

The impact of digital marketing on International students' consumption of fast food in Wuhan, China

Alassane Ouattara¹

¹School of Economics and Management, China University of Geosciences, Wuhan, China

Corresponding author: mralassane5995@outlook.fr

ABSTRACT

This study's objective is to investigate the impact online marketing has had on the regularity with which international students in Wuhan buy and consume fast food. Other researchers have investigated and analyzed the significance of digital marketing and why it should be necessary for various businesses to use it. However, its influence on the consumption rate by international students, particularly in Wuhan, has not been investigated. Although previous academics have recognized the use of "digital marketing," few researchers have specifically embraced its effects on the frequency with which international customers shop. The COVID-19 epidemic, which led to the limits of movement and human interaction, has caused an increase in internet marketing as well as the adoption of fast food, particularly among international students in Wuhan. The arrival of digital marketing has significantly altered the competitive landscape in a wide variety of sectors. It is the primary goal of this study to find out the degree to which international students in Wuhan, China, are influenced by their exposure to digital marketing in terms of the number of times they eat at fast-food restaurants.

The notion of market segmentation serves as the foundation for our investigation. Identifying different market segments and separating the customer base into those who are already customers and those who could become consumers is known as market segmentation. Because it can be utilized in nearly any market, market segmentation was a good fit for this study. In this study, market segmentation will be used to assess the influence digital marketing has had on the amount of fast-food consumed by international students in Wuhan. In order to understand this notion, we must first understand that each part requires a distinct program. The mixed-methods research methodology was used in this study, and online questionnaires served as the primary means of data collecting. The research approach is known as mixed methods, which presents and analyzes data using qualitative and quantitative research tools. The descriptive-analytical research design was selected as the ideal design to present the correct linkages between digital marketing and fast food consumption by international students in Wuhan. This design was based on the idea that more information is better than less information.

This research investigates how internet marketing has affected the frequency with which international students in Wuhan purchase and consume fast food. Other researchers have investigated and analyzed the significance of digital marketing and why it should be necessary for various businesses to use it. However, its influence on the consumption rate by international students, particularly in Wuhan, has not been investigated. Although previous academics have recognized the use of "digital marketing," few researchers have specifically embraced its effects on the frequency with which international customers shop. The COVID-19 epidemic, which led to the limits of movement and human interaction, has caused an increase in internet marketing as well as the adoption of fast food, particularly among international students in Wuhan. The arrival of digital marketing has significantly altered the competitive landscape in a wide variety of sectors. In light of this, the primary objective of this research is to determine whether or not the use of digital marketing impacts the frequency with which international students in Wuhan, China, consume fast-food.

Key words: Digital marketing, Fast foods, Consumption, Market segmentation, Wuhan

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I. INTRODUCTION

1.1 Introduction

Digital advertising and internet advertising are often confused with one another. Online approaches allow corporations and businesses to monitor their advertising in real-time, which sets digital marketing apart from conventional forms of advertising. Online advertisements for businesses, jobs, and other opportunities may be promoted via digital marketing.

It's been a boom in internet businesses in the 21st-century era. Email usage is widespread, and its user interface is designed to make it simple for individuals. CRM clients are accessible for some time. On their websites, several businesses also display advertisements. Watch firms work with other departments to improve

their fishing methods and discover new approaches. As time went on, all of these online advertisements led to the emergence of organizations of advertisers and online experts (Kings, 2016)

The firm's website and the online activity center are the two forms of digital advertising most often used. Email marketing, enhanced search engine optimization (SEO), paid advertising (PCP), and social media are some of the components that savvy marketers use in their unique methods to attract the appropriate individuals to their websites, encouraging repeat visits and increasing sales.

1.2 Study Background

The history of digital marketing reveals that this industry has only been around for a minimal amount of time. According to (Phillip Kotler), initially, the Internet was not used for the goal of advertising; instead, it served as a means for the exchange of information and electronic mail (the father of modern digital marketing). In its most basic form, *digital marketing* may be defined as promoting a company's wares via electronic media such as the Internet. Digital marketing is "using digital channels to promote or advertise products and services to targeted consumers and businesses." This definition comes from the Digital Marketing Institute. "Online marketing" may also be interchangeable with "digital marketing." Most individuals believe that the first instance of online marketing occurred in 1988, when (William Tobin) started PC Flowers, Inc. on the Prodigy Network. This is a common misunderstanding. Others, however, would credit Amazon, