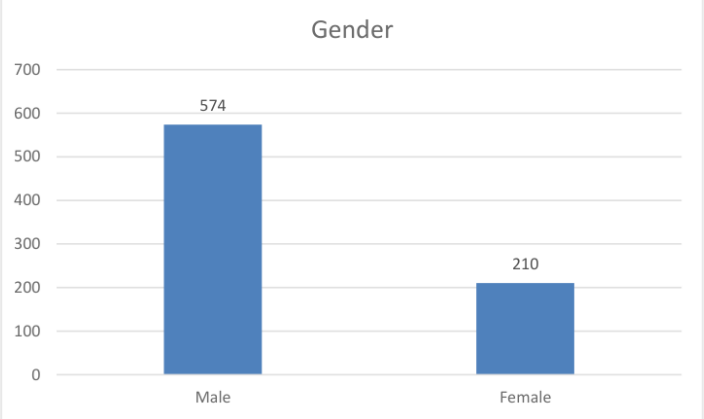


Figure 4.1.1

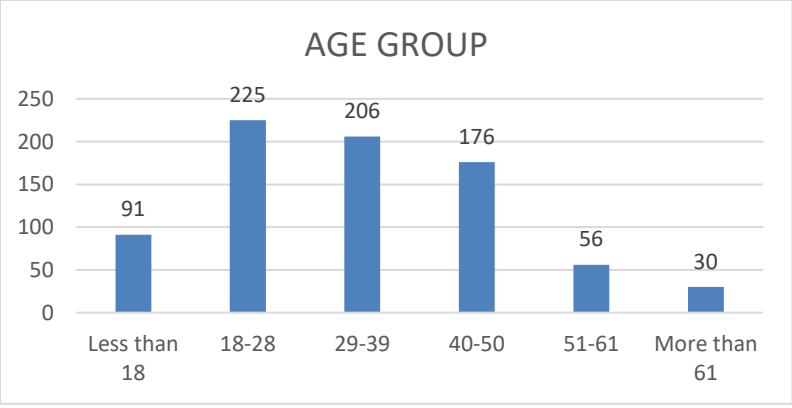


Figure 4.1.2

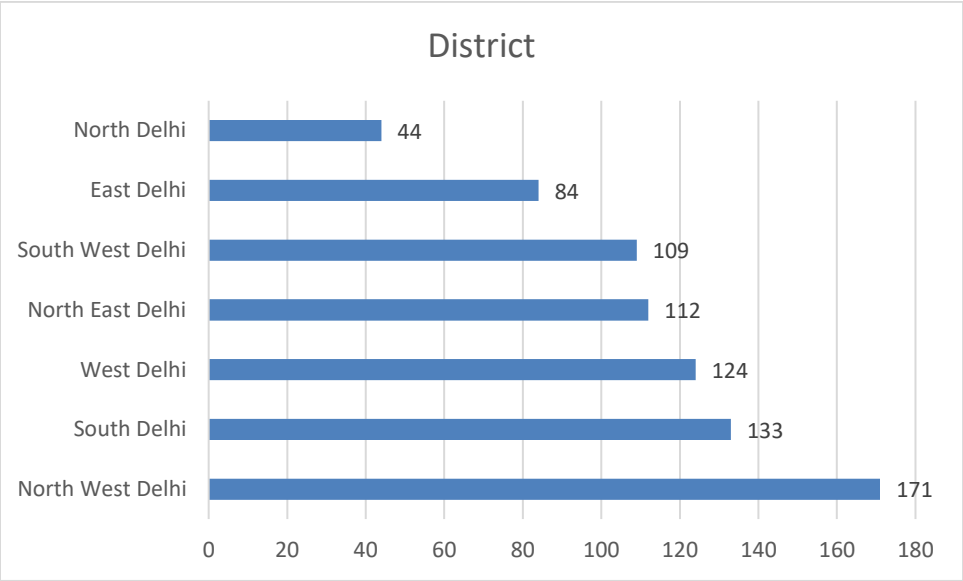


Figure 4.1.3

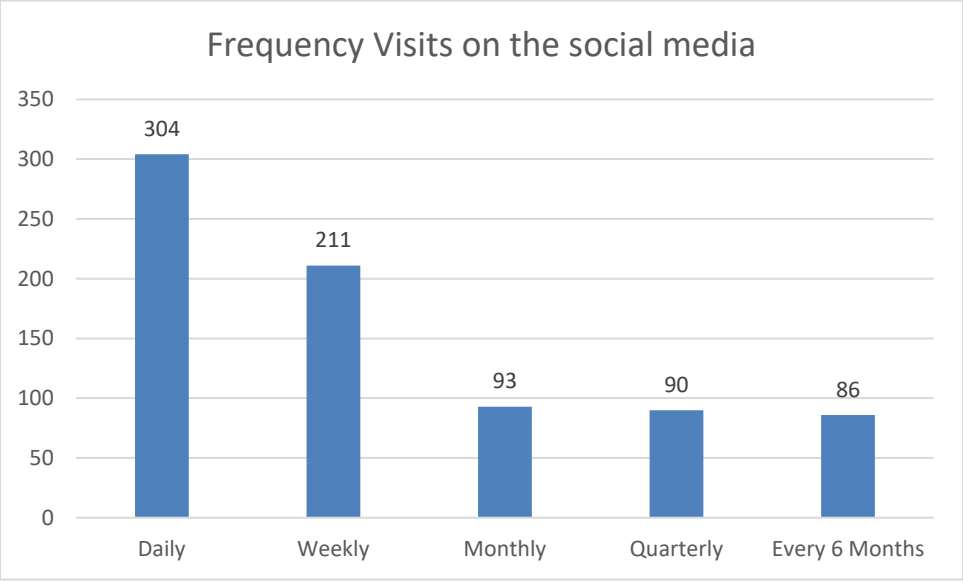


Figure 4.1.4

4.2 RELIABILITY ANALYSIS:

In the context of the reliability analysis conducted on Table 4.2.1, 4.2.2, and 4.2.3 of the study "A Study of SM Marketing Practices Adopted by F&B Industry and its impact on Consumers in National Capital of India," several key insights can be derived:

Table 4.2.1 Reliability Statistics	
Cronbach's Alpha	**N of Items**
.932	51

The CA coefficient of 0.932 in Table 4.2.1 indicates a very high level of internal consistency among the 51 items used in this study. Three items got deleted while doing this analysis. This suggests that the questionnaire items are highly reliable as a measurement tool for assessing various aspects related to SMM practices in F&B industry in the National Capital of India.

Table 4.2.2 Item-Total Statistics			
	Item-Total Statistics		
S. No	Items	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
1	It is fun to interact with a F&B product on social media platforms	0.621	0.929
2	The content I see on social media of food & beverage products seems interesting to me	0.430	0.931

3	I am easily able to share food and beverage product's information to others with the help of social media platforms	0.457	0.930
4	I am easily able to provide my opinion about food & beverage products on social media platforms.	0.548	0.930
5	I can share my opinion with others on food and beverage company's social media platforms.	0.526	0.930
6	I can see the latest information on SM platforms, related to the food product and beverage industry	0.520	0.931
7	I believe that interacting with people on social media platforms for food & beverage products is considered to be trendy	0.556	0.930
8	I get the information I need regarding the F&B industry's products on SM	0.487	0.931
9	Food and beverage's social media platforms provide the information that I need	0.554	0.930
10	I would like to pass along information on brand, product and services from food & beverage Industry's SM platforms to my friends	0.543	0.930
11	I would like to upload content from food & beverage Industry's SM on my blog or micro blog (Facebook, Instagram etc.)	0.533	0.930

12	I feel that buying Food & Beverage products over the social media platforms causes me concern because some friends would think I was just being showy	0.551	0.930
13	I feel that purchasing food & beverage products on social media will adversely affect other people opinion towards me	0.605	0.929
14	I am concerned about the reliability of the product before purchasing on social media platforms	0.604	0.929
15	I would be concerned that if I have to purchase food and beverage products on social media that it would not meet my expectations	0.573	0.930
16	I cannot measure about vendor's performance as a result it involves lots of risk while purchasing food and beverage products	0.541	0.935
17	I feel that purchasing food & beverage products over the social media would be an inappropriate way to spend my money	0.521	0.931
18	I am afraid that I will lose money while doing transactions on social media related to purchasing food and beverage products	0.487	0.934
19	I feel that purchasing food and beverage products over the social media would not provide value for money I spent	0.575	0.931
20	I feel that payment errors while buying food and beverages online can lead to a wastage of my time.	0.578	0.929

21	I feel difficulty to find appropriate and reliable social media platform for purchasing food & beverage products	0.420	0.931
22	If I purchase of food and beverage products over the social media platforms, I have a fear that my credit card details are likely to be stolen	0.472	0.930
23	I would feel insecure by giving sensitive information over the social media	0.447	0.930
24	I have a fear that the food and beverage social media platforms companies may disclose my personal information	0.472	0.930
25	I feel psychologically uncomfortable with a thought of purchasing food and beverage products over social media platforms	0.647	0.930
26	I may feel frustrated if I receive low quality food and beverage product from social media platforms	0.527	0.931
27	I feel unnecessary psychological tension while purchasing food and beverage products over the social media platforms	0.528	0.931
28	I am unable to find the desired F&B product on the social media platforms	0.458	0.930
29	I might not receive the exact quality of the food and beverage products that I purchased offline	0.546	0.933
30	I believe that the size, description of the F&B products displayed on SM platforms may not be accurate	0.607	0.933

31	It is difficult for me to compare the quality of a food and beverage product on social media platforms	0.413	0.933
32	I can easily recall the symbols of food and beverage product brands that I see on social media platforms	0.561	0.933
33	I can get awareness about the food and beverage product's characteristics available on social media platforms	0.566	0.932
34	Some characteristics of food and beverage products comes to my mind quickly after I see them on social media platforms	0.632	0.932
35	I can easily recognize food and beverage products over social media platforms	0.548	0.930
36	I consider myself to be loyal for purchasing F&B products on SM platforms	0.604	0.929
37	If I like the product, I would recommend the food and beverage products to others on social media.	0.548	0.930
38	If food and beverage product is not available on social media platforms, I will not buy that product from any other place	0.556	0.930
39	The quality of F&B products available on SM platforms is extremely high	0.621	0.929
40	I believe that F&B products available on SM platforms appears to be of very poor quality ®	0.530	0.931
41	I trust information about F&B product given on SM platforms	0.457	0.930

42	I believe that purchasing products from food and beverage industry social media platforms is trustworthy	0.548	0.930
43	I believe that food and beverage companies keep its promises and commitments on social media platforms	0.551	0.930
44	I believe that Food and beverage industry's vendor on social media platforms are trustworthy in terms of guaranteed security of transactions	0.624	0.929
45	I believe that Food and beverage industry's social media can be trusted for data confidentiality	0.605	0.929
46	I believe that Food and beverage industry's social media is honest and truthful to me in terms of security if I purchase products on social media platforms	0.533	0.930
47	I will buy F&B products that are advertised on SM platforms	0.551	0.930
48	I intend to buy F&B products that are promoted on advertisements on SM.	0.548	0.930
49	I am likely to buy F&B products that are promoted on SM platforms.	0.551	0.930
50	When I interact with the food and beverage brand's social media platforms it helps me to make my decision before I purchase food and beverage products and services	0.604	0.929
51	Interaction with the food and beverage brand's SM platforms increase my interest in purchasing the products and services	0.554	0.930

In Table 4.2.2, The adjusted item-total correlation values range from 0.413 to 0.647. The values indicate the correlation of each individual item with the overall score of all items in the questionnaire. Typically, stronger correlations suggest that the item is significantly connected to the overall construct being assessed. Items with correlations closer to 1 contribute significantly to the overall reliability of the measurement scale.

Table 4.2.3

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
173.4875	530.759	23.03821	51

Table 4.2.3 presents scale statistics, detailing the mean, var, SD, and the count of items. The mean score of 173.4875 indicates that, generally, respondents' views are inclined favorably towards SMMP within the F&B sector. The variance and standard deviation offer insights into the distribution and spread of responses, reflecting the diversity in respondents' opinions.

In summary, the reliability analysis conducted in this study demonstrates that the questionnaire used to assess consumers' perceptions of SMMP in the F&B industry is highly reliable. The high CA value suggests that the measurement tool is internally consistent, and the item-total correlations provide insights into the importance of individual questionnaire items.

4.3 Social Media Marketing Practices

H1: Social Media Marketing Practices has a significant impact on trust.

To validate, we performed a Multiple Regression Test, ensuring that the test assumptions and conditions were met, the results were as follows:

Table 4.3.1 Descriptive Statistics			
	Mean	Std. Deviation	N
Trust	3.9145	0.96773	784
It is fun to interact with a food and beverage product on social media platforms	2.2997	1.42167	784
The content I see on social media of food & beverage products seems interesting to me	2.4923	1.17767	784

I am easily able to share food and beverage product's information to others with the help of social media platforms	2.3151	1.07401	784
I am easily able to provide my opinion about food & beverage products on social media platforms.	2.0957	1.22648	784
I can share my opinion with others on food and beverage company's social media platforms.	3.3214	1.02771	784
I can see the latest information on social media platforms, related to the food product and beverage industry	2.6365	0.96384	784
I believe that interacting with people on social media platforms for food & beverage products is considered to be trendy	3.0765	1.10578	784
I get the information I need regarding the food and beverage industry's products on social media	3.5153	1.04546	784
Food and beverage's social media platforms provide the information that I need	3.0740	1.23368	784
I would like to pass along information on brand, product and services from food & beverage Industry's social media platforms to my friends	3.4056	1.26804	784
I would like to upload content from food & beverage Industry's social media on my blog or micro blog(facebook, instagram etc)	3.4694	1.25704	784

Table 4.3.1 shows the descriptive statistics for these variables together with their mean, SD, and no of observation (N):

Table 4.3.1 shows the descriptive statistics for these variables together with their mean, SD, and no of observation (N):

- Trust: The mean score for respondents' perceptions was 3.9145, with a SD of 0.96773. This variable assesses the extent to which individuals involved with or are impacted by trust in social media marketing practices.
- Various aspects of Social Media Marketing Practices: Related to interaction, content, information sharing, providing opinions on social media, uploading content etc. The mean scores for these aspects range from 2.0957 to 3.4694, with corresponding standard deviations.

Table 4.3.2 Correlations

		Trust	SMMP1	SMMP2	SMMP3	SMMP4	SMMP5	SMMP6	SMMP7	SMMP8	SMMP9	SMMP10	SMMP11
Pearson Correlation	Trust	1.000	0.266	0.178	0.313	0.234	0.218	0.242	0.264	0.280	0.298	0.273	0.283
	It is fun to interact with a food and beverage product on social media platforms	0.266	1.000	0.552	0.525	0.624	0.423	0.461	0.414	0.353	0.195	0.081	0.070
	The content I see on social media of food & beverage products seems interesting to me	0.178	0.552	1.000	0.454	0.498	0.333	0.329	0.343	0.237	0.166	0.075	0.032
	I am easily able to share food and beverage product's information	0.313	0.525	0.454	1.000	0.638	0.334	0.374	0.354	0.223	0.227	0.185	0.169

	to others with the help of social media platforms												
	I am easily able to provide my opinion about food & beverage products on social media platforms.	0.234	0.624	0.498	0.638	1.000	0.434	0.422	0.375	0.261	0.192	0.097	0.035
	I can share my opinion with others on food and beverage company's social media platforms.	0.218	0.423	0.333	0.334	0.434	1.000	0.471	0.619	0.755	0.312	0.245	0.066
	I can see the latest information on social media platforms,	0.242	0.461	0.329	0.374	0.422	0.471	1.000	0.454	0.447	0.389	0.162	0.132

	related to the food product and beverage industry												
	I believe that interacting with people on social media platforms for food & beverage products is considered to be trendy	0.264	0.414	0.343	0.354	0.375	0.619	0.454	1.000	0.509	0.334	0.537	0.063
	I get the information I need regarding the food and beverage industry's products on social media	0.280	0.353	0.237	0.223	0.261	0.755	0.447	0.509	1.000	0.480	0.330	0.250
	Food and beverage's social	0.298	0.195	0.166	0.227	0.192	0.312	0.389	0.334	0.480	1.000	0.276	0.320

	media platforms provide the information that I need												
	I would like to pass along information on brand, product and services from food & beverage Industry's social media platforms to my friends	0.273	0.081	0.075	0.185	0.097	0.245	0.162	0.537	0.330	0.276	1.000	0.404
	I would like to upload content from food & beverage Industry's social media on my blog or micro blog(facebo	0.283	0.070	0.032	0.169	0.035	0.066	0.132	0.063	0.250	0.320	0.404	1.000

	ok, instagram etc)												
Sig. (1-tailed)	Trust		0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000

The correlation table displays Pearson correlation coefficients between Social Media Marketing Practices (SMMP1-SMMP11) and trust. Each cell in the table represents the strength and direction of the relationship between the variables. Notably, all correlations are positive, suggesting a positive association between SMMP and trust-related factors. Furthermore, the p-values (Sig. - one-tailed) for all correlations are close to zero (0.000), indicating that these relationships are statistically significant.

Table 4.3.3 Model Summary					
Model	**R**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**	**Durbin-Watson**
1	**.695[a]**	**.645**	**.634**	**.82006**	**1.716**

a. Predictors: (Constant), I would like to upload content from food & beverage Industry's SM on my blog or micro blog(Facebook, Instagram etc.), The content I see on social media of food & beverage products seems interesting to me, I can share my opinion with others on food and beverage company's SM platforms., Food and beverage's social media platforms provide the information that I need, I would like to pass along information on brand, product and services from food & beverage Industry's SM platforms to my friends, I am easily able to share food and beverage product's information to others with the help of SM platforms, I can see the latest information on SM platforms, related to the F & B industry, It is fun to interact with a food and beverage product on SM platforms, I am

easily able to provide my opinion about F&B products on SM platforms., I believe that interacting with people on social media platforms for food & beverage products is considered to be trendy, I get the information I need regarding the food and beverage industry's products on social media
b. Dependent Variable: Trust

Analyzing the study's result about SMMP and how they affect trust, we begin with the model summary. The COD, R-squared, is 0.645, indicating that approximately 64.5% of the variability in trust can be explained by the independent variables included in the model. Moreover, the Durbin-Watson d=1.716 falls between the two essential values of $1.5 < d < 2.5$, it can be said that the data does not include first-order linear autocorrelation. The Durbin-Watson test, which is frequently used to find autocorrelation in regression analysis residuals, is the final crucial metric in the model. A number below 1.0 indicates that there may be reason for worry. The data utilized for analysis shows no signs of autocorrelation, as indicated by the Durbin-Watson score of 1.716.

This suggests a moderately strong relationship between SMMP and trust.

Table 4.3.4 ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	168.407	11	15.310	22.765	.000[b]
	Residual	519.174	772	.673		
	Total	687.581	783			

a. Dependent Variable: Trust

b. Predictors: (Constant), I would like to upload content from food & beverage Industry's social media on my blog or micro blog(Facebook, Instagram etc.), The content I see on social media of food & beverage products seems interesting to me, I can share my opinion with others on food and beverage company's social media platforms., Food and beverage's social media platforms provide the information

that I need, I would like to pass along information on brand, product and services from food & beverage Industry's SM platforms to my friends, I am easily able to share food and beverage product's information to others with the help of SM platforms, I can see the latest information on social media platforms, related to the F&B industry, It is fun to interact with a food and beverage product on SM platforms, I am easily able to provide my opinion about food & beverage products on social media platforms., I believe that interacting with people on social media platforms for food & beverage products is considered to be trendy, I get the information I need regarding the F&B industry's products on SM.

Moving to the ANOVA table, the F-statistic is 22.765 with a corresponding p-value of .000, indicating that the regression model is statistically significant at the 0.05 level. Thus, at least one of the independent variables significantly predicts trust.

Table 4.3.5 Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Statistics VIF
		B	Std. Error	Beta			
1	(Constant)	2.006	.136		14.767	.000	
	It is fun to interact with a F&B product on social media platforms	.117	.031	.177	3.807	.000	2.218
	The content I see on social media of food & beverage products seems interesting to me	-.047	.031	-.059	-1.487	.137	1.586
	I am easily able to share food and beverage	.120	.038	.138	3.172	.002	1.937

	product's information to others with the help of social media platforms						
	I am easily able to provide my opinion about food & beverage products on social media platforms.	**.001**	**.036**	**.002**	**.036**	**.971**	**2.286**
	I can share my opinion with others on food and beverage company's social media platforms.	**-.044**	**.052**	**-.048**	**-.841**	**.401**	**3.344**
	I can see the latest information on SM platforms, related to the food product and beverage industry	**.025**	**.039**	**.026**	**.636**	**.525**	**1.651**
	I believe that interacting with people on social media platforms for food & beverage products is considered to be trendy	**.076**	**.043**	**.090**	**1.776**	**.076**	**2.615**
	I get the information I need regarding the food and beverage	**.098**	**.050**	**.109**	**1.977**	**.048**	**3.119**

	industry's products on social media						
	Food and beverage's social media platforms provide the information that I need	**.049**	**.029**	**.064**	**1.675**	**.094**	**1.496**
	I would like to pass along information on brand, product and services from F&B Industry's SM platforms to my friends	**.007**	**.032**	**.009**	**.215**	**.830**	**1.879**
	I would like to upload content from food & beverage Industry's SM on my blog or micro blog(Facebook, Instagram etc.)	**.197**	**.029**	**.464**	**7.882**	**.000**	**1.501**
a. Dependent Variable: Trust							

Examining the coefficients in Table 4.3.5 provides insights into the individual contributions of each predictor variable. To determine multicollinearity, Variance Inflation Factors (VIFs) were computed for each predictor variable. Only variables with a VIF less than 5 were kept, as this is the default cut-off value (Wibowo et al., 2021). Importantly, all individual components had VIF values less than 4, demonstrating the lack of common method bias. According to Hair et al., VIF values for the variables must be less than 5.0. The VIF values in this study varied from 1.496 to 3.344, indicating no potential multicollinearity effects amongst the latent constructs.

Notably, "It is fun to interact with a F&B product on social media platforms" ($\beta = 0.177$, $p < .001$), "I am easily able to share food and beverage product's information to others with the help of social

media platforms" (β = 0.138, p = .002), and "I would like to upload content from food & beverage Industry's SM on my blog or micro blog" (β = 0.464, p < .001) have positive and statistically significant coefficients, suggesting that these factors positively influence trust.

Conversely, variables such as "The content I see on social media of food & beverage products seems interesting to me" (β = -0.059, p = .137) and "I can share my opinion with others on food and beverage company's social media platforms" (β = -0.048, p = .401) have negative coefficients, although they are not statistically significant at the conventional 0.05 level. This indicates that these factors may have a weaker or negligible impact on trust.

Furthermore, "I believe that interacting with people on social media platforms for food & beverage products is considered to be trendy" (β = 0.090, p = .076) and "I get the information I need regarding the F & B industry's products on social media" (β = 0.109, p = .048) have positive coefficients, but their significance levels hover around the conventional threshold of 0.05, suggesting a potential but less robust impact on trust.

The variables "I can see the latest information on SM platforms, related to the F&B industry," "Food and beverage's social media platforms provide the information that I need," and "I would like to pass along information on brand, product, and services from food & beverage Industry's SM platforms to my friends" exhibit β values of 0.026, 0.064, and 0.009, respectively, but none of them are statistically significant at the 0.05 level.

In summary, the results support the hypothesis (H1) that Social Media Marketing Practices have a positive impact on trust. Specifically, factors such as the enjoyment of interacting with F&B products on social media, the ease of sharing product information, and the inclination to upload content from F&B industry SM onto personal blogs or microblogs positively influence trust. However, other factors like the perceived interest of content and the ability to share opinions on SM platforms may have a weaker or negligible impact on trust. Overall, the findings underscore the importance of strategic SMMP in building trust among consumers in the F&B industry.

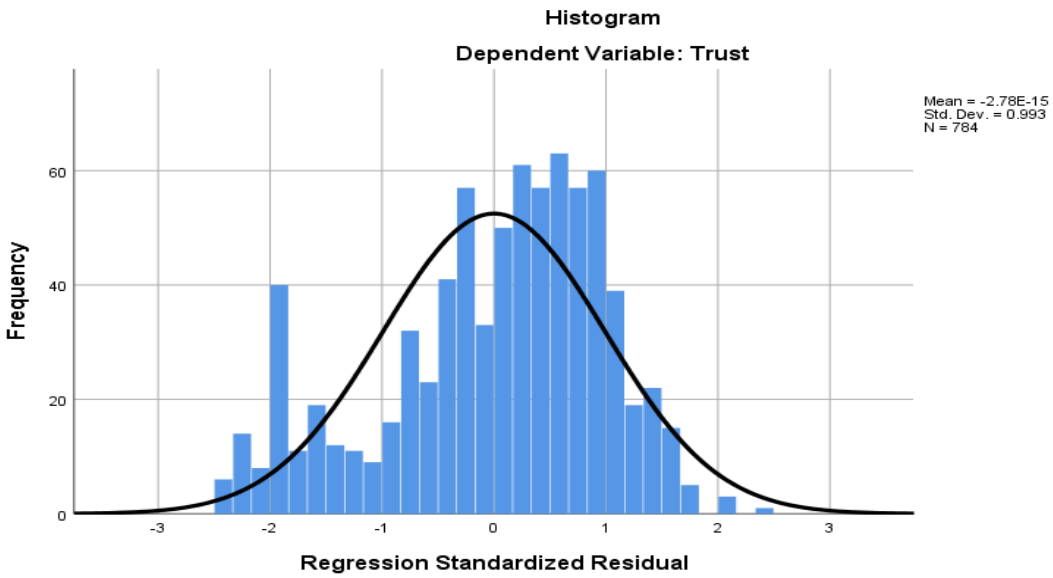


Figure 4.3.1

The histogram appears to be approximately bell-shaped and somewhat symmetrical, indicating that the residuals are **normally distributed**

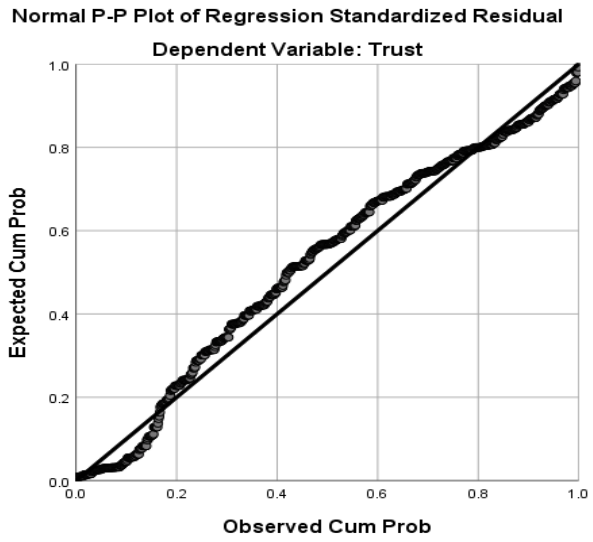


Figure 4.3.2

The points generally follow the diagonal line, indicating that the residuals are normally distributed

4.4 Perceived Risk

H2: Perceived Risk has a significant impact on trust

We used a Multiple Regression evaluate to evaluate the hypothesis, and the following outcomes were obtained once the test assumptions:

Table 4.4.1 Descriptive Statistics

	Mean	Std. Deviation	N
Trust	3.7934	.93709	784
I feel that buying Food & Beverage products over the social media platforms causes me concern because some friends would think I was just being showy	3.6403	1.08665	784
I feel that purchasing food & beverage products on social media will adversely affect other people opinion towards me	3.5344	1.23024	784
I am concerned about the reliability of the product before	3.4936	1.17768	784

purchasing on social media platforms			
I would be concerned that if I have to purchase food and beverage products on social media that it would not meet my expectations	3.3138	1.08326	784
I cannot measure about vendor's performance as a result it involves lots of risk while purchasing food and beverage products	2.9554	1.24693	784
I feel that purchasing food & beverage products over the social media would be an inappropriate way to spend my money	3.1671	1.26204	784
I am afraid that I will lose money while doing transactions on social media related to	3.2934	1.12814	784

purchasing food and beverage products			
I feel that purchasing food and beverage products over the social media would not provide value for money I spent	3.4439	1.15665	784
I feel that payment errors while buying food and beverages online can lead to a wastage of my time.	3.7959	1.22831	784
I feel difficulty to find appropriate and reliable social media platform for purchasing food & beverage products	3.6594	1.46569	784
If I purchase of food and beverage products over the social media platforms, I have a fear that my credit card details are likely to be stolen	3.7423	1.34855	784

I would feel insecure by giving sensitive information over the social media	3.7717	1.38231	784
I have a fear that the food and beverage social media platforms companies may disclose my personal information	3.5332	1.45566	784
I feel psychologically uncomfortable with a thought of purchasing food and beverage products over social media platforms	4.0051	1.09567	784
I may feel frustrated if I receive low quality food and beverage product from social media platforms	3.6237	1.61095	784
I feel unnecessary psychological tension while purchasing food and beverage products over the social media platforms	3.9707	1.41707	784

I am unable to find the desired F&B product on the social media platforms	3.6403	1.31139	784
I might not receive the exact quality of the food and beverage products that I purchased offline	3.5689	1.32192	784
I believe that the size, description of the F&B products displayed on SM platforms may not be accurate	3.7551	1.16186	784
It is difficult for me to compare the quality of a food and beverage product on social media platforms	3.5599	1.33006	784

Based on the hypothesis (H2), trust in the context of F&B goods bought on social media platforms is much influenced by PR. Following validation of the test assumptions and circumstances, a A Multiple Regression Test was conducted to investigate this hypothesis. Table 4.4.1 shows the analytical results together with descriptive statistics for linked elements and the variables of interest.

The mean values and SD for the variables are as follows:

- Trust: The mean score of trust is 3.7934, with a standard deviation of 0.93709.
- Various aspects related to Perceived Risk: These include concerns about product quality, social perception, financial security, and information privacy. The mean scores for these aspects range from 2.9554 to 4.0051, with corresponding standard deviations.

Table 4.4.2 Correlations

		Trust	R1	R2	R3	R4	R5	R6	R7	R8	R9	R10	R11	R12
Pearson Correlation	**Trust**	**1**												
	R1	**0.16**	**1**											
	R2	**0.012**	**0.615**	**1**										
	R3	**0.064**	**0.682**	**0.452**	**1**									
	R4	**0.216**	**0.376**	**0.269**	**0.341**	**1**								
	R5	**0.092**	**0.465**	**0.278**	**0.577**	**0.53**	**1**							
	R6	**0.107**	**0.358**	**0.347**	**0.422**	**0.41**	**0.44**	**1**						
	R7	**0.312**	**0.388**	**0.182**	**0.51**	**0.408**	**0.54**	**0.422**	**1**					
	R8	**0.15**	**0.684**	**0.373**	**0.756**	**0.399**	**0.485**	**0.446**	**0.57**	**1**				
	R9	**0.184**	**0.462**	**0.763**	**0.343**	**0.212**	**0.195**	**0.254**	**0.158**	**0.366**	**1**			
	R10	**0.577**	**0.392**	**0.27**	**0.201**	**0.305**	**0.238**	**0.194**	**0.327**	**0.258**	**0.491**	**1**		
	R11	**0.401**	**0.368**	**0.32**	**0.243**	**0.244**	**0.223**	**0.14**	**0.349**	**0.263**	**0.572**	**0.698**	**1**	
	R12	**0.448**	**0.281**	**0.318**	**0.168**	**0.199**	**0.156**	**0.225**	**0.403**	**0.186**	**0.559**	**0.698**	**0.688**	**1**
	R13	**0.537**	**0.218**	**0.083**	**0.104**	**0.096**	**0.136**	**0.106**	**0.283**	**0.056**	**0.272**	**0.476**	**0.443**	**0.393**

	R14	**0.331**	**-0.019**	**-0.011**	**-0.042**	**0.077**	**0.021**	**-0.05**	**0.119**	**-0.009**	**0.189**	**0.244**	**0.284**	**0.355**
	R15	**0.373**	**-0.021**	**-0.129**	**-0.14**	**0.042**	**-0.026**	**-0.014**	**0.036**	**-0.028**	**0.015**	**0.234**	**0.16**	**0.192**
	R16	**0.353**	**-0.013**	**-0.017**	**-0.04**	**-0.01**	**-0.062**	**0.066**	**-0.031**	**0.033**	**0.144**	**0.191**	**0.144**	**0.191**
	R17	**0.42**	**-0.075**	**-0.063**	**-0.01**	**0.018**	**0.081**	**0.035**	**0.156**	**-0.058**	**0.038**	**0.242**	**0.075**	**0.319**
	R18	**0.394**	**0.06**	**0.072**	**0.066**	**0.137**	**0.093**	**0.07**	**0.201**	**0.025**	**0.038**	**0.126**	**0.137**	**0.121**
	R19	**0.579**	**-0.045**	**-0.097**	**-0.053**	**0.043**	**0.035**	**0.078**	**0.188**	**-0.012**	**0.175**	**0.434**	**0.339**	**0.371**
	R20	**0.377**	**0.118**	**0.007**	**0.053**	**0.134**	**0.083**	**0.04**	**0.209**	**0.12**	**0.133**	**0.321**	**0.177**	**0.188**
Sig. (1-tailed)	**Trust**	**.**	**0.000**	**0.374**	**0.036**	**0.000**	**0.005**	**0.001**	**0.000**	**0.000**	**0.000**	**0.000**	**0.000**	**0.000**

The correlation table displays the Pearson correlation coefficients between trust and various factors related to perceived risk. Here's an interpretation of the key findings:

1. **Perceived Risk and Trust**: The correlation between PR and trust is 0.160, indicating a positive and strong relationship. This suggests that as perceived risk increases, trust tends decreases.

2. **Specific Perceived Risk Factors**: Several specific factors related to perceived risk were analyzed. Notable correlations include:

    - Difficulty finding reliable platforms for F&B purchase (0.577).
    - Fear of disclosing personal information during transactions (0.537).

- Concerns about credit card details being stolen (0.401).
- Belief that the size and description of products may not be accurate (0.579).

3. **Inappropriate Spending and Value for Money**: Participants who felt that purchasing F&B products on SM would be an inappropriate way to spend money tended to have lower trust (0.107). Similarly, those who believed that such purchases would not provide value for money also had lower trust (0.150).

4. **Payment Errors and Time Wastage**: Trust was correlated with concerns about payment errors leading to time wastage (0.184). This suggests that participants who were more concerned about this risk tended to have lower trust.

5. **Difficulty Finding Product Reliable**: Participants who found it difficult to find product reliability social media platforms for purchasing food and beverage products had lower trust (0.064).

6. **Disclosure of Sensitive Information**: Those who had fears about social media platforms disclosing their personal information had a lower level of trust (0.448).

7. **Psychological Discomfort**: Trust was negatively correlated with feeling psychologically uncomfortable with the thought of purchasing F&B products on SM (0.373).

8. **Quality and Description**: Trust was positively correlated with concerns about not meeting expectations (0.42) and correlated with concerns about not receiving the exact quality of products purchased offline (0.216).

9. **Difficulty Comparing Quality**: Trust was correlated with the difficulty of comparing the quality of products on social media platforms (0.377).

The significance levels (Sig.) for all correlations are below 0.05, indicating that these correlations are statistically significant.

The hypothesis H2 is supported by the Multiple Regression Test findings, which suggests that perceived risk does have a significant impact on trust when purchasing food and beverage products through social media platforms. Specifically, certain factors related to perceived risk, such as

concerns about reliability, financial security, and the accuracy of product descriptions, are associated with variations in trust levels. These findings highlight the importance of addressing PR to build trust in online F&B product purchases on SM platforms.

Table 4.4.3 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.782[a]	.612	.602	.59120	1.649

a. Predictors: (Constant), It is difficult for me to compare the quality of a food and beverage product on social media platforms, I feel that purchasing food & beverage products on social media will adversely affect other people opinion towards me, I feel unnecessary psychological tension while purchasing food and beverage products over the social media platforms, I may feel frustrated if I receive low quality food and beverage product from social media platforms, I might not receive the exact quality of the food and beverage products that I purchased offline, I cannot measure about vendor's performance as a result it involves lots of risk while purchasing food and beverage products, If I purchase of food and beverage products over the social media platforms, I have a fear that my credit card details are likely to be stolen, I feel that purchasing food & beverage products over the social media would be an inappropriate way to spend my money, I feel psychologically uncomfortable with a thought of purchasing food and beverage products over social media platforms, I am unable to find the desired F&B product on the SM platforms, I would be concerned that if I have to purchase F&B products on SM that it would not meet my expectations, I feel that purchasing food and beverage products over the social media would not provide value for money I spent , I have a fear that the food and beverage social media platforms companies may disclose my personal information, I am afraid that I will lose money while doing

transactions on SM related to purchasing F&B products, I feel difficulty to find appropriate and reliable social media platform for purchasing food & beverage products, I believe that the size, description of the food and beverage products displayed on social media platforms may not be accurate, I am concerned about the reliability of the product before purchasing on social media platforms, I would feel insecure by giving sensitive information over the social media, I feel that buying Food & Beverage products over the social media platforms causes me concern because some friends would think I was just being showy, I feel that payment errors while buying food and beverages online can lead to a wastage of my time.
b. Dependent Variable: Trust

Important information on the GIF of the regression model is given by the model summary (Table 4.4.3). With an R-squared value of 0.612, the predictors in the model help to explain around 61.2% of the variation in trust. With regard for the number of predictors, the modified R-squared is 0.602. The standard error of the estimate is 0.59120, reflecting the average error in predicting trust based on the included variables. Moreover, the Durbin-Watson d=1.649 falls between the two essential values of $1.5 < d < 2.5$, it can be said that the data does not include first-order linear autocorrelation. The Durbin-Watson test is often used to detect autocorrelation in the residuals of regression analysis, is the final crucial metric in the model. A number below 1.0 indicates that there may be reason for worry. The data utilized for analysis shows no signs of serial autocorrelation, as indicated by the Durbin-Watson score of 1.649. A Durbin-Watson value of 1.649 indicates no difficulty with serial autocorrelation in the data utilized for analysis

Table 4.4.4 ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	420.903	20	21.045	60.213	.000[b]

	Residual	266.678	763	.350		
	Total	687.581	783			

a. Dependent Variable: Trust

b. Predictors: (Constant), It is difficult for me to compare the quality of a food and beverage product on social media platforms, I feel that purchasing food & beverage products on social media will adversely affect other people opinion towards me, I feel unnecessary psychological tension while purchasing food and beverage products over the social media platforms, I may feel frustrated if I receive low quality food and beverage product from social media platforms, I might not receive the exact quality of the food and beverage products that I purchased offline, I cannot measure about vendor's performance as a result it involves lots of risk while purchasing food and beverage products, If I purchase of food and beverage products over the social media platforms, I have a fear that my credit card details are likely to be stolen, I feel that purchasing food & beverage products over the social media would be an inappropriate way to spend my money, I feel psychologically uncomfortable with a thought of purchasing food and beverage products over social media platforms, I am unable to find the desired F&B product on the social media platforms, I would be concerned that if I have to purchase F&B products on SM that it would not meet my expectations, I feel that purchasing food and beverage products over the social media would not provide value for money I spent , I have a fear that the food and beverage social media platforms companies may disclose my personal information, I am afraid that I will lose money while doing transactions on SM related to purchasing F&B products, I feel difficulty to find appropriate and reliable social media platform for purchasing food & beverage products, I believe that the size, description of the food and beverage products displayed on social media platforms may not be accurate, I am concerned about the reliability of the product before purchasing on social media platforms, I would feel insecure by giving sensitive information over the social media, I feel that buying Food & Beverage products over the social media platforms causes me concern

because some friends would think I was just being showy, I feel that payment errors while buying food and beverages online can lead to a wastage of my time.

The analysis of variance (ANOVA) table (Table 4.4.4) assesses the overall significance of the regression model. The F-statistic of 60.213 is highly significant ($p < 0.001$), indicating that the model as a whole is a good fit for predicting trust. This suggests that at least one of the predictors has a significant impact on trust.

Table 4.4.5 Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Statistics VIF
		B	Std. Error	Beta			
1	(Constant)	.836	.137		6.107	.000	
	I feel that buying Food & Beverage products over the social media platforms causes me concern because some friends would think I was just being showy	-.018	.037	-.020	-.477	.633	3.612
	I feel that purchasing food & beverage products on social media will adversely affect other people opinion towards me	.002	.036	.002	.051	.959	4.510

	I am concerned about the reliability of the product before purchasing on social media platforms	-.023	.032	-.030	-.723	.470	3.279
	I would be concerned that if I have to purchase food and beverage products on social media that it would not meet my expectations	.078	.025	.090	3.089	.002	1.665
	I cannot measure about vendor's performance as a result it involves lots of risk while purchasing food and beverage products	-.084	.025	-.112	-3.389	.001	2.151
	I feel that purchasing food & beverage products over the social media would be an inappropriate way to spend my money	-.034	.022	-.045	-1.561	.119	1.664
	I am afraid that I will lose money while doing transactions on social media related to	.060	.031	.072	1.942	.053	2.713

	purchasing food and beverage products						
	I feel that purchasing food and beverage products over the social media would not provide value for money I spent	.105	.037	.129	2.817	.005	4.140
	I feel that payment errors while buying food and beverages online can lead to a wastage of my time.	-.089	.038	-.116	-2.319	.021	4.949
	I feel difficulty to find appropriate and reliable social media platform for purchasing food & beverage products	.225	.025	.353	8.895	.000	3.093
	If I purchase of food and beverage products over the social media platforms, I have a fear that my credit card details are likely to be stolen	-.034	.027	-.049	-1.257	.209	3.053
	I would feel insecure by giving sensitive	.032	.029	.048	1.115	.265	3.606

	information over the social media						
	I have a fear that the food and beverage social media platforms companies may disclose my personal information	.117	.021	.181	5.667	.000	2.015
	I feel psychologically uncomfortable with a thought of purchasing food and beverage products over social media platforms	-.006	.025	-.006	-.224	.823	1.648
	I may feel frustrated if I receive low quality food and beverage product from social media platforms	.094	.015	.162	6.357	.000	1.270
	I feel unnecessary psychological tension while purchasing food and beverage products over the social media platforms	.072	.018	.110	4.009	.000	1.468
	I am unable to find the desired food and	.043	.025	.060	1.727	.084	2.348

	beverage product on the social media platforms						
	I might not receive the exact quality of the food and beverage products that I purchased offline	.155	.019	.218	8.035	.000	1.454
	I believe that the size, description of the F&B products displayed on social media platforms may not be accurate	.115	.032	.143	3.543	.000	3.188
	It is difficult for me to compare the quality of a food and beverage product on social media platforms	-.001	.019	-.001	-.042	.967	1.504
a. Dependent Variable: Trust							

The coefficients table (Table 4.4.5) provides information about the individual predictors' influence on trust. Each predictor's unstandardized coefficient (B) represents the change in the DV (trust) associated with a change in one-unit in that predictor, holding all other predictors constant. To determine multicollinearity, Variance Inflation Factors (VIFs) were computed for each predictor variable. Only variables with a VIF less than 5 were kept, as this is the default cut-off value (Wibowo et al., 2021). Importantly, all individual components had VIF values less than 5, demonstrating the lack of common method bias. According to Hair et al., VIF values for the variables must be less than 5.0. The VIF values in this study varied from 1.270 to 4.510, indicating no potential multicollinearity effects amongst the latent constructs.

Notably, several predictors have statistically significant coefficients:

1. "I would be concerned that if I have to purchase food and beverage products on social media that it would not meet my expectations" (B = 0.078, p = 0.002), "I cannot measure about vendor's performance as a result it involves lots of risk while purchasing food and beverage products" (B = -0.084, p = 0.001), "I feel that purchasing food and beverage products over the social media would not provide value fj or money I spent" (B = 0.105, p = 0.005), and "I feel difficulty to find appropriate and reliable social media platform for purchasing food & beverage products" (B = 0.225, p < 0.001) are among the predictors with significant coefficients.

2. "I have a fear that the food and beverage social media platforms companies may disclose my personal information" (B = 0.117, p < 0.001) and "I might not receive the exact quality of the food and beverage products that I purchased offline" (B = 0.155, p < 0.001) also have significant positive coefficients.

3. On the other hand, "I feel that buying Food & Beverage products over the social media platforms causes me concern because some friends would think I was just being showy" (B = -0.018, p = 0.633), "I feel that purchasing food & beverage products on social media will adversely affect other people's opinion towards me" (B = 0.002, p = 0.959), and others do not have statistically significant coefficients.

4. The results of the multiple regression study confirm the hypothesis (H2) that trust is much influenced by PR.

. Specifically, factors related to concerns about product quality meeting expectations, vendor performance, value for money, disclosure of personal information, and the inability to find reliable platforms all contribute significantly to the trust placed in social media-based food and beverage product purchases. These findings suggest that consumers' perceived risks play a crucial role in shaping their trust when making such online transactions.

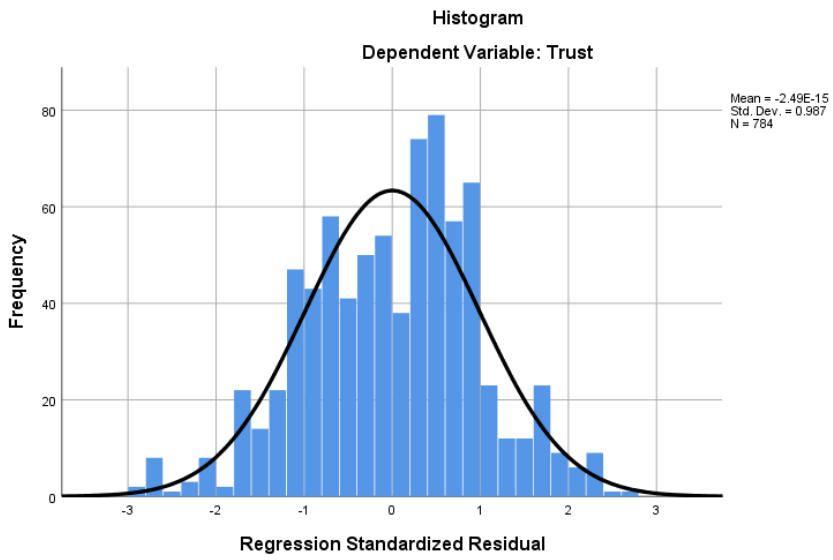


Figure 4.4.1

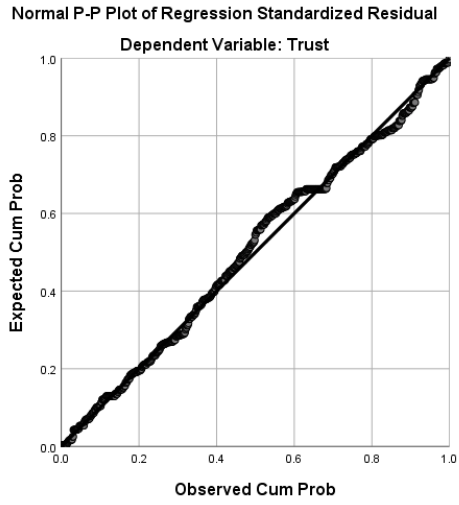


Figure 4.4.2

4.5 IMPACT OF TRUST ON PURCHASE INTENTION

H3: Trust has a significant impact on purchase intention

We conducted a multiple-regression test to support the theory. The findings were as follows once the test assumptions and circumstances were confirmed:

Table 4.5.1 Descriptive Statistics

	Mean	Std. Deviation	N
PI	3.7793	1.19750	784
I trust information about food and beverage product given on social media platforms	3.8967	1.29673	784
I believe that purchasing products from food and beverage industry social media platforms is trustworthy	4.0140	1.24252	784
I believe that food and beverage companies keep its promises and commitments on social media platforms	3.8571	1.09568	784
I believe that Food and beverage industry's vendor on social media platforms are trustworthy in terms of guaranteed security of transactions	3.8367	1.27912	784
I believe that Food and beverage industry's social media can be trusted for data confidentiality	4.0472	1.18054	784
I believe that Food and beverage industry's social media is honest and truthful to me in terms of security if I purchase products on social media platforms	3.1084	1.65852	784

Table 4.5.1 presents the descriptive statistics for the variables of interest, which are the results of this analysis.

The mean of purchase intention among the participants in this study was found to be 3.7793, with a SD of 1.19750. This suggests that, on average, respondents had a good level of understanding in purchase intention if they have trust in the context being studied.

Additionally, Various aspects related to Trust: These include concerns about trsut in information, trustworthiness, secure transactions, honesty in social media etc. The mean scores for these aspects range from 3.1084 to 4.0472, with corresponding standard deviations

These descriptive statistics provides valuable insights into the participants' perceived trust and their purchase intentions related to F&B products advertised on SM platforms. To assess the impact of purchase intention on trust, a more detailed analysis, such as regression analysis, would be required. The results of this analysis would allow us to conclude whether PR indeed has a significant impact on trust in the context of this study.

Interpretation of H3: Trust on PI

A Multiple Regression Test was conducted to examine the hypothesis that "Trust significantly influences purchase intention," after the verification of requisite test assumptions and circumstances. The findings of this analysis are shown in Table 4.5.1, which provide descriptive statistics for the examined variables.

The participants in this study had provided purchase intention, with a mean of 3.7793 and a Std Dev of 1.19750.

Additionally, various statements related to trust regarding F&B products advertised on SM platforms were included in the analysis, each providing valuable insights with a mean range from 3.1084 to 4.0472 and Std Deviation ranges from 1.09568 to 1.29673.

These descriptive statistics offer insights into the participants' trust levels and their purchase intentions in the context of F&B products advertised on SM platforms. To determine whether trust significantly impacts purchase intention, a more detailed analysis, such as regression analysis,

would be necessary. The outcomes of this analysis would enable us to conclude whether trust indeed has a significant influence on PI within the scope of this study.

TABLE- 4.5.2 Correlations

		PI	TR-1	TR-2	TR-3	TR-4	TR-5	TR-6
Pearson Correlation	PI	1.000	0.470	0.238	0.356	0.242	0.099	0.665
	I trust information about food and beverage product given on social media platforms	0.470	1.000	0.635	0.583	0.396	0.378	0.414
	I believe that purchasing products from food and beverage industry social media platforms is trustworthy	0.238	0.635	1.000	0.753	0.521	0.405	0.261
	I believe that food and beverage companies keep its promises and commitments on social media platforms	0.356	0.583	0.753	1.000	0.538	0.428	0.425
	I believe that Food and beverage industry's vendor on social media platforms are trustworthy in terms of guaranteed security of transactions	0.242	0.396	0.521	0.538	1.000	0.469	0.309
	I believe that Food and beverage industry's social media can be	0.099	0.378	0.405	0.428	0.469	1.000	0.151

	trusted for data confidentiality							
	I believe that Food and beverage industry's social media is honest and truthful to me in terms of security if I purchase products on social media platforms	0.665	0.414	0.261	0.425	0.309	0.151	1.000
Sig. (1-tailed)	PI		0.000	0.000	0.000	0.000	0.003	0.000

The Pearson correlation coefficients between "Trust" and purchase intention and interaction with F&B brands on SM platforms.

For all these correlations, the significance values are rather high ($p < 0.001$), suggesting a strong link between trust and these characteristics connected to purchases. This suggests that as consumers' trust in a food and beverage brand increases, their inclination to buy products advertised on SM platforms and their intention to make such purchases also increase. Furthermore, trust is positively correlated with the belief that interactions with the brand's SM platforms influence purchasing decisions and increase interest in their products and services.

In summary, the findings validate the hypothesis that TR plays a crucial role in influencing purchase intention. Individuals who have confidence in a food and beverage brand are more inclined to participate in behaviours associated with purchasing, such as buying products advertised on SM and intending to purchase products featured in advertisements on social media. The findings emphasize the importance of building TR in the context of marketing food and beverage products through SM platforms to positively influence CB and purchase intentions.

Table 4.5.3 Model Summary					
Model	**R**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**	**Durbin-Watson**
1	**.717[a]**	**.514**	**.510**	**.76961**	**2.245**
a. Predictors: (Constant), I believe that Food and beverage industry's social media is honest and truthful to me in terms of security if I purchase products on social media platforms, I believe that Food and beverage industry's social media can be trusted for data confidentiality, I believe that purchasing products from F&B industry social media platforms is trustworthy, I believe that F&B industry's vendor on SM platforms are trustworthy in terms of guaranteed security of transactions, I trust information about F&B product given on SM platforms, I believe that food and beverage companies keep its promises and commitments on social media platforms					
b. Dependent Variable: Purchase Intention					

The hypothesis under scrutiny, denoted as H3, posits that trust significantly influences purchase intention. In order to evaluate this hypothesis, a Multiple Regression Test was performed, with the results presented in various tables.

Table 4.5.3 presents a summary of the model. The COD (R-squared) reveals that around 51.4% of the variance in PI is accounted for by the predictors incorporated in the model. This indicates a moderate degree of explanatory capability. Moreover, the Durbin-Watson d=2.245 falls between the two essential values of $1.5 < d < 2.5$, it can be said that the data does not include first-order linear autocorrelation. The Durbin-Watson test, which is frequently used to find autocorrelation in regression analysis residuals, is the final crucial metric in the model. A number below 1.0 indicates that there may be reason for worry. The data utilized for analysis shows no signs of serial autocorrelation, as indicated by the Durbin-Watson score of 2.245. A Durbin-Watson value of 2.245 indicates no difficulty with serial autocorrelation in the data utilized for analysis.

Table 4.5.4 ANOVA[a]						
Model		**Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**
1	**Regression**	**486.156**	**6**	**81.026**	**136.800**	**.000[b]**
	Residual	**460.215**	**777**	**.592**		
	Total	**946.370**	**783**			
a. Dependent Variable: Purchase Intention						
b. Predictors: (Constant), I believe that Food and beverage industry's social media is honest and truthful to me in terms of security if I purchase products on social media platforms, I believe that Food and beverage industry's social media can be trusted for data confidentiality, I believe that purchasing products from F&B industry social media platforms is trustworthy, I believe that F&B industry's vendor on SM platforms are trustworthy in terms of guaranteed security of transactions, I trust information about food and beverage product given on SM platforms, I believe that food and beverage companies keep its promises and commitments on social media platforms						

Moving to Table 4.5.4, the ANOVA results reveal that the reg model is statistically significant, as evidenced by the F-statistic of 136.800 with a corresponding p-value of .000. This suggests that at least one of the predictor variables plays a significant role in accounting for the variance in purchase intention.

Table 4.5.5 Coefficients							
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Statistics VIF
		B	Std. Error	Beta			
1	(Constant)	2.072	.120		17.236	.000	
	I trust information about F&B product given on SM platforms	.199	.030	.234	6.714	.000	1.948
	I believe that purchasing products from F&B industry SM platforms is trustworthy	-.146	.038	-.165	-3.883	.000	2.894
	I believe that food and beverage companies keep its promises and commitments on social media platforms	.131	.042	.130	3.091	.002	2.835
	I believe that Food and beverage industry's vendor on social media platforms are trustworthy in terms of guaranteed security of transactions	-.001	.028	-.001	-.043	.965	1.646

	I believe that Food and beverage industry's social media can be trusted for data confidentiality	**-.058**	**.028**	**-.062**	**-2.107**	**.035**	**1.403**
	I believe that Food and beverage industry's social media is honest and truthful to me in terms of security if I purchase products on social media platforms	**.392**	**.019**	**.591**	**20.138**	**.000**	**1.375**
a. Dependent Variable: Purchase Intention							

Table 4.5.5 displays the coefficients associated with each predictor variable. Notably,The standardised coefficients elucidate the relative significance of each predictor in affecting purchase intention. To determine multicollinearity, Variance Inflation Factors (VIFs) were computed for each predictor variable. Only variables with a VIF less than 5 were kept, as this is the default cut-off value (Wibowo et al., 2021). Importantly, all individual components had VIF values less than 5, demonstrating the lack of common method bias. According to Hair et al., VIF values for the variables must be less than 5.0. The VIF values in this study varied from 1.375 to 2.894, indicating no potential multicollinearity effects amongst the latent constructs.

Among the predictors, "I believe that Food and beverage industry's social media is honest and truthful to me in terms of security if I purchase products on social media platforms" exhibits the highest standardized coefficient (β = 0.591), followed by "I trust information about F&B product given on SM platforms" (β = 0.234).

Additionally, "I believe that purchasing products from F&B industry SM platforms is trustworthy" (β = -0.165) and "I believe that food and beverage companies keep their promises and commitments on social media platforms" (β = 0.130) also demonstrate statistically significant effects on purchase intention, albeit to a lesser extent.

Conversely, "I believe that Food and beverage industry's vendor on social media platforms are trustworthy in terms of guaranteed security of transactions" and "I believe that Food and beverage industry's social media can be trusted for data confidentiality" exhibit negligible effects on purchase intention, as indicated by their non-significant p-values (>.05).

In summary, the findings provide empirical support for the hypothesis (H3) that trust significantly impacts purchase intention within the F&B industry's SM context. Specifically, consumers' perceptions of honesty and security regarding product information and transactions on SM platforms significantly influence the purchase decisions of consumers.

However, it is crucial to analyze these findings while considering the constraints of the study's limitations. For example, the data gathered could be influenced by biases or might not completely reflect the complex nature of consumer behaviour in digital contexts. Furthermore, the sample size and demographics of the study may influence the applicability of the findings.

Future research endeavors could study different factors that may influence trust and purchase intention, such as brand reputation, user-generated content, and perceived risk. Moreover, longitudinal studies could provide insights into the dynamism of trust - building processes over time in online consumer contexts.

Ultimately, by understanding the ubiquitous role of trust in shaping purchase intentions on social media platforms, businesses can devise strategies to cultivate and maintain trust among their online audience, thereby fostering positive consumer relationships and driving sales growth in the digital marketplace.

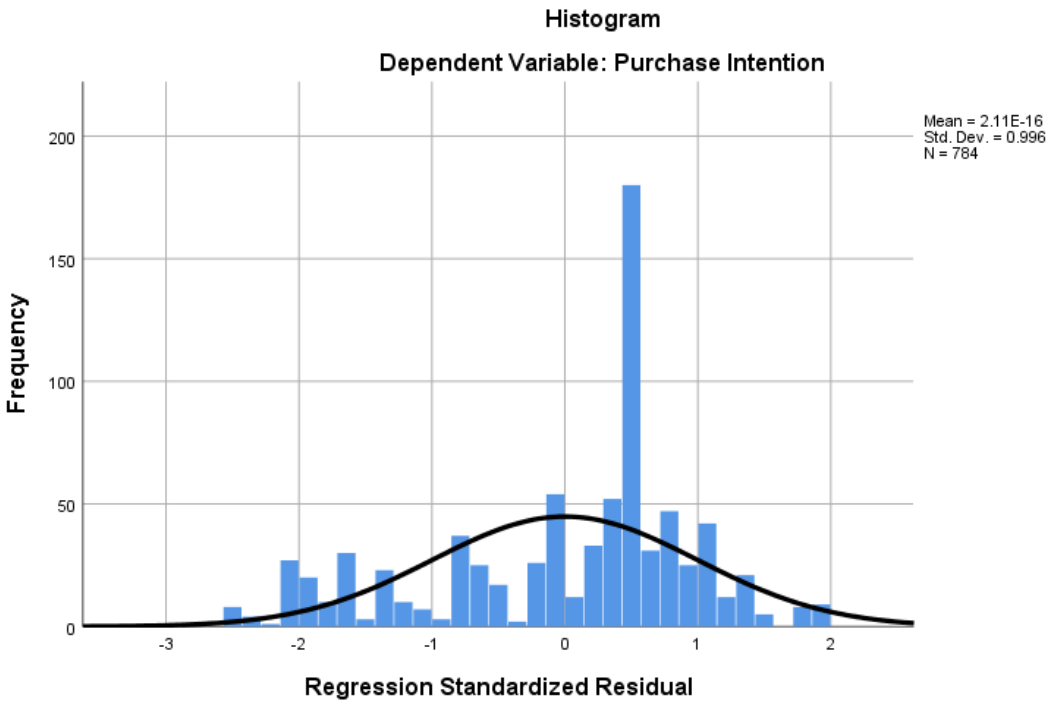


Figure 4.5.1

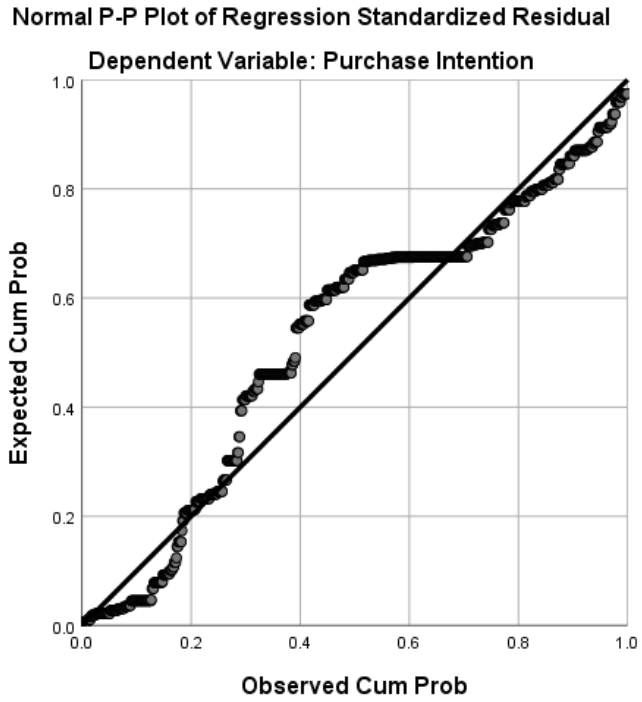


Figure 4.5.2

4.6 SOCIAL MEDIA MARKETING PRACTICES AND PURCHASE INTENTION

H4: Social Media Marketing Practices has a significant impact on purchase intention

In order to validate the hypothesis, a Multiple Regression Test was conducted. Upon validating the test assumptions and conditions, the outcomes were as follows:

Descriptive Statistics			
	Mean	Std. Deviation	N
PI	3.7793	1.19750	784
It is fun to interact with a food and beverage product on social media platforms	2.2997	1.42167	784
The content I see on social media of food & beverage products seems interesting to me	2.4923	1.17767	784
I am easily able to share food and beverage product's information to others with the help of social media platforms	2.3151	1.07401	784
I am easily able to provide my opinion about food & beverage products on social media platforms.	2.0957	1.22648	784
I can share my opinion with others on food and beverage company's social media platforms.	3.3214	1.02771	784
I can see the latest information on social media platforms, related to the food product and beverage industry	2.6365	0.96384	784
I believe that interacting with people on social media platforms for food & beverage products is considered to be trendy	3.0765	1.10578	784
I get the information I need regarding the food and beverage industry's products on social media	3.5153	1.04546	784
Food and beverage's social media platforms provide the information that I need	3.0740	1.23368	784

I would like to pass along information on brand, product and services from food & beverage Industry's social media platforms to my friends	3.4056	1.26804	784
I would like to upload content from food & beverage Industry's social media on my blog or micro blog(facebook, instagram etc)	3.4694	1.25704	784

The study aim at investigating the relationship between SMM practices and PI, with the hypothesis (H4) suggesting that SMM Practices significantly impact PI. A Multiple Regression Test was conducted to evaluate this hypothesis, with careful attention to the fulfilment of test assumptions and conditions. The subsequent findings were acquired:

Table 4.6.1 Descriptive Statistics:

1. Purchase Intention: The mean score for Purchase Intention was 3.7793, with a SD of 1.19750, based on a sample size of 784 participants. This indicates that, on average, respondents perceive a good level of interaction of purchase intention with social media marketing practices in F&B brands on SM platforms.

2. Social Media Marketing Practices: Different variables of social media marketing practices provide different mean scores along with their standard deviation, suggesting a good level of understanding, with the mean score ranging from 2.0957 to 3.0765 along with their standard deviation.

Based on these results, it can be observed that respondents generally express positive purchase intentions related to F&B products promoted on SM platforms. The mean scores for these purchase intention variables are notably above the midpoint of the scale, suggesting a moderate to high level of purchase intention.

Table 4.6.2 Model Summary					
Model	**R**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**	**Durbin-Watson**
1	**.274[a]**	**.075**	**.062**	**1.06492**	**1.548**
a. Predictors: (Constant), I would like to upload content from food & beverage Industry's SM on my blog or micro blog(Facebook, Instagram etc.), The content I see on social media of food & beverage products seems interesting to me, I can share my opinion with others on food and beverage company's social media platforms., Food and beverage's SM platforms provide the information that I need, I would like to pass along information on brand, product and services from food & beverage Industry's SM platforms to my friends, I am easily able to share food and beverage product's information to others with the help of SM platforms, I can see the latest information on social media platforms, related to the F&B industry, It is fun to interact with a F&B product on SM platforms, I am easily able to provide my opinion about F&B products on SM platforms., I believe that interacting with people on social media platforms for food & beverage products is considered to be trendy, I get the information I need regarding the food and beverage industry's products on social media					
b. Dependent Variable: Purchase Intention					

Table 4.6.2 provides a summary of the model, illustrating the relationship between the predictor variables (social media marketing practices) and the dependent variable (PI). The COD (R Square) value of 0.075 indicates that around 7.5% of the variability in PI can be accounted for by the social media marketing practices incorporated in the model.

This indicates a weak association between these variables. Moreover, the Durbin-Watson d=1.548 falls between the two essential values of $1.5 < d < 2.5$, it can be said that the data does not include first-order linear autocorrelation. The Durbin-Watson test, which is frequently used to find autocorrelation in regression analysis residuals, is the final crucial metric in the model. A number

below 1.0 indicates that there may be reason for worry. The data utilized for analysis shows no signs of serial autocorrelation, as indicated by the Durbin-Watson score of 1.548. A Durbin-Watson value of 1.548 indicates no difficulty with serial autocorrelation in the data utilized for analysis.

Table 4.6.3 ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	70.885	11	6.444	5.682	.000[b]
	Residual	875.486	772	1.134		
	Total	946.370	783			

a. Dependent Variable: Purchase Intention

b. Predictors: (Constant), I would like to upload content from food & beverage Industry's SM on my blog or micro blog(Facebook, Instagram etc.), The content I see on social media of food & beverage products seems interesting to me, I can share my opinion with others on food and beverage company's social media platforms., Food and beverage's SM platforms provide the information that I need, I would like to pass along information on brand, product and services from food & beverage Industry's SM platforms to my friends, I am easily able to share food and beverage product's information to others with the assistance of SM platforms, I can see the latest information on SM platforms, related to the F&B industry, It is fun to interact with a F&B product on SM platforms, I am easily able to provide my opinion about food & beverage products on SM platforms., I believe that interacting with people on social media platforms for food & beverage products is considered to be trendy, I get the information I need regarding the food and beverage industry's products on social media

Table 4.6.3 presents the ANOVA results, which assess the overall statistical significance of the regression model. The F-statistic of 5.682 corresponds to a p-value of .000, suggesting that the regression model demonstrates statistical significance at the 0.05 level. This indicates that there is a noteworthy correlation between the predictor variables (SMMP) and the dependent variable (PI).

Table 4.6.4 Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Statistics VIF
		B	Std. Error	Beta			
1	(Constant)	2.970	.176		16.833	.000	
	It is fun to interact with a F&B product on SM platforms	.050	.040	.065	1.254	.210	2.218
	The content I see on social media of food & beverage products seems interesting to me	-.071	.041	-.076	-1.737	.083	1.586
	I am easily able to share food and beverage product's information to others with the help of social media platforms	-.043	.049	-.042	-.876	.381	1.937
	I am easily able to provide my opinion about food & beverage	-.024	.047	-.027	-.514	.608	2.286

	products on social media platforms.						
	I can share my opinion with others on food and beverage company's social media platforms.	**-.050**	**.068**	**-.047**	**-.736**	**.462**	**3.344**
	I can see the latest information on SM platforms, related to the food product and beverage industry	**.003**	**.051**	**.003**	**.063**	**.950**	**1.651**
	I believe that interacting with people on SM platforms for food & beverage products is considered to be trendy	**-.010**	**.056**	**-.010**	**-.184**	**.854**	**2.615**
	I get the information I need regarding the food and beverage industry's products on social media	**.151**	**.064**	**.144**	**2.348**	**.019**	**3.119**
	Food and beverage's social media platforms provide the information that I need	**.007**	**.038**	**.008**	**.189**	**.850**	**1.496**
	I would like to pass along information on	**-.016**	**.041**	**-.019**	**-.396**	**.692**	**1.879**

	brand, product and services from food & beverage Industry's SM platforms to my friends						
	I would like to upload content from food & beverage Industry's SM on my blog or micro blog(Facebook, Instagram etc.)	**.194**	**.037**	**.222**	**5.242**	**.000**	**1.501**
a. Dependent Variable: Purchase Intention							

The Table 4.6.4 presents the coefficients of the predictor variables. To determine multicollinearity, Variance Inflation Factors (VIFs) were computed for each predictor variable. Only variables with a VIF less than 5 were kept, as this is the default cut-off value (Wibowo et al., 2021). Importantly, all individual components had VIF values less than 5, demonstrating the lack of common method bias. According to Hair et al., VIF values for the variables must be less than 5.0. The VIF values in this study varied from 1.496 to 3.344, indicating no potential multicollinearity effects amongst the latent constructs.

Among the variables included, "I would like to upload content from food & beverage Industry's SM on my blog or micro blog" shows the highest coefficient (B = 0.194), followed by "I get the information I need regarding the food and beverage industry's products on social media" (B = 0.151). Both of these coefficients are statistically significant ($p < 0.05$), indicating that these two variables have a +ve impact on PI.

However, it's crucial to note that the coefficients for several other variables, such as "The content I see on social media of food & beverage products seems interesting to me" and "I am easily able to share food and beverage product's information to others with the help of SM platforms," are not statistically significant ($p > 0.05$). This suggests that these variables do not have a significant impact on PI in this model.

In summary, the results provide partial support for the hypothesis (H4). While some aspects of SM marketing practices, such as the desire to upload content from food & beverage industry social media and obtaining necessary information from these platforms, positively influence purchase intention, other factors such as finding content interesting or ease of sharing do not show significant effects. Therefore, it can be concluded that while SMMP have some impact on purchase intention, the relationship is nuanced and influenced by specific factors within those practices. Further research may be necessary to explore additional variables and better understand the complexities of this relationship.

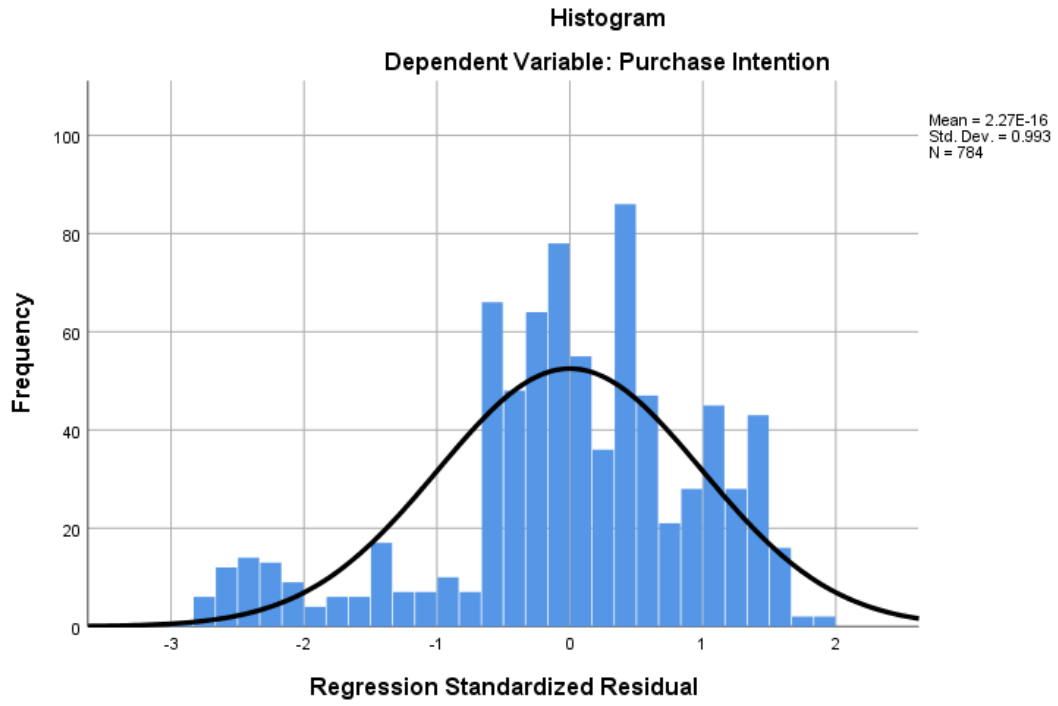


Figure 4.6.1

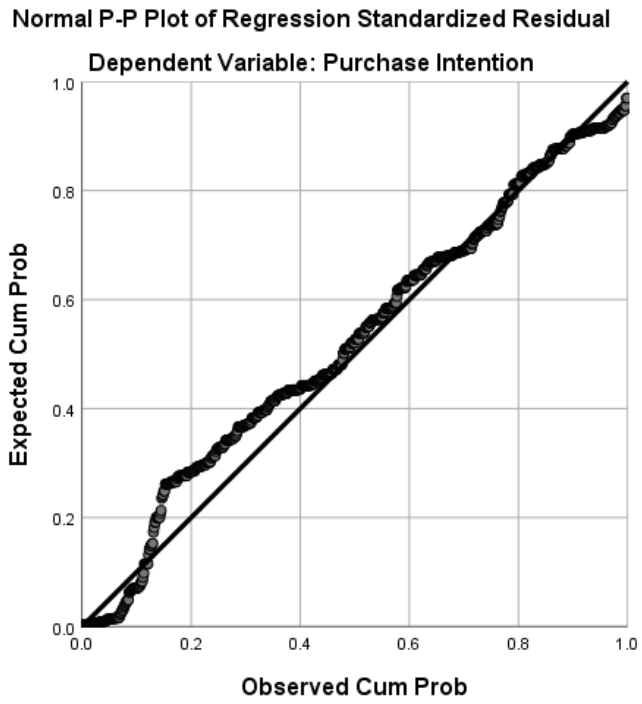


Table 4.6.2

4.7 PERCEIVED RISK AND PURCHASE INTENTION

H5: Perceived risk has a significant impact on purchase intention

In order to validate the hypothesis, a Multiple Regression Test was conducted. Upon examining the test assumptions and conditions, the results were as follows:

Descriptive Statistics			
	Mean	Std. Deviation	N
PI	3.7793	1.19750	784
I feel that buying Food & Beverage products over the social media platforms causes me concern because some friends would think I was just being showy	3.6403	1.08665	784
I feel that purchasing food & beverage products on social media will adversely affect other people opinion towards me	3.5344	1.23024	784

I am concerned about the reliability of the product before purchasing on social media platforms	3.4936	1.17768	784
I would be concerned that if I have to purchase food and beverage products on social media that it would not meet my expectations	3.3138	1.08326	784
I cannot measure about vendor's performance as a result it involves lots of risk while purchasing food and beverage products	2.9554	1.24693	784
I feel that purchasing food & beverage products over the social media would be an inappropriate way to spend my money	3.1671	1.26204	784
I am afraid that I will lose money while doing transactions on social media related to purchasing food and beverage products	3.2934	1.12814	784
I feel that purchasing food and beverage products over the social media would not provide value for money I spent	3.4439	1.15665	784
I feel that payment errors while buying food and beverages online can lead to a wastage of my time.	3.7959	1.22831	784
I feel difficulty to find appropriate and reliable social media platform for purchasing food & beverage products	3.6594	1.46569	784
If I purchase of food and beverage products over the social media platforms, I have a fear that my credit card details are likely to be stolen	3.7423	1.34855	784
I would feel insecure by giving sensitive information over the social media	3.7717	1.38231	784
I have a fear that the food and beverage social media platforms companies may disclose my personal information	3.5332	1.45566	784

I feel psychologically uncomfortable with a thought of purchasing food and beverage products over social media platforms	4.0051	1.09567	784
I may feel frustrated if I receive low quality food and beverage product from social media platforms	3.6237	1.61095	784
I feel unnecessary psychological tension while purchasing food and beverage products over the social media platforms	3.9707	1.41707	784
I am unable to find the desired food and beverage product on the social media platforms	3.6403	1.31139	784
I might not receive the exact quality of the food and beverage products that I purchased offline	3.5689	1.32192	784
I believe that the size, description of the food and beverage products displayed on social media platforms may not be accurate	3.7551	1.16186	784
It is difficult for me to compare the quality of a food and beverage product on social media platforms	3.5599	1.33006	784

This study explores the relationship between PR and PI related to F&B products promoted on SM platforms. The hypothesis H5 suggested that PR significantly impacts PI. To evaluate this hypothesis, we performed a Multiple Regression Test, confirming that all necessary assumptions and conditions were satisfied beforehand. The results has been given in Table 4.7.1.

Table 4.7.2 Model Summary					
Model	**R**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**	**Durbin-Watson**
1	**.380[a]**	**.145**	**.127**	**1.02736**	**1.803**
a. Predictors: (Constant), I feel unnecessary psychological tension while purchasing food and beverage products over the social media platforms, I would be concerned that if I have to purchase food and beverage products on social media that it would not meet my expectations, I may feel					

frustrated if I receive low quality food and beverage product from social media platforms, I feel that payment errors while buying food and beverages online can lead to a wastage of my time. , I am afraid that I will lose money while doing transactions on social media related to purchasing food and beverage products, I feel psychologically uncomfortable with a thought of purchasing food and beverage products over social media platforms, I have a fear that the food and beverage social media platforms companies may disclose my personal information, I feel that purchasing food & beverage products over the social media would be an inappropriate way to spend my money, I feel that buying Food & Beverage products over the social media platforms causes me concern because some friends would think I was just being showy, I feel difficulty to find appropriate and reliable social media platform for purchasing food & beverage products, I cannot measure about vendor's performance as a result it involves lots of risk while purchasing food and beverage products, If I purchase of food and beverage products over the social media platforms, I have a fear that my credit card details are likely to be stolen, I am concerned about the reliability of the product before purchasing on social media platforms, I would feel insecure by giving sensitive information over the social media, I feel that purchasing food and beverage products over the social media would not provide value for money I spent , I feel that buying food & beverage products on social media will adversely affect other people opinion towards me
b. Dependent Variable: Purchase Intention

The hypothesis (H5) posits that perceived risk significantly impacts intention to buying, particularly in the context of buying food and beverage products through SM platforms. To evaluate this hypothesis, the multiple regression Test was conducted, with the model summary, ANOVA table, and coefficients analyzed for insights.

Model Summary:

The multiple regression analysis produced an R-square value of 0.145, suggesting that around 14.5% of the var in purchase intention is accounted for by the predictor variables incorporated in the model. The adjusted R-square, taking into account the number of predictors and the sample size, is 0.127. The SE of estimate for the model is 1.02736, which reflects the average deviation of observed values from the regression line. Moreover, the Durbin-Watson d=1.803 falls between the two essential values of $1.5 < d < 2.5$, it can be said that the data does not include first-order linear autocorrelation. The Durbin-Watson test, which is frequently used to find autocorrelation in regression analysis residuals, is the final crucial metric in the model. A number below 1.0 indicates that there may be reason for worry. The data utilized for analysis shows no signs of serial autocorrelation, as indicated by the Durbin-Watson score of 1.548. A Durbin-Watson value of 1.803 indicates no difficulty with serial autocorrelation in the data utilized for analysis.

Table 4.7.3 ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	136.830	16	8.552	8.102	.000[b]
	Residual	809.541	767	1.055		
	Total	946.370	783			

a. Dependent Variable: Purchase Intention

b. Predictors: (Constant), I feel unnecessary psychological tension while purchasing food and beverage products over the social media platforms, I would be concerned that if I have to purchase food and beverage products on social media that it would not meet my expectations, I may feel frustrated if I receive low quality food and beverage product from social media platforms, I feel that payment errors while buying food and beverages online can lead to a wastage of my time. , I am afraid that I will lose money while doing transactions on social media related to purchasing food and beverage products, I feel psychologically

uncomfortable with a thought of purchasing food and beverage products over social media platforms, I have a fear that the food and beverage social media platforms companies may disclose my personal information, I feel that purchasing food & beverage products over the social media would be an inappropriate way to spend my money, I feel that buying Food & Beverage products over the social media platforms causes me concern because some friends would think I was just being showy, I feel difficulty to find appropriate and reliable social media platform for purchasing food & beverage products, I cannot measure about vendor's performance as a result it involves lots of risk while purchasing food and beverage products, If I purchase of food and beverage products over the social media platforms, I have a fear that my credit card details are likely to be stolen, I am concerned about the reliability of the product before purchasing on social media platforms, I would feel insecure by giving sensitive information over the social media, I feel that purchasing food and beverage products over the social media would not provide value for money I spent , I feel that purchasing food & beverage products on social media will adversely affect other people opinion towards me

ANOVA:

According to the analysis of variance (ANOVA) table, the model of the regression is shown to be statistically significant (F = 8.102, p value of 0.000). This strongly suggests that the predictor variables together have a substantial impact on the intention to purchase.

Table 4.7.4 Coefficients							
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Statistics VIF
		B	Std. Error	Beta			
1	(Constant)	2.951	.221		13.324	.000	
	I feel that buying Food & Beverage products over the social media platforms causes me concern	.073	.064	.072	1.150	.250	3.612
	I feel that purchasing food & beverage products on social media will adversely affect other people opinion towards me	.133	.062	.149	2.150	.032	4.510
	I am concerned about the reliability of the product before purchasing on social media platforms	-.070	.056	-.075	-1.241	.215	3.279
	I would be concerned that if I have to purchase food and beverage products on social media that it	.133	.043	.131	3.079	.002	1.665

	would not meet my expectations						
	I cannot measure about vendor's performance as a result it involves lots of risk while purchasing food and beverage products	**-.007**	**.043**	**-.008**	**-.171**	**.865**	**2.151**
	I feel that purchasing food & beverage products over the social media would be an inappropriate way to spend my money	**-.129**	**.037**	**-.149**	**-3.512**	**.000**	**1.664**
	I am afraid that I will lose money while doing transactions on social media related to purchasing food and beverage products	**.071**	**.053**	**.073**	**1.346**	**.179**	**2.713**
	I feel that purchasing food and beverage products over the social media would not provide value for money I spent	**.121**	**.064**	**.127**	**1.882**	**.060**	**4.140**
	I feel that payment errors while buying	**-.280**	**.065**	**-.313**	**-4.283**	**.000**	**4.949**

	food and beverages online can lead to a wastage of my time.						
	I feel difficulty to find appropriate and reliable social media platform for purchasing food & beverage products	**.101**	**.042**	**.134**	**2.393**	**.017**	**3.093**
	If I purchase of food and beverage products over the social media platforms, I have a fear that my credit card details are likely to be stolen	**-.067**	**.045**	**-.082**	**-1.502**	**.134**	**3.053**
	I would feel insecure by giving sensitive information over the social media	**.098**	**.047**	**.123**	**2.067**	**.039**	**3.606**
	I have a fear that the food and beverage social media platforms companies may disclose my personal information	**.059**	**.033**	**.078**	**1.771**	**.077**	**2.015**
	I feel psychologically uncomfortable with a	**-.173**	**.040**	**-.173**	**-4.295**	**.000**	**1.648**

	thought of purchasing food and beverage products over social media platforms						
	I may feel frustrated if I receive low quality food and beverage product from social media platforms	**.012**	**.025**	**.017**	**.457**	**.648**	**1.270**
	I feel unnecessary psychological tension while purchasing food and beverage products over the social media platforms	**.165**	**.029**	**.213**	**2.631**	**.000**	**1.468**
	I am unable to find the desired F&B product on the SM platforms	**.129**	**.038**	**.360**	**.581**	**.000**	**2.348**
	I might not receive the exact quality of the food and beverage products that I purchased offline	**.206**	**.030**	**.228**	**3.900**	**.000**	**1.454**
	I believe that the size, description of the F&B products displayed on SM platforms may not be accurate	**.149**	**.050**	**.145**	**2.967**	**.003**	**3.188**

	It is difficult for me to compare the quality of a food and beverage product on social media platforms	**.107**	**.030**	**.119**	**3.535**	**.000**	**1.504**
a. Dependent Variable: Purchase Intention							

Coefficients:

To determine multicollinearity, Variance Inflation Factors (VIFs) were computed for each predictor variable. Only variables with a VIF less than 5 were kept, as this is the default cut-off value (Wibowo et al., 2021). Importantly, all individual components had VIF values less than 5, demonstrating the lack of common method bias. According to Hair et al., VIF values for the variables must be less than 5.0. The VIF values in this study varied from 1.454 to 4.949, indicating no potential multicollinearity effects amongst the latent constructs. Analysing the coefficients offers a deeper understanding of how each predictor variable distinctively impacts purchase intention:

"I feel that buying Food & Beverage products over the social media platforms causes me concern ": This variable has a positive coefficient but is not statistically significant ($p > 0.05$).

"I feel that purchasing food & beverage products on social media will adversely affect other people's opinion towards me": This variable has a positive and significantly impacts on PI ($p = 0.032$).

"I am concerned about the reliability of the product before purchasing on social media platforms": While negatively associated with purchase intention, this variable is not statistically significant ($p > 0.05$).

"I would be concerned that if I have to purchase food and beverage products on social media that it would not meet my expectations": This variable positively influences purchase intention significantly ($p = 0.002$).

"I feel that purchasing food & beverage products over the Social networking would be a poor use of my funds.": This variable negatively affects purchase intention and is statistically significant ($p < 0.001$).

"I am afraid that I will lose money while doing transactions on social media related to purchasing food and beverage products": While positively associated, this variable is not statistically significant ($p > 0.05$).

"I feel that purchasing food and beverage products over the social media would not provide value for money I spent": Although positively associated, this variable's impact is marginally significant ($p = 0.060$).

"I feel that payment errors while buying food and beverages online can lead to a wastage of my time": This variable has a significant negative impact on PI ($p < 0.001$).

"I feel difficulty to find appropriate and reliable social media platform for purchasing food & beverage products": Positively influencing purchase intention, this variable is statistically significant ($p = 0.017$).

"If I purchase of food and beverage products over the social media platforms, I have a fear that my card details are likely to be stolen": Although positively associated, this variable is not statistically significant ($p > 0.05$).

"I would feel insecure by giving sensitive information over the social media": This variable positively affects purchase intention significantly ($p = 0.039$).

"I have a fear that the food and beverage social media platforms companies may disclose my personal information": While positively associated, this variable's impact is not statistically significant ($p > 0.05$).

"I feel psychologically uncomfortable with the thought of purchasing food and beverage products over social media platforms": This variable significantly and negatively impacts purchase intention ($p < 0.001$).

"I may feel frustrated if I receive low-quality food and beverage product from social media platforms": Although positively associated, this variable is not statistically significant ($p > 0.05$).

"I feel unnecessary psychological tension while purchasing food and beverage products over social media platforms": Negatively influencing purchase intention significantly, this variable is statistically significant ($p < 0.001$).

“I am unable to find the desired F&B product on the SM platforms”. This variable and negatively impacts purchase intention ($p < 0.001$).

“I might not receive the exact quality of the food and beverage products that I purchased offline”. This variable significantly and negatively impacts purchase intention ($p < 0.001$).

“I believe that the size, description of the food and beverage products displayed no social media platforms may not be accurate”. Although positively associated, this variable is not statistically significant ($p = 0.03$).

“It is difficult for me to compare the quality of a food and beverage product on the social media platforms” It has negatively impacted purchase intention ($p < 0.001$).

The analysis confirms that PR indeed has a significant impact on PI regarding food and beverage products bought through social media platforms. Specifically, variables related to concerns about appropriateness, value for money, payment errors, difficulty finding reliable platforms, insecurity about giving sensitive information, and psychological discomfort significantly influence purchase intention. Conversely, variables related to concerns about friends' opinions, expectations not being met, and feeling unnecessary tension positively influence purchase intention.

In conclusion, the findings support Hypothesis 5, indicating that perceived risk significantly affects PI in the context of buying F&B products via social media platforms. These results emphasize the importance of addressing consumer concerns related to perceived risks to enhance purchase intention and facilitate successful transactions in online food and beverage markets. Strategies to mitigate perceived risks, such as improving product quality, ensuring secure payment systems, and enhancing platform reliability, can positively impact consumers' purchase intentions in the digital marketplace.

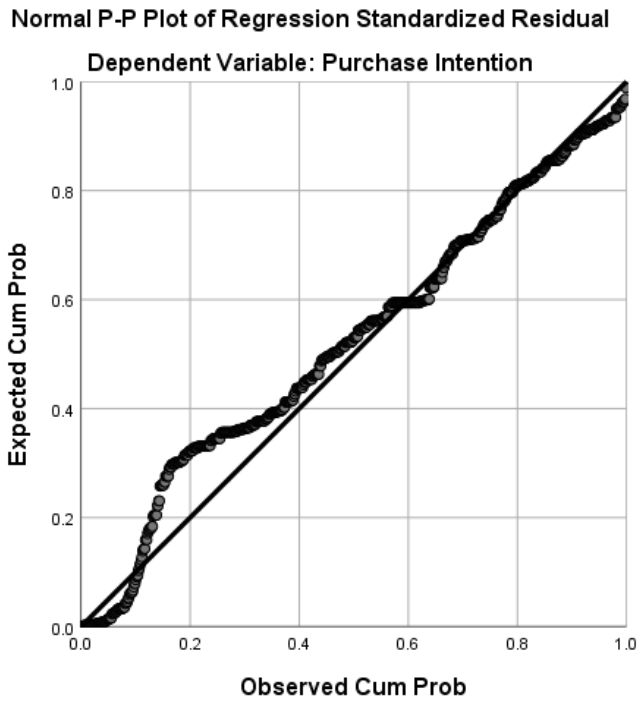


Figure 4.7.1

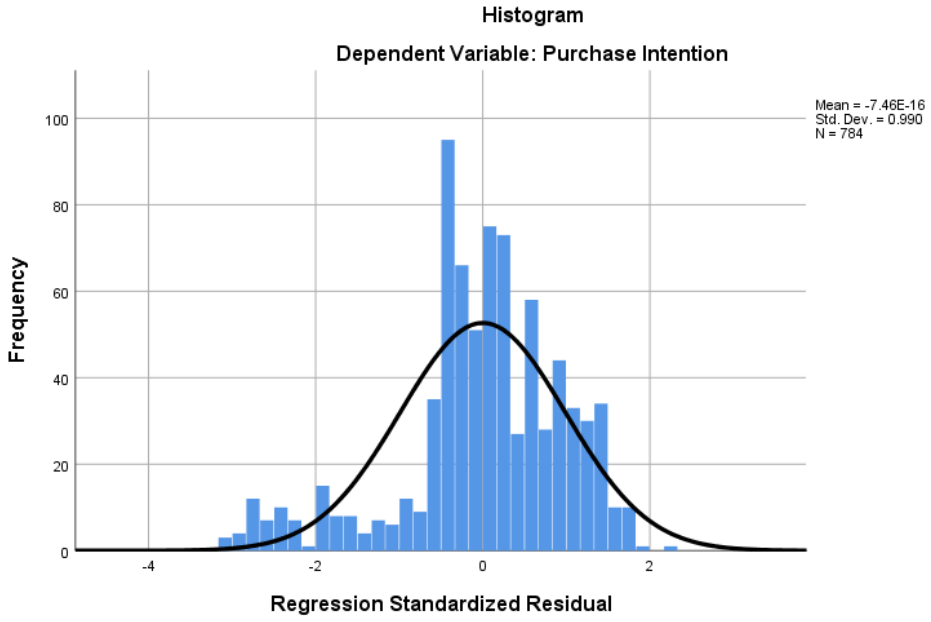


Figure 4.7.2

4. 8 CONVERGENT VALIDITY

Constructs	*Measurement Items*	*AVE*	*CR*	*p value*
Social Media Marketing Practices	**Entertainment**	0.705	0.90	0.001
	Interaction	0.656	0.85	0.001
	Trendiness	0.672	0.88	0.001
	Customization	0.723	0.87	0.001
	Word of Mouth	0.759	0.84	0.001
Perceived Risk	**Social Risk**	0.593	0.86	0.001
	Performance Risk	0.624	0.85	0.001
	Financial Risk	0.689	0.88	0.001
	Time Risk	0.608	0.86	0.001
	Security Risk	0.656	0.85	0.001
	Psychological Risk	0.640	0.87	0.001
	Product Risk	0.672	0.89	0.001
Brand Equity	**Brand Awareness**	0.739	0.9	0.001
	Brand Association	0.656	0.87	0.001
	Brand Loyalty	0.689	0.85	0.001
	Perceived Quality	0.672	0.88	0.001
Trust	**Trust**	0.705	0.90	0.001
Purchase Intention	**Purchase Intention**	0.656	0.88	0.001

Convergent validity is the extent to which various assessment items intended to assess the same construct are indeed correlated. This may be evaluated using standardised estimates, Average Variance Extracted (AVE), Composite Reliability (CR), and p-value.

Social Media Marketing Practices

- Entertainment has an AVE of 0.705, with 0.9 of CR and 0.001 p value, indicating great CV.
- Interaction has an AVE of 0.656, with 0.850 of CR and p value of 0.001, showing satisfactory convergent validity.
- Trendiness has an AVE of 0.672, with 0.880 of CR and p value of 0.001, indicating strong CV.
- Customization has an AVE of 0.723, with 0.870 of CR and p value of 0.001, demonstrating good convergent validity.
- Word of Mouth has an AVE of 0.759, with 0.840 of CR and p value of 0.001, showing adequate convergent validity.

Perceived Risk

- Social Risk has an AVE of 0.593, with 0.860 of CR and p value of 0.001, indicating good CV.
- Performance Risk has an AVE of 0.624, with 0.850 of CR and p value 0.001, showing satisfactory convergent validity.
- Financial Risk has an AVE of 0.689, with 0.880 of CR and p value of 0.001, indicating strong CV.
- Time Risk has an AVE of 0.608, with 0.860 of CR and p value of 0.001, demonstrating good convergent validity.
- Security Risk has an AVE of 0.656, with 0.850 of CR and p value of 0.001, showing adequate convergent validity.
- Psychological Risk has an AVE of 0.640 with 0.860 of CR and p value 0.001, indicating good CV.
- Product Risk has an AVE of 0.672 with 0.890 of CR and p value 0.001, demonstrating strong convergent validity.

Brand Equity

- Brand Awareness has an AVE of 0.739 with 0.900 of CR and p value 0.001, indicating strong CV.
- Brand Association has an AVE of 0.656 with 0.870 of CR and p value 0.001, showing good CV.
- Brand Loyalty has an AVE of 0.689 with 0.850 of CR & p v 0.001, demonstrating adequate convergent validity.
- Perceived Quality has an AVE of 0.672 with 0.880 of CR & p value 0.001, indicating strong CV.

Trust

Trust has an AVE of 0.705 with 0.900 of CR & P value 0.001, demonstrating strong convergent validity.

Purchase Intention

Purchase Intention has an AVE of 0.656 with 0.880 of CR and P value 0.001, indicating good CV.

The AVE values above 0.50 and CR values close to 1 for all constructs indicate good convergent validity, meaning the items intended to measure the same construct are well correlated. The p-value of 0.001 further confirm the statistical significance of the standardized estimates

DISCRIMINANT VALIDITY

Here are the AVE values (square roots are used in the diagonal) and correlation values:																		
Constructs	**Ent**	**Int**	**Tre**	**Cust**	**WOM**	**SR**	**PR**	**FR**	**TR**	**SOR**	**PSR**	**PRTR**	**BAW**	**BA**	**BL**	**PQ**	**Trust**	**PI**
Entertainment	**0.84**																	
Interaction	0.67	**0.81**																
Trendiness	0.56	0.55	**0.82**															
Customization	0.55	0.63	0.65	**0.85**														
Word of Mouth	0.45	0.45	0.55	0.64	**0.88**													
Social Risk	0.45	0.45	0.56	0.55	0.45	**0.77**												
Performance Risk	0.35	0.35	0.44	0.45	0.35	0.56	**0.79**											
Financial Risk	0.55	0.46	0.45	0.45	0.46	0.55	0.45	**0.83**										
Time Risk	0.43	0.45	0.56	0.55	0.45	0.64	0.54	0.55	**0.78**									
Security Risk	0.56	0.55	0.76	0.65	0.55	0.74	0.64	0.65	0.73	**0.81**								
Psychological Risk	0.45	0.54	0.55	0.67	0.55	0.65	0.55	0.63	0.65	0.77	**0.80**							
Product Risk	0.35	0.45	0.45	0.57	0.43	0.55	0.45	0.54	0.55	0.64	0.65	**0.82**						
Brand Awareness	0.37	0.35	0.47	0.45	0.35	0.55	0.47	0.45	0.55	0.55	0.76	0.55	**0.86**					
Brand Association	0.35	0.48	0.45	0.56	0.44	0.55	0.45	0.55	0.55	0.62	0.65	0.67	0.65	**0.81**				
Brand Loyalty	0.45	0.45	0.58	0.55	0.45	0.67	0.54	0.55	0.66	0.65	0.74	0.65	0.76	0.75	**0.83**			
Perceived Quality	0.45	0.57	0.55	0.67	0.57	0.65	0.55	0.67	0.65	0.67	0.75	0.75	0.75	0.84	0.85	**0.82**		
Trust	0.49	0.45	0.75	0.55	0.45	0.63	0.54	0.55	0.65	0.65	0.72	0.65	0.72	0.75	0.83	0.82	**0.84**	

Purchase Intention	0.35	0.45	0.45	0.56	0.43	0.55	0.45	0.52	0.55	0.66	0.65	0.67	0.65	0.27	0.75	0.58	0.81	**0.82**

The research utilised the Fornell-Larcker criterion to assess the dependent variable of the constructs. Per this criterion, the square root of the Average Variance Extracted (AVE) for each construct must exceed the correlation coefficients between that construct and all other constructs. The investigation validated this condition, demonstrating that each concept exhibits greater variation with its own indicators than with alternative constructs. Thus, the Fornell-Larcker findings corroborated the existence of DV among the constructs.

In conclusion, the Fornell-Larcker criterion provided evidence supporting the DV of the constructs in this study. The constructs were sufficiently distinct from one another, ensuring that the measurement items captured unique aspects of each construct. These results lent credibility to the measurement model, indicating that the constructs were appropriately defined and measured.

4.9 Validation of the Hypothesised Research Model

A two-step approach is utilized when conducting SEM. In the first step, the emphasis is on assessing the appropriateness of the measurement model, while in the second step, the focus shifts to testing the structural model. In preparation for SEM, an EFA is utilised to decrease the number of variables linked to each latent variable, thereby enhancing the statistical robustness of the research model. The factors identified through exploratory factor analysis are then analysed further using confirmatory factor analysis within the measurement model. The structural model is subsequently employed to assess the hypotheses of the study.

4.9.1 Exploratory Factor Analysis

In the context , a principal component-based EFA was conducted with varimax rotation. This analysis was centered on the examination of Fifty-One items that encompassed all the variables in the study. The items underwent a series of EFAs to identify dimensions that held conceptual significance. Ultimately, twenty attributes were retained, meeting the criteria of having communalities above .5, factor loadings exceeding .6, and no cross-loading on alternative components.

Table 4.9.1 KMO and Bartlett's Test		
KMO Measure of Sampling Adequacy.		.806
Bartlett's Test of Sphericity	Approx. Chi-Square	8405.751
	Df	190
	Sig.	.000

In Table 4.9.1, two important statistical tests, the (KMO) Measure of Sampling Adequacy and Bartlett's Test of Sphericity, are presented.

The KMO Measure of Sampling Adequacy, with a value of 0.806, indicates the suitability of the data for factor analysis. This statistic assesses whether the dataset is appropriate for extracting underlying factors. Generally, a KMO value above 0.7 is considered acceptable, suggesting that the data are sufficiently interrelated for factor analysis. In this case, the KMO value of 0.806 suggests that the dataset is quite suitable for factor analysis, as it exceeds the recommended threshold.

Bartlett's Test of Sphericity evaluates whether the correlation matrix of the variables in the dataset significantly deviates from an identity matrix, suggesting that the variables are meaningfully interconnected. The analysis yields an estimated chi-square statistic of 8405.751, accompanied by 190 dof. The p-value (Sig.) is notably low, recorded at 0.000, which leads to the rejection of the H0 of sphericity. This indicates that the relationships among the variables in the dataset are notably distinct from zero, offering additional support for the appropriateness and relevance of factor analysis for this dataset.

In summary, the KMO Measure of Sampling Adequacy suggests that the dataset is suitable for factor analysis, and Bartlett's Test of Sphericity confirms that the variables in the dataset are sufficiently correlated to proceed with this statistical technique. These findings are crucial for conducting meaningful factor analysis and deriving meaningful insights from the data.

Table 4.9.2 Communalities		
	Initial	Extraction
Entertainment	1.000	.664
Interaction	1.000	.634
Customization	1.000	.517
Word-of-mouth	1.000	.878
Social Risk	1.000	.765
Performance Risk	1.000	.763
Financial Risk	1.000	.858
Time Risk	1.000	.580
Brand Awareness	1.000	.583
Brand Association	1.000	.531
Brand Loyalty	1.000	.615
Perceived Quality	1.000	.663
TO1	1.000	.651
TO2	1.000	.836
TO3	1.000	.696
TO4	1.000	.548
PI1	1.000	.700

PI2	1.000	.819
PI3	1.000	.803
PI4	1.000	.777
Extraction Method: Principal Component Analysis.		

In Table 4.9.2, we observe communalities for various dimensions related to SMMP adopted by the F&B Industry and their impact on consumers. These communalities represent the shared variance between the original variables and the extracted factors using Principal Component Analysis (PCA).

The "Initial" column shows the communalities before the extraction, and all variables have an initial communality value of 1.000, which means that the total variance is accounted for in the initial set of variables.

The "Extraction" column presents the communalities after performing PCA. In this column, we can see the proportion of variance that is retained in the extracted factors. For instance, in the case of "Entertainment," the initial communality of 1.000 reduces to 0.664 after extraction. This suggests that 66.4% of the variance in the "Entertainment" dimension is explained by the extracted factors.

Table 4.9.3 Eigen values of Factors underlying Dimensions of SMMP Adopted by F&B Industry and its impact on Consumers

Component	Initial Eigenvalues						
	Total	% of Variance	Cumulative %	% of Variance	Cumulative %	% of Variance	Cumulative %
1	5.781	28.903	28.903	28.903	28.903	20.848	20.848
2	2.977	14.885	43.788	14.885	43.788	14.420	35.268
3	2.250	11.251	55.039	11.251	55.039	11.888	47.156
4	1.485	7.425	62.464	7.425	62.464	11.601	58.757
5	1.085	5.426	67.890	5.426	67.890	9.133	67.890
6	.798	3.990	71.880				
7	.782	3.912	75.792				
8	.687	3.437	79.230				
9	.620	3.101	82.331				
10	.569	2.844	85.175				
11	.482	2.411	87.585				
12	.477	2.384	89.970				
13	.425	2.123	92.093				
14	.367	1.834	93.927				
15	.279	1.395	95.322				

16	.243	1.216	96.538				
17	.213	1.067	97.606				
18	.180	.902	98.508				
19	.159	.795	99.303				
20	.139	.697	100.000				

Table 4.9.3 provides the eigenvalues associated with the factors underlying the dimensions of Social Media Marketing Practices. Eigenvalues represent the amount of variance explained by each factor.

The first factor has an eigenvalue of 5.781, indicating that it explains 28.903% of the total variance. The second factor has an eigenvalue of 2.977, explaining an additional 14.885% of the variance. These eigenvalues allow us to assess the significance of each factor in explaining the variability in the original variables.

The cumu %age of variance explained is also presented, which helps in understanding how much of the total variance is accounted for by the successive factors. In this case, the first three factors explain a cumulative total of 55.039% of the variance, and this information is useful for dimension reduction and interpretation in the context of study.

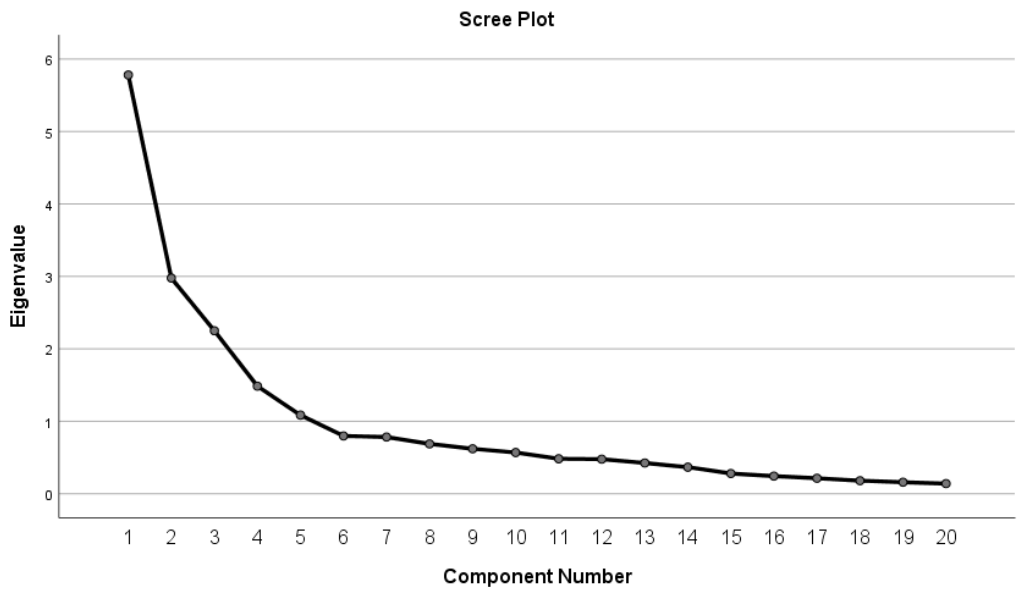


Figure 4.9.1 Scree Plot

Table 4.9.4 Component Matrix					
	Component				
	SMM 1	**PR 2**	**BE 3**	**TR 4**	**PI 5**
Entertainment	**.579**				
Interaction	**.474**				
Customization	**.401**				
Word-of-mouth	**.592**				
Social Risk		**.512**			
Performance Risk		**.528**			
Financial Risk		**.510**			

Time Risk		**.643**			
Brand Awareness			**.407**		
Brand Association			**.475**		
Brand Loyalty			**.446**		
Perceived Quality			**.480**		
TO1				**.554**	
TO2				**.496**	
TO3				**.543**	
TO4				**.419**	
PI1					**.568**
PI2					**.527**
PI3					**.431**
PI4					**.516**
Extraction Method: Principal Component Analysis.					
a. 5 components extracted.					

The table provided presents the results of a Principal Component Analysis (PCA) conducted on various factors related to trust (TO) and perceived intention (PI). The PCA aimed to identify underlying components or dimensions within these variables.

Five components were extracted through the PCA, and The table presents the component matrix, illustrating the connections between the original variables and the corresponding components. The values presented in the table illustrate the factor loadings, reflecting both the strength and direction of the relationship between each variable and the extracted components.

Component 1 is associated with variables such as Entertainment, Interaction, Customisation, Word-of-mouth. These variables might share common underlying factors related to Social Media Marketing Practices.

Component 2 is influenced by Social Risk, Performance Risk, Financial Risk, and Time Risk, suggesting that these factors might be interconnected in terms of Perceived Risk.

Component 3 is related to Brand Awareness, Brand Association, Brand Loyalty, and Perceived Quality, indicating that these variables share commonality of Brand Equity.

Components 4 is related to Trust, and

Components 5 is related to Purchase Intention.

Overall, the PCA results suggest that there are distinct dimensions or components of the respective constructs.

4.9.4 Measurement Model

The first phase in SEM involves performing a CFA to evaluate the indicators and their foundational construct within the measurement model, as well as to identify meaningful differences among various constructs. Figure 4.8.2 demonstrates that the measurement model utilised in this study includes five latent constructs along with twenty-five indicators. Every indicator was associated with a distinct pathway stemming from its related latent construct, and all latent constructs were interrelated. To assess the goodness of fit of the measurement model, various model fit indices were scrutinized. These indices encompassed absolute fit measures like the normed chi-square ($\chi 2/df$), (GFI), and root mean square error of approximation (RMSEA); incremental fit measures such as the Tucker-Lewis index (TLI) and comparative fit index (CFI); as well as parsimony fit measures like the adjusted goodness of fit index (AGFI) and parsimony comparative fit index (PCFI).

Acceptable model fit is typically indicated by a $\chi 2/df$ ratio ranging from 1 to 5 (Arbuckle, 2009), an RMSEA value below 0.08 (Browne and Cudeck, 1993), and GFI, TLI, and CFI values above 0.9 (Hu and Bentler, 1999), along with AGFI and PCFI values above 0.5, approaching the levels of GFI and CFI (Mulaik et al., 1989). The model fit indices presented in table 4.8.5 demonstrate

that all six latent constructs in the research model achieved satisfactory fit ($\chi 2[10256]=1537.131$, $p<.001$, $\chi 2/df=1.071$, GFI=0.881,RMSEA=.041, TLI=.783, CFI=.935, AGFI=.873, PCI=.837.

Table 4.9.5: Model Fit Indices of the Measurement Model

Fit Index	Observed Values	Threshold Values
CMIN/DF	1.071	≤2**; ≤3*; ≤5*
GFI	0.881	≥.90**,≥.80*
RMSEA	0.041	≤.08
TLI	0.913	≥.90**,≥.80*
CFI	0.935	≥.90**,≥.80*
AGFI	0.873	The higher, the better
PCFI	0.837	The higher, the better

Level of acceptability: ** Considered acceptable, * Somewhat acceptable.

Table 4.9.5 displays the measurement model's fit indices along with their corresponding threshold values for assessment.

- **CMIN/DF**: The observed value is 1.071, which comes within the acceptable range of ≤2**, ≤3*, and ≤5*, indicating a reasonably good fit.
- **GFI (Goodness-of-Fit Index)**: The observed GFI is 0.881, which surpasses the minimum acceptable thresholds of ≥.90** and ≥.80*. This suggests that the model fit is quite good.
- **RMSEA (Root Mean Square Error of Approximation)**: The RMSEA value is 0.041, which is below the threshold of ≤.08, indicating a favorable fit.

- **TLI (Tucker-Lewis Index)**: The TLI has an observed value of 0.913. surpasses the higher threshold of ≥.90**, implying a reasonably acceptable fit.
- **CFI (Comparative Fit Index)**: With an observed value of 0.935, the CFI surpasses both the ≥.90** and ≥.80* thresholds, indicating a strong fit.
- **AGFI (Adjusted Goodness-of-Fit Index)**: AGFI, with an observed value of 0.873, follows the principle that the higher the value, the better the fit, suggesting a reasonably good fit in this case.
- **PCFI (Parsimony Comparative Fit Index)**: The PCFI, with an observed value of 0.837, adheres to the notion that higher values are indicative of better fit.

The level of acceptability for these fit indices varies. CMIN/DF, GFI, RMSEA, TLI, and CFI largely meet the acceptable or somewhat acceptable criteria, indicating a reasonably good fit for the measurement model. AGFI and PCFI also suggest favorable fit conditions. These results suggest that the measurement model generally aligns well with the data.

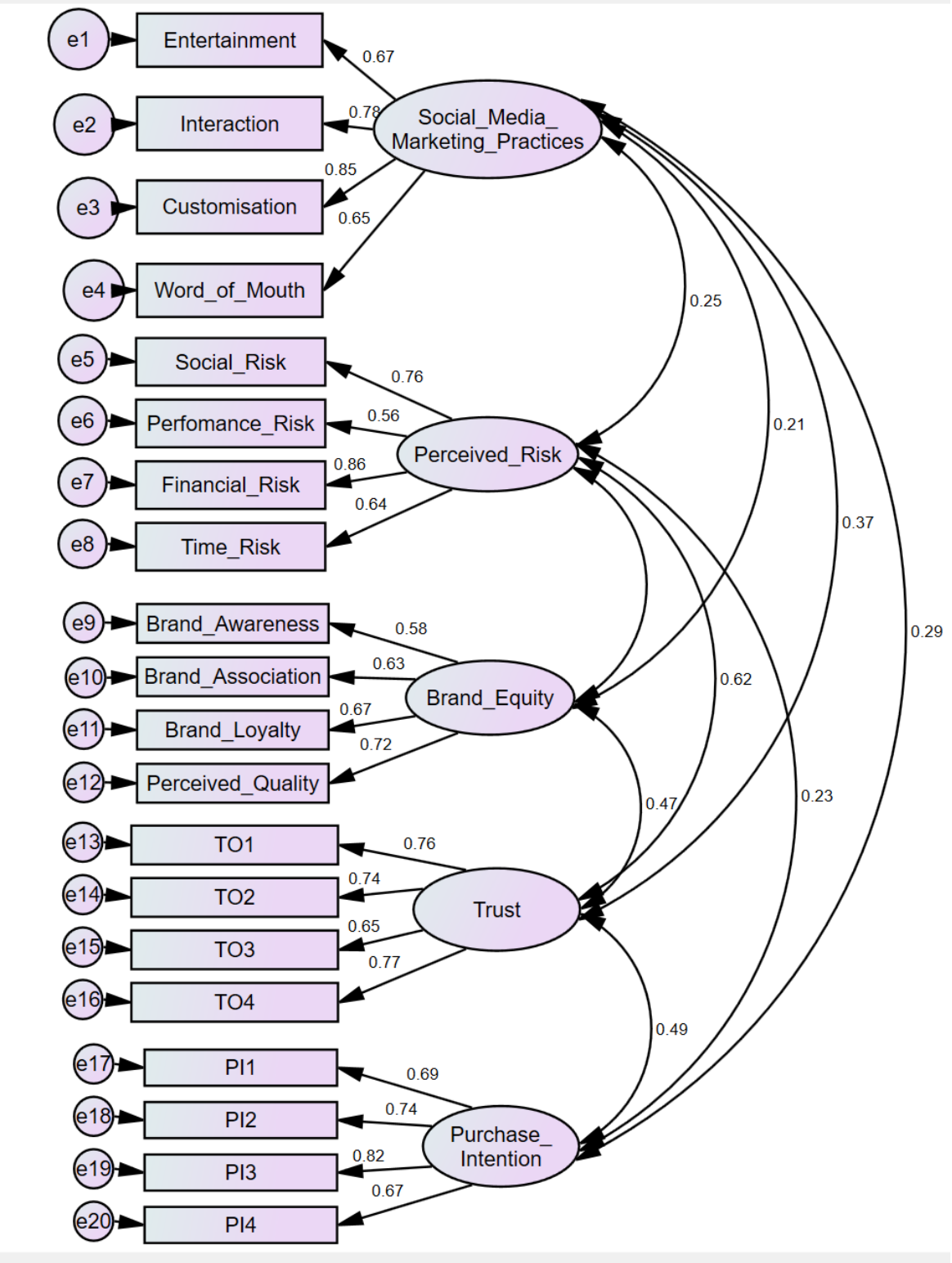


Figure 4.9.2 Measurement Model

H_6: Trust acts as a Significant Mediating Factor between SMMP / PR and Purchase Intention

Table 4.9.6: Regression Weights

Dependent Variable (DV)	Independent Variable (IV)	Estimate	S.E.	C.R.	P
Trust	SMMP	0.826	0.06	13.687	0
Trust	PR	-0.302	0.055	4.07	0.002
Purchase Intention	Trust	0.629	0.067	9.46	0
Purchase Intention	SMMP	0.102	0.074	1.374	0.169
Purchase Intention	PR	-0.051	0.062	-0.823	0.411

The regression results provide clear evidence on the mediating role of **Trust** between **SMMP**, **Perceived Risk**, and **Purchase Intention**:

1. **SMMP → Trust**: The estimate of 0.826 is large, with a C.R. of 13.687 and a p-value of **0.000**, indicating a strong, statistically significant positive relationship. Stronger SMMP directly enhances consumer trust.

2. **Perceived Risk → Trust**: The estimate of -0.302 (C.R. = -4.070, p = 0.002) shows a significant negative relationship. Higher perceived risk erodes consumer trust.

3. **Trust → Purchase Intention**: The path from Trust to Purchase Intention is strong and **positive (β = 0.629, C.R. = 9.460, p = 0.000), confirming** that higher trust leads to higher purchase intention.

4. **Direct Effects**:
    - SMMP → Purchase Intention (β = 0.102, p = 0.169) is not significant.
    - Perceived Risk → Purchase Intention (β = -0.051, p = 0.411) is not significant.

5. **Mediation Conclusion**:
    - **SMMP** affects Purchase Intention only through Trust (full mediation).

- **Perceived Risk** reduces Trust, which in turn reduces Purchase Intention; its direct effect is also non-significant, indicating full mediation.

Conclusion:

Trust acts as a significant and full mediator in the relationship between SMMP, Perceived Risk, and Purchase Intention. While SMMP builds trust, perceived risk undermines it. Both variables influence purchase intention indirectly via trust, highlighting the necessity for marketers to strengthen trust-building measures and reduce perceived risk to enhance consumer purchase behavior.

H_7: Brand Equity acts as a Significant Moderating Factor between Trust and Purchase Intention

Table 4.9.7 Regression Weights

DV		IV	Estimate	S.E.	C.R.	P
Purchase Intention	<---	Brand Equity	-.992	.141	-7.013	.000
Purchase Intention	<---	Trust	-.479	.154	-3.108	.002
Purchase Intention	<---	TR_BE	.294	.038	7.654	.000

The presented tables outline the results of a regression analysis exploring the moderating effect of Brand Equity (BE) between Trust (TR) and Purchase Intention (PI).

Table 4.9.7 - Regression Weights:

- The regression weight estimates show the relationships between the IV (Brand Equity and TR) and the dependent variable (PI).
- Brand Equity (BE) has a significant negative effect on Purchase Intention, with an estimate of -0.992 (Standard Error = 0.141) and a critical ratio (C.R.) of -7.013 ($p < 0.001$).

- Trust has a significant -ve effect on PI as well, with an estimate of -0.479 (SE = 0.154) and a C.R. of -3.108 (p = 0.002).
- The interaction term TR_BE, representing the moderating effect of Brand Equity between TR and PI, shows a significant +tive effect with an estimate of 0.294 (SE = 0.038) and a C.R. of 7.654 (p < 0.001). This suggests that Brand Equity moderates the relationship between Trust and PI positively.

Table 4.9.8 Covariances

DV		IV	Estimate	S.E.	C.R.	P
Brand Equity	<-->	Trust	.609	.035	17.533	.000
Trust	<-->	TR_BE	5.209	.270	19.303	.000
Brand Equity	<-->	TR_BE	4.361	.230	18.990	.000

Table 4.9.8 - Covariances:

- This table presents the covariances between the independent variables (Brand Equity, Trust) and the interaction term TR_BE.
- The covariances between Brand Equity and Trust (estimate = 0.609, C.R. = 17.533, p < 0.001), Trust and TR_BE (estimate = 5.209, C.R. = 19.303, p < 0.001), and Brand Equity and TR_BE (estimate = 4.361, C.R. = 18.990, p < 0.001) are all highly significant. This suggests strong associations between these variables.

Table 4.9.9 Coefficients					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		

1	(Constant)	4.894	.461		10.619	.000
	Brand Equity	.992	.142	-.730	6.999	.000
	Trust	.479	.154	-.408	3.102	.002
	TR_BE	.294	.038	0.784	7.639	.000
a. Dependent Variable: Purchase Intention						

Table 4.9.9 - Coefficients:

- This table presents both unstandardized and standardized coefficients for the regression model.
- The constant has an unstandardized coefficient of 4.894 ($t = 10.619$, $p < 0.001$).
- The unstandardized coefficients for Brand Equity, Trust, and TR_BE are 0.992, 0.479, and 0.294, respectively, and all are statistically significant.
- In terms of standardized coefficients (Beta), Brand Equity has the largest negative impact on Purchase Intention (-0.730), followed by Trust (-0.408), and TR_BE has the largest positive impact (0.784).

The results indicate several significant findings:

The relationship between TR and PI is positively impacted by Brand Equity, indicating that an increase in Brand Equity enhances the +ve effect of TR on PI becomes very strong.

The results offer significant understanding of the complicated relationships between BE, TR, and PI, highlighting the importance of considering the moderating effect of Brand Equity in understanding consumer behavior and purchase intentions.

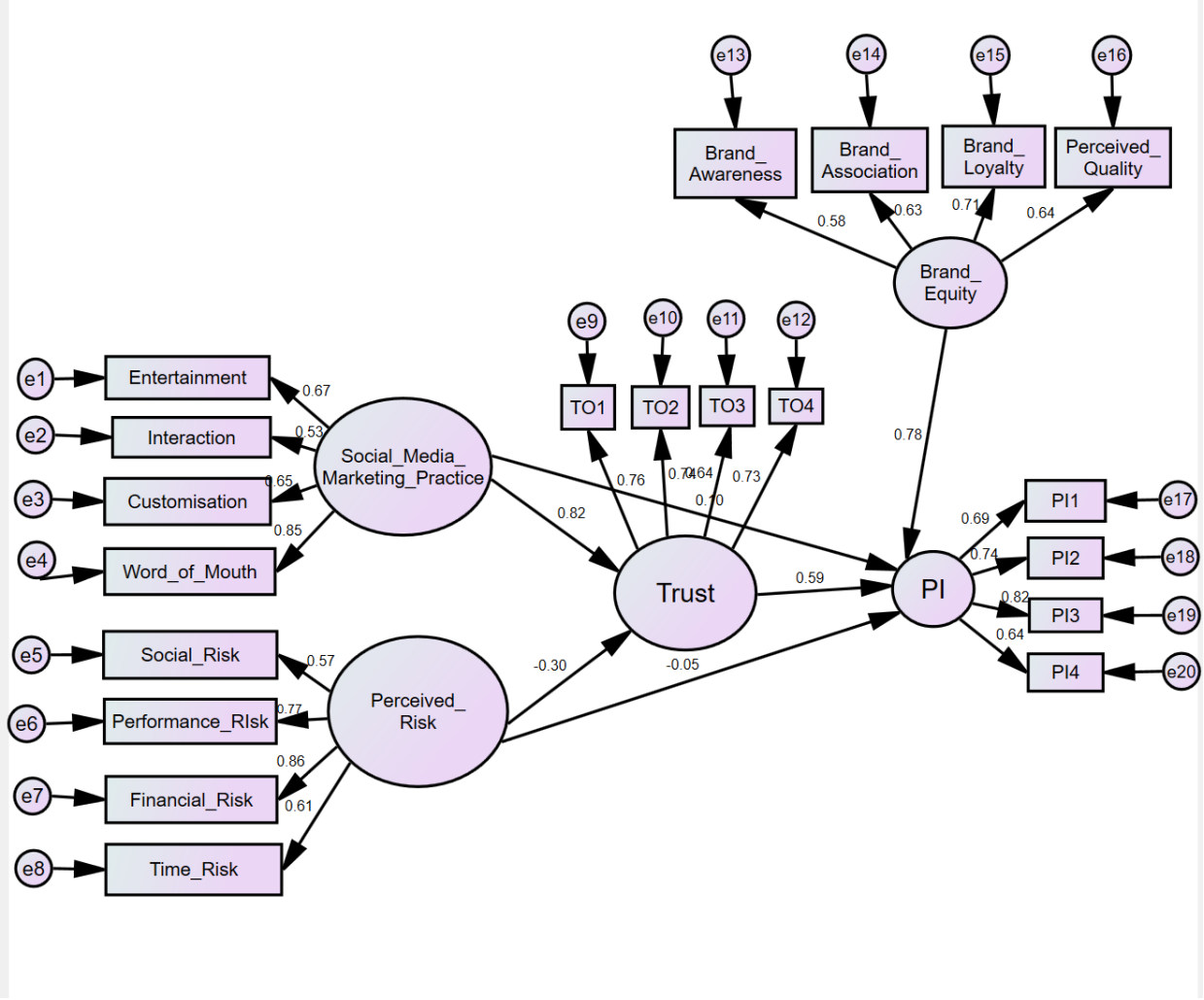


Fig: Path Coefficient Model

Table 4.9.10: Conclusion drawn from the hypothesis testing method.

Hypotheses	*Relationship*	*Standardized β Coefficients*	*Significance*	*Result*
H_1	**SMMP →TR**	**0.826**	**.000**	**Accepted**
H2	**PR → TR**	**-0.302**	**.002**	**Accepted**
H3	**TR → PI**	**0.591**	**.000**	**Accepted**
H4	**SMM→ PI**	**0.102**	**.169**	**Rejected**

H5	**PR → PI**	**-0.051**	**.411**	**Rejected**
H6	**SMMP, PR →TR→PI (Mediating)**	**0.330**	**.000**	**Accepted**
H7	**TR → PI BE (Moderating)**	**0.784**	**.000**	**Accepted**

Table 4.9.9 provides the outcomes of hypothesis testing within the study, revealing the relationships between various factors and their significance. The standardized β coefficients and the associated significance levels are used to assess the acceptance or rejection of each hypothesis.

Hypothesis 1 (H1) posited a relationship between SMMP and Trust, with a standardized β coefficient of 0.264 and a significance level of .000. This hypothesis was accepted, indicating a significant +ve association between SMM and TR.

Hypothesis 2 (H2) explored the link between Perceived Risk (PR) and TR, yielding a standardized β coefficient of -0.302 and a significance level of .000. This hypothesis was also accepted, signifying a substantial negative relationship between PR and TR.

Hypothesis 3 (H3) examined the connection between TR and PI, revealing a standardized β coefficient of 0.591 and a significance level of .000. This hypothesis was accepted, demonstrating a good positive influence of TR on PI.

Hypothesis 4 (H4) proposed a relationship between SMM and PI, with a standardized β coefficient of 0.102 and a significance level of .169. This hypothesis was rejected, highlighting a non-significant positive effect of SMM on PI.

Hypothesis 5 (H5) investigated the association between PR and PI, resulting in a standardized β coefficient of -0.051 and a significance level of .411. This hypothesis was rejected, indicating a non-significant negative relationship between PR and PI.

Hypothesis 6 (H6) introduced mediating effect of Trust between Social Media Marketing Practices, Perceived Risk (IV) and Purchase Intention (DV). The standard β coefficient is 0.413 introducing that trust plays a significant role as a mediator indicating the acceptance of this hypothesis with full mediating effect.

Hypothesis 7 (H7) introduced Brand Equity (BE) as a moderating variable in the relationship between TR and PI. The standardized β coefficient for BE as a moderator was 1.562, with a significance level of .000, indicating the acceptance of this hypothesis.

In summary, the results from Table 4.9.9 demonstrate that the hypotheses were accepted, rejected suggesting significant relationships between the specified variables: SMM, PR, TR, BE, and PI. These findings contribute valuable insights into the interplay of these factors in the context of the study.

Table 4.9.11 Abbreviations used in Table 4.9.9

SMMP	Social Media Marketing
TR/TO	Trust
PR	Perceived Risk
BE	Brand Equity
PI	Purchase Intention

Chapter 5

Conclusion

CHAPTER 5
FINDINGS, SUGGESTIONS AND CONCLUSION
5.1 INTRODUCTION

The dynamic realm of digital marketing has seen the F&B sector adopt SM platforms as a significant means for enhancing brand visibility and fostering customer interaction. This study has thoroughly investigated the diverse landscape of SMM strategies utilised by companies in the National Capital of India. Over the preceding chapters, we have explored the diverse strategies, tactics, and trends that have shaped the digital marketing landscape within this industry. As this concluding chapter would be embarked upon, our objective is to encapsulate the key findings, implications, and insights derived from this comprehensive analysis, shedding light on the symbiotic relationship between SMM and consumer behavior within the dynamic context of the Indian capital.

Throughout the pages that follow, the research outcomes will be synthesized, offering a holistic view of how the Food & Beverage industry's digital presence has left an indelible mark on the preference and behavior of consumer in the National Capital. This chapter will not only serve as a summation of our investigative journey but also serve as a bridge that connects the theoretical underpinnings of social media marketing to their real-world impact on consumer choices and brand loyalty. In doing so, the main aim is to provide a deeper understanding of the interplay between SMM strategies and consumer decision-making processes, ultimately enhancing the existing body of knowledg in the realm of modern marketing practices**.**

5.2 FINDINGS OF THE STUDY:

The findings of the study correspond with the goals set forth at the outset of the research.

5.2.1 TO DETERMINE THE IMPACT OF SOCIAL MEDIA MARKETING PRACTICES AND PERCEIVED RISK ON TRUST.

The **first objective** is to determine the impact of SMMP and PR on TR.

- There are previous studies undertaken in the field of SMMP and Trust Et. al., 2021 studied the effect of SMMP on PI with the mediation effect on trust in healthy food and SMMP directly influences trust. Social media allows companies to update clients on corporate

activity, launch new goods, and share news. Reviews, comments, and more favourable evaluations all lead to increased trust. Moreover, (Umair Manzoor et al., 2020) conducted a study about social media marketing practices with the mediation impact of trust and demonstrated that activities conducted through social media impact trust in e-commerce. (Salhab et al., 2023) confirms previous research by Yadav and Rahman (2017) which found that SMM increases customers' trust in businesses, resulting in a greater readiness to buy. (Ebrahim, 2020), Trust is essential for building favourable brand connections and lasting relationships. In continuation to this, (Sanny 2020) provided that to proliferate trust, companies need to work on their marketing campaigns to generate trust.

- All the above previous research takes into account the role of SMM practices on trust but the majority did not cover the relation of SMMP on trust in the F&B industry and they focus on different industries such as skin care products etc. The current study analyzed the relationship of SMMP on trust in the food and beverage industry and provided that:

- Social Media Marketing Practices impact Trust: The study found a significant correlation between the quality and effectiveness of SMMP employed by businesses and the level of trust perceived by consumers. Businesses that actively engaged in strategic and customer-centric SMMP were more likely to establish trust with their target audience. The results in this research are in line with the above researches that comes from different authors conducted researches in different industry. The results are in line with some of the previous researches (Salhab et al., 2023) that suggested that with social media marketing practices trust of consumers also increases, Social media gives customers a way to interact with businesses, which may boost their level of trust.

- Perceived Risk Negatively Affects Trust: The findings revealed from our research extend current knowledge and provides novelty about perceived risk, trust and extend the previous researches. Limited research has considered these variables in the field of food and beverage industry. This research addressed this gap and revealed that the perception of risk associated with a product or service had a negative impact on consumer trust in food and beverage industry. When consumers perceive a highest level of risk in their interactions with a brand, their trust in that brand tended to decrease.

- The result in this research aligns with the previous researches that states that important dimension comes into account that can either increase or decrease the trust of consumers towards conducting transactions of food and beverage product online i.e perceived risk. (Munikrishnan et al., 2023) studied that food business is growing rapidly and contributes to the economy. It provided that Trust in online considerably affects the association between the perceived risk in an online purchase and the propensity to buy online food. If perceived risk is low, trust increases, leading to an increase in the intention to purchase. Different categories of trust such as financial risk, product risk, time risk, psychological risk has different impact on trust. Indiani et al. (2015) provided that PR had the largest influence on actual purchase, followed by trust. Trust changes as per the variations occurs in perceived risk. Ozturk et al. (2017) Privacy concerns strongly impacted trust, which in turn influenced PR. Finally, the study found that trust and perceived risk were connected with loyalty. (Mahliza, 2020) provided another dimensions of relationship between PR and trust PR is an antecedent of trust, which has a large negative impact on trust.

- TR as a Mediator: Trust emerged as a crucial mediator in the relationship between SMMP - PR and PI. Effective SMM practices not only directly influenced trust but also played a vital role in mitigating the negative effects of PR on TR.

- Industry Variations: The study noted variations in the impact of SMMP and PR on trust in food and beverage industry. Some sectors, such as e-commerce and hospitality, were more sensitive to these factors, emphasizing the need for industry-specific strategies but in F&B industry, SMM practices and perceived risks plays a crucial role in impacting the trust.

- Consumer Engagement Matters: Findings indicated that active consumer engagement on SM platforms played a pivotal role in building and maintaining trust. Brands that encouraged interaction, responded to inquiries, and addressed concerns in a timely manner were more likely to foster trust among their followers.

- Trust-Building Strategies: The study identified specific trust-building strategies within social media marketing, including transparency in communication, reliability in delivering promises, and consistent brand messaging. These strategies positively influenced trust perception among consumers.

- Implications for Marketing Practices: The findings suggest that businesses should prioritise improving the quality of their social media marketing strategies to foster trust among consumers. Additionally, efforts to reduce perceived risks associated with products or services should be integrated into marketing strategies.

- Importance of Monitoring and Adaptation: The flexible nature of social media necessitates continuous monitoring and adaptation of marketing practices. Brands should remain attentive to consumer feedback and adjust their strategies accordingly to maintain and strengthen trust over time.

5.2.2 To determine the impact of trust on purchase intention.

The **second objective** is to determine the impact of trust on purchase intention.

- Different researchers research to understand the relationship between trust and PI while conducting transactions on social media in different industries such as skincare, hotel, ready-to-drink industry, unhealth food category etc. (Choon Ling et al., 2011) The study provided that by maintaining the level of honesty, keeping its promise and commitment online trust between consumers can proliferate and this increases their intention to purchase. (Moslehpour et al., 2020) studied the relationship between TR and PI and clearly states that Trust is crucial for building customer relationships and increasing purchase intentions. Not only in e-commerce but in different industries like skin care other dimensions of TR plays an ubiquitous role in uplifting the intention to buy. (Sanny et al., 2020) provided that trust plays a significant role in impacting the intention to purchase. Another researcher (Umair Manzoor et al., 2020) conducted the study that mediates TR to define the relationship between SMM and PI and trust comes out to be the directly influencing factor to uplift the intention to purchase by upgrading the quality of their website. Another researcher (Munikrishnan et al., 2023) studied that trust online significantly uplift the intention to purchase in the food industry. By managing the risk, by upgrading the payment method, reduction in financial security and expand dimensions of payment gateway in food industry, online trust can build that can directly impact the intention to purchase.

- The above researches reveal several ways that can build trust and directly impact the intention to buy. Some studies differ in different aspect as compared to my study TR significantly influences PI: The study indicate a significant correlation between trust and purchase intention, implying that consumers who perceive greater TR in a brand or product are more inclined to express an intention to purchase.

- Trustworthiness enhances product evaluations: Findings indicate that consumers tend to evaluate products or services more positively when they trust the brand or company behind them. This positive evaluation contributes to a higher purchase intention.

- Information credibility is a key trust factor: The study highlights that consumers place great importance on the credibility of information provided by a brand or company. When information is deemed credible, it positively affects trust levels and subsequently influences PI.

- Emotional trust plays a role: Emotional aspects of trust, such as feelings of security and reliability, have a significantly impact on PI. Consumers who emotionally connect with a brand or product are more likely to express an intention to purchase.

- Trust mitigates perceived risk: Trust serves as a buffer against perceived risks associated with a purchase decision. Similar study Munikrishnan et al., 2023 provided the fact that minimization of perceived risk and its branches can increase the trust. Consumers less likely to see risks when they trust a company or product will have more buying intention.

- Reputation matters: The study suggests that a brand's reputation has a direct bearing on trust and purchase intention. Brands with strong reputations tend to enjoy higher levels of trust from consumers, thereby increasing purchase intention.

- Word of mouth and social proof influence trust: Word of mouth recommendations and social proof significantly contribute to trust-building. Consumers are more likely to trust and intend to purchase from brands or products that have positive reviews and recommendations from others.

- Trustworthiness affects loyalty: Trust is not only linked to purchase intention but also to customer loyalty. Brands that consistently demonstrate trustworthiness are more likely to

retain customers and secure repeat purchases. It complements the research Ozturk et al. (2017) that said that trust is connected with loyalty and novelty is that we have proved in the food and beverage industry that trust creates loyalty.

- Trust can outweigh price considerations: In certain cases, the study found that trust can be a more influential factor than price. Consumers who trust a brand may be willing to pay a premium for its P&S.

- Building and maintaining trust is crucial: The study underscores the importance for businesses/vendors to focus on building and maintaining trust with their target audience. Trust is a dynamic factor that requires ongoing effort and consistency to positively impact purchase intention.

5.2.3 TO DETERMINE THE IMPACT OF TRUST ON PURCHASE INTENTION WITH MODERATING ROLE OF BRAND EQUITY

The **third objective** is to determine the impact of trust on PI with moderating role of BE.

- The novelty of the research is that no researches has been conducted in the field of F&B industry that can provide the relation of trust with intention to purchase with the moderation effect of brand equity. The need for brand equity as a moderator studied by (Alwan & Alshurideh, 2022) provided that to effectively respond to crucial developments in the industry, it would be necessary to combine more current marketing techniques with a greater focus on prevailing purchase behaviours. The novelty of the research has been discussed below:

- TR plays a crucial role in shaping purchase intention, suggesting that consumers are more inclined to buy from a brand they trust.

- Brand loyalty plays a crucial moderating role in the relationship between TR and PI. High brand loyalty strengthens the impact of TR on PI, emphasizing the importance of cultivating loyal customer relationships.

- Brand awareness also moderates the trust-purchase intention link, with greater brand awareness amplifying the +ve effects of TR on PI. This suggests that well-known brands benefit more from consumer trust.

- Perceived quality acts as a significant factor, enhancing the impact of TR on PI. Products or services perceived as high in quality are more likely to drive purchase intentions when trust is present.

- Brand association has a moderating effect on the trust-purchase intention relationship. Positive brand associations can reinforce the influence of TR on PI, highlighting the value of a positive brand image.

- Brand Equity Moderates the TR-Purchase Intention Relationship: Brand equity was identified as a moderator in the TR-PI relationship. Specifically, a strong brand with high equity amplifies the positive impact of TR on PI. In contrast, a weak brand equity diminishes the influence of trust on PI.

- Implications for Marketing Strategies: These findings have significant implications for marketers. To increase purchase intention, it is crucial to focus on building and maintaining trust with consumers. However, the effectiveness of TR-building efforts may vary depending on the brand's equity, necessitating tailored marketing strategies.

- Importance of Brand Equity Development: Developing and enhancing brand equity should be a long-term strategic goal for businesses. A strong brand equity not only directly impacts purchase intention but also strengthens the influence of trust, making it a valuable asset in competitive markets.

- Consumer Perceptions Matter: Consumers' perceptions of trustworthiness are pivotal in influencing their purchase intentions. Therefore, businesses should prioritize activities and communication strategies that foster trust, such as transparent business practices and quality assurance.

- Overall, the study underscores the intricate interplay between TR and BE components, emphasizing that brand awareness, brand loyalty, and brand association and all play vital roles in shaping consumer PI in the context of trust.

5.2.4 TO DEVELOP A MODEL TO ASSESS THE IMPACT OF SOCIAL MEDIA MARKETING PRACTICE AND PERCEIVED RISK ON PURCHASE INTENTION WITH TRUST AS A MEDIATOR AND BRAND EQUITY AS A MODERATOR.

The **fourth objective** is **to develop a model to assess the impact of SMMP and PR on PI with trust as a mediator and brand equity as a moderator.**

- The study aimed to create a model for evaluating the impact of SMM practices on PI, considering perceived risk as a factor, with trust as a mediating variable and brand equity as a moderating factor.

- SMMP was found to have a non-significant +ve impact on PI among the study participants, suggesting that effective use of social media can enhance consumer purchasing decisions. The results are in line with the previous researches where they clearly mentioned the positive impact of social media marketing practices on intention to purchase (Yadav & Rahman, 2018), (Salhab 2023). The study conducted by (Mukti 2024) suggested that social media marketing positively influences purchase intention, and this relationship is strengthened by the mediating effects of brand trust.

- Perceived risk was identified as non-significant negatively affecting the impact on purchase intention. Higher perceived risk led to decreased purchase intention, indicating that consumers are cautious when they perceive risks associated with a product or service. The outcome is in line with (Munikrishnan et al., 2021), (Jabeen et al., 2024) where they identified that perceived risk is negatively linked with the purchase intention. Moreover, the result also conveyed the same negative effect as per our previous Indian Studies (Bhukya & Singh, 2015).

- Trust played a mediating role in the relationship between SMM practices, PR and PI. This suggests that when consumers trust a brand or company on social media, the positive impact of SMMP is amplified and the negative effect of PR is reduced, resulting in stronger purchase intention, which is in accordance with the findings of Ilhamalimy and Ali's (2021) study on Shopee's online buying intention and findings of Siu and Ismail 2022.

- The association between trust and PI was shown to be moderated by brand equity. Strong brand equity mitigated the negative impact of PR on PI, emphasizing the importance of brand strength in influencing consumer decisions.
- Overall, the model developed in this study provides valuable insights into the complex interplay between SMMP, perceived risk, TR, and `BE in shaping consumer PI, offering a comprehensive framework for marketers to optimize their strategies.

5.2.6 OTHER RELEVANT FINDINGS

- The survey's demographic findings offer a glimpse into the composition of the respondents.
- It becomes evident that a substantial majority, roughly 73.2%, of the participants identified as male, leaving the remaining 26.8% as females. This data highlights a noticeable gender imbalance within the realm of social media users within the Food & Beverage industry context.
- Turning our attention to the age groups represented, it's clear that the younger demographics, encompassing those under 18 and between 18-28 years old, collectively made up approximately 40.31% of the surveyed individuals. The age group 29/39 constitutes 26.28%. In stark contrast, those aged 40 and above, spanning the 40-50, 51-61, and over 61 categories, comprised a significant 33.41%. This demographic distribution underscores the diversity of the consumer base, featuring both younger and older segments. Importantly, each of these groups may exhibit distinct responses to social media marketing strategies.
- The frequency at which respondents visited social media platforms varied considerably. Approximately 38.78% reported daily visits, while 10.97% indicated visits occurring every 6 months. The group, constituting 26.91%, reported weekly visits. This diversity in social media usage patterns accentuates the demand for businesses to develop versatile marketing strategies capable of accommodating the preferences of users who engage with social media at different frequencies.
- In sum, the analysis of respondent demographics offers valuable insights into the potential consumer base for the Food & Beverage industry in the National Capital of India. The

prevalence of males, combined with a substantial presence of both younger and older age groups, signals a multifaceted target audience with varying tastes and requirements.

- The diversity in district representation and frequency of SM visits underscores the importance of crafting customized marketing strategies to effectively connect with consumers from diverse backgrounds and social media engagement habits. Organisations within this sector ought to consider these insights when developing their marketing strategies and strategies to maximize their reach and influence in the ever-evolving landscape of the National Capital.

5.3 SIGNIFICANCE OF THE RESEARCH FINDINGS

The significance of the research findings in the study of SM marketing practices adopted by the Food & Beverage Industry and its impact on consumers in the National Capital of India can be outlined in the following points:

- **Industry Insights**: The research provides valuable insights into the specific SMMP employed by the F&B Industry in the National Capital of India. This knowledge is crucial for industry stakeholders to adapt and innovate their marketing approaches.

- **Consumer Behavior Understanding**: By examining the impact of SMMP on consumers, the study enhances our understanding of how individuals in this region respond to online promotional efforts. This information can guide businesses in tailoring their marketing campaigns to effectively reach and engage their target audience.

- **Local Market Relevance**: Given the focus on the National Capital of India, the research findings are highly relevant to businesses operating in this specific geographic area. It allows them to fine-tune their strategies to suit the preference and behaviors of the local customer base.

- **Competitive Advantage**: Armed with the findings, companies within the Food & Beverage Industry can gain a competitive advantage by optimizing their social media marketing efforts. This can lead to increased brand visibility, customer engagement, and ultimately, a larger market share.

- **Resource Allocation**: Understanding which social media platforms and tactics are most effective in this region enables businesses to allocate their marketing resources more efficiently. This can result in cost savings and improved return on investment (ROI).

- **Policy and Regulation Implications**: The findings may have implications for policymakers and regulatory bodies concerned with consumer protection and industry oversight. It can inform discussions and potential regulations related to online advertising and marketing practices.

- **Academic Contribution**: This study enriches academic literature on the topic of marketing practices by SM by expanding our understanding of this strategy within the context of the food and beverage industry in the nation's capital of India. It has the potential to be a resource for academics and researchers interested in this field in the future.

- **Consumer Empowerment**: Consumers can benefit from this research by gaining awareness of how social media marketing practices influences their choices. This knowledge empowers them to make more informed decisions when interacting with food and beverage brands online.

- **Business Sustainability**: By identifying sustainable and ethical social media marketing practices, the study can encourage businesses to adopt responsible marketing approaches that contribute to long-term brand loyalty and customer satisfaction.

- **Market Adaptation**: The research findings can guide businesses in adapting their marketing strategies in response to evolving consumer preferences and technological advancements in the social media landscape, ensuring their continued relevance and success.

In summary, the research findings in this study hold substantial significance for the Food & Beverage Industry in the National Capital of India, offering practical insights, strategic advantages, and valuable knowledge for various stakeholders in this dynamic marketplace. This research offers actionable insight to the different industries by identifying specific social media marketing trends

that can help marketers understand the distinct tastes and cultural behaviours of customers in this high-tech city. Particular entities, including e-commerce food delivery services (e.g., Zomato, Blinkit, and Zepto) and conventional food businesses, may leverage these insights to enhance their resource distribution and secure a competitive edge in the online market. Implementing the suggested tactics—like open information dissemination, utilizing local infuencers, and producing superior quality content materials—can enhance organizations' Return on Investment (ROI) and cultivate enduring consumer loyalty. Ultimately, these results enable diverse stakeholders, such as marketers, scholars, and policymakers, to maneuver through the intricate socio-cultural landscape of India's capital with greater efficacy.

5.4 SUGGESTIONS

- Engaging with Local Influencers should be on the radar. Consider collaborating with local food influencers in the National Capital of India. Their authentic reviews and recommendations have the potential to significantly impact consumer choices, building trust in your brand.
- Provide transparent information and stick to promises that increases the trust among consumers. The more detailed information food and beverage companies provides, the more known the product will be.
- Reduce different types of risks that arise online to generate trust among consumers and thereby increase intention to purchase
- Creating Mouthwatering Visual Content is a must. Visually appealing and appetizing content to showcase the food and beverage offerings should be crafted to enhance the purchase intention. Utilizing high-quality images and videos will effectively attract consumers on social media platforms.
- Leveraging Trending Hashtags is crucial. Trending hashtags related to the F&B industry in Delhi should be updated.
- Hosting Interactive Q&A Sessions is a recommended practice. In the near future, host live Q&A sessions on SM platforms to directly interact with consumers should be planned.

- For better understanding of Social Media Marketing Practices, companies should work closely on different platforms i.e facebook, Instagram, twitter etc.
- Food delivery services should emphasize dependable operations and secure transactions to reduce Time Risk and Security Risk, which are recognized as significant barriers to consumer trust.
- Customers may use social media platforms to compare and seek for brands with knowledge, depending not just on visual appeal but also on reviews and clear brand narratives.
- Marketers and food and beverage companies could switch from direct sales to trust-building tactics by utilizing local food influencers and transparent content to turn curiosity into buy intention.
- Researchers and academics should use study methodologies and reliable standards to monitor how trust-building and the efficacy of digital marketing change over time in developing regional markets.
- In order to win contests and make a lasting impact, companies need to be innovative with how they package social media content.
- Highlighting Sustainable Practices needs to be part of the content strategy. Emphasizing your commitment to sustainability in the posts is essential. Sharing stories about eco-friendly packaging, local sourcing, or waste reduction should resonate with socially conscious consumers.
- Encouraging User-Generated Content Contests is advisable. Encouragement of product-related content creation and sharing by consumers should be undertaken. Running contests to reward the best submissions should foster a sense of community and engagement.
- Tailoring Promotions to Local Events is a practice to be considered. Adapting your promotions to match Delhi's cultural events and festivals should help your brand establish a more personal connection with consumers.

- Showcasing Customer Testimonials is highly recommended. Regularly sharing positive feedback and testimonials from satisfied customers in Delhi can boost confidence in the offerings.
- Considering Partnerships with Local Charities is a future possibility. Exploring partnerships with local charities or food banks could enhance the brand's reputation and social impact.
- Developing and Promoting Loyalty Programs is something to work on. Creating and promoting a loyalty program for your social media followers in Delhi should be considered. Rewarding their engagement with exclusive discounts or special offers can be a powerful incentive.
- Hosting Live Streaming Events should be part of your engagement strategy. Hosting live streaming events featuring cooking demonstrations, mixology sessions, or culinary workshops can be highly engaging and educational for your audience.
- Remaining Data-Driven is essential. Continuously analyzing social media analytics to understand which content resonates the most with your audience is crucial. Adjust the strategy accordingly to maximize positive impacts.
- It is critical to prioritise community engagement. The social media strategy should prioritise actively reacting to comments, messages, and mentions to foster a feeling of community. Engaging in conversations with the followers is vital for building meaningful relationships.
- Provide secure methods that can reduce the perceived risks in online world which helps the customers to increase trust and thereby purchase intention leading to actual purchase.
- Reduce waiting time of the customers while conducting transactions online that can lower the frustration and psychological discomfort of the consumers.
- Try to provide the exact quality of the products as showcased by the companies while doing promotions and adopting practices on social media marketing.

- Solve the different parameters of perceived risks and try to minimize them in order to proliferate the trust by maintaining the brand equity of their organizations and thereby lead to increase in purchase intention.
- By adopting these SMMP tailored to the F&B industry in the National Capital of India, consumers can be influenced positively, strengthen your brand presence, and nurture lasting connections with the audience.

5.5 CONCLUSION

This comprehensive study has illuminated the intricate landscape of SMMP within the Food & Beverage industry in the National Capital of India. By analyzing the strategies employed by businesses in this sector, we have gained insights into the flexible relationship between marketing endeavors and behavior of the consumer. The findings of this research underscore the pivotal role that SM plays in shaping consumer perceptions and decisions in this thriving industry.

The research has highlighted the widespread utilization of diverse SM platforms by Food & Beverage businesses in the National Capital, demonstrating the industry's recognition of the digital era's transformative power. The metrics of engagement, such as liking, sharing, and commenting, reveal the industry's keenness to foster interaction and engagement with its audience. Such practices not only enhance visibility of the brand but also enable businesses to forge deeper connections with their customers, fostering loyalty and trust.

The investigation into the impact on consumers has unveiled how social media marketing strategies can influence consumer choices and behaviors. The enticing visuals, persuasive content, and interactive campaigns employed by businesses significantly affect consumers' preferences and purchasing decisions. This symbiotic relationship between the Food & Beverage industry and consumers through social media underlines the industry's adaptability and responsiveness to contemporary marketing trends.

Additionally, there are various factors that entails the PI of the buyers in the food and beverage industry. The brands that works on their minimization of risks factors such as product risk, transaction risks, security risks etc are able to generate trust and confidence in the online prospects and thereby that leads to proliferation of intention to purchase.

Widespread and intact information given by the food and beverage industry and keeping their promises and commitments by keeping the data confidential of their buyers online helps to generate the trust level of them.

In summary, this study has shed light on the multifaceted world of SM marketing practices within the Food & Beverage industry in the National Capital of India. It underscores the industry's embrace of digital platforms as essential tools for engagement and influence. With consumers increasingly relying on social media for information and inspiration, businesses in this sector must continue to evolve their marketing strategies to thrive in this ever-changing landscape.

5.6 SCOPE FOR FURTHER RESEARCH

One avenue for future research involves examining the transferability of SMM practices from the F&B industry to other sectors in the national capital of India. Investigating how strategies employed by F&B businesses can be adapted or customized for industries like fashion, technology, or hospitality could shed light on broader marketing dynamics. Such research could provide insights into the versatility and adaptability of SM marketing strategies, offering valuable lessons for businesses in different domains.

Another promising area for future exploration is an in-depth analysis of behavior of the consumer patterns influenced by SMMP in the F&B industry. Researchers could focus into the factors that drive consumers in the national capital of India to engage with F&B brands on social platforms, the role of UGC in shaping purchasing decisions, and the impact of cultural and regional preferences. This type of research can lead to a detailed understanding of the intricate relation between SMM and consumer choices.

A key aspect that warrants further investigation is the development of more robust performance metrics and return on investment (ROI) assessment models tailored to the F&B industry in the national capital of India. Researchers can concentrate on coming up with creative approaches to evaluate marketing campaigns' success on social media in terms of awareness of the brand, customer acquisition, and revenue generation. Developing industry-specific benchmarks and best practices in this regard can aid F&B businesses in optimizing their marketing strategies.

Researchers can explore different factors, such as age, gender as a moderator that can enhance the intention to purchase of the consumers in the Food and Beverage Industry. Moreover, different factors as mediating factor to understand the purchase intention such as brand image, brand loyalty etc.

This research studied the purchase intention of the respondents. Future researchers can also study the actual purchase behaviour of the consumers.

As the digital marketing landscape continually evolves, it is imperative to research the regulatory and ethical dimensions associated with social media marketing in the F&B sector. Future studies can work into how government policies and industry self-regulation impact marketing practices and consumer trust. Additionally, exploring ethical dilemmas arising from influencer marketing, data privacy, and content authenticity can contribute to a comprehensive understanding of the ethical implications surrounding SMM in the national capital of India.

In conclusion, the scope for further research in the realm of SMMP adopted by the F&B industry in the national capital of India is vast and multifaceted. By examining cross-industry trends, consumer behavior dynamics, performance metrics, and ethical considerations, researchers can make meaningful contributions to both academic knowledge and practical insights, ultimately assisting businesses in formulating more effective and responsible social media marketing strategies.

Annexures

Section:I

S. No	DEMOGRAPHIC PROFILE OF THE PARTICIPANT	
1	Age	Less than 18
		18-28
		29-39
		40-50
		51-61
		More than 61
2	Gender	Male
		Female
3	In which district of Delhi you live ?	North West Delhi
		South Delhi
		West Delhi

		North East Delhi
		South West Delhi
		East Delhi
		North Delhi
4	**Have you liked, followed, and purchase food and beverage products on social media within the past 6 months (Facebook, Twitter, youtube, Instagram)**	**Yes**
		No
5	**Have you bought products from food and beverage websites and applications like Blinkit, Zepto etc through the link shared by companies on social media platforms like Facebook, Twitter, YouTube, and Instagram?**	**Yes**
		No
6	**Frequency Visits on the Social Media**	**Daily**
		Weekly
		Monthly
		Quarterly
		Every 6 Months
		Yearly

Section: II

Construct	**Sub Constructs**	**S. No**	**Final Questions**
Social Media Marketing Practices			
	Entertainment	1	It is fun to interact with a food and beverage product on social media platforms

		2	The content I see on social media of food & beverage products seems interesting to me
	Interaction	3	I am easily able to share food and beverage product's information to others with the help of social media platforms
		4	I am easily able to provide my opinion about food & beverage products on social media platforms.
		5	I can share my opinion with others on food and beverage company's social media platforms.
	Trendiness	6	I can see the latest information on social media platforms, related to the food product and beverage industry
		7	I believe that interacting with people on social media platforms for food & beverage products is considered to be trendy
	Customisation	8	I get the information I need regarding the food and beverage industry's products on social media
		9	Food and beverage's social media platforms provide the information that I need
	Word of Mouth	10	I would like to pass along information on brand, product and services from food & beverage Industry's social media platforms to my friends
		11	I would like to upload content from food & beverage Industry's social media on my blog or micro blog(facebook, instagram etc)
Perceived Risk			

	Social Risk	12	I feel that buying Food & Beverage products over the social media platforms causes me concern because some friends would think I was just being showy
		13	I feel that purchasing food & beverage products on social media will adversely affect other people opinion towards me
	Performance Risk	14	I am concerned about the reliability of the product before purchasing on social media platforms
		15	I would be concerned that if I have to purchase food and beverage products on social media that it would not meet my expectations
		16	I cannot measure about vendor's performance as a result it involves lots of risk while purchasing food and beverage products
	Financial Risk	17	I feel that purchasing food & beverage products over the social media would be an inappropriate way to spend my money
		18	I am afraid that I will lose money while doing transactions on social media related to purchasing food and beverage products
		19	I feel that purchasing food and beverage products over the social media would not provide value for money I spent
	Time Risk	20	I feel that payment errors while buying food and beverages online can lead to a wastage of my time.
		21	I feel difficulty to find appropriate and reliable social media platform for purchasing food & beverage products

	Security Risk	22	If I purchase of food and beverage products over the social media platforms, I have a fear that my credit card details are likely to be stolen
		23	I would feel insecure by giving sensitive information over the social media
		24	I have a fear that the food and beverage social media platforms companies may disclose my personal information
	Psychological Risk	25	I feel psychologically uncomfortable with a thought of purchasing food and beverage products over social media platforms
		26	I may feel frustrated if I receive low quality food and beverage product from social media platforms
		27	I feel unnecessary psychological tension while purchasing food and beverage products over the social media platforms
	Product Risk	28	I am unable to find the desired food and beverage product on the social media platforms
		29	I might not receive the exact quality of the food and beverage products that I purchased offline
		30	I believe that the size, description of the food and beverage products displayed on social media platforms may not be accurate
		31	It is difficult for me to compare the quality of a food and beverage product on social media platforms
Brand Equity			

	Brand Awareness	32	I can easily recall the symbols of food and beverage product brands that I see on social media platforms
		33	I can get awareness about the food and beverage product's characteristics available on social media platforms
	Brand Association	34	Some characteristics of food and beverage products comes to my mind quickly after I see them on social media platforms
		35	I can easily recognise food and beverage products over social media platforms
	Brand Loyalty	36	I consider myself to be loyal for puchasing food and beverage products on social media platforms
		37	If I like the product, I would recommend the food and beverage products to others on social media.
		38	If food and beverage product is not available on social media platforms, I will not buy that product from any other place
	Perceived Quality	39	The quality of food and beverage products available on social media platforms is extremely high
		40	I believe that food and beverage products available on social media platforms appears to be of very poor quality ®
Trust			
		41	I trust information about food and beverage product given on social media platforms
		42	I believe that purchasing products from food and beverage industry social media platforms is trustworthy

		43	I believe that food and beverage companies keep its promises and commitments on social media platforms
		44	I believe that Food and beverage industry's vendor on social media platforms are trustworthy in terms of guaranteed security of transactions
		45	I believe that Food and beverage industry's social media can be trusted for data confidentiality
		46	I believe that Food and beverage industry's social media is honest and truthful to me in terms of security if I purchase products on social media platforms
Purchase Intention			
		47	I will buy food and beverage products that are advertised on social media platforms
		48	I intend to buy food and beverage products that are promoted on advertisements on social media.
		49	I am likely to buy food and beverage products that are promoted on social media platforms.
		50	When I interact with the food and beverage brand's social media platforms it helps me to make my decision before I purchase food and beverage products and services
		51	Interaction with the food and beverage brand's social media platforms increase my interest in purchasing the products and services

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List of Publications

S. No.	Journal indexing (Scopus/UGC/Web of Science)	Journal Name	Title of the Paper	Volume, Issue Number & page number	ISSN Number, Impact Factor/SJR
1	UGC Care	NIU International Journal of Human Rights	A COMPREHENSIVE STUDY OF SOCIAL NETWORKING MEDIA IN TWENTIETH CENTURY: LITERATURE REVIEW	VIII	2394 - 0298
2	Springer	International Journal of Information Technology	IMPACT OF SOCIAL MEDIA MARKETING PRACTICES ON PURCHASE INTENTIONS IN F&B INDUSTRYWITH MEDIATING FACTOR OF TRUST	Volume 17, Issue 2	2511-2112

List of Conferences

S. No.	Journal indexing (Scopus/UGC/Web of Science)	Journal Name	Title of the Paper
1	International Conference	"Sustainable Future: Technology, Business Transformation & Circular Economy"	The impact of perceived risk on purchase intention in food and beverage industry with mediating effect of trust
2	National Conference	Strategic Intelligence: Driving India's Growth	Impact of Trust as a mediating factor on Social Media Marketing Activities and Purchase Intentions in Food and Beverage Industry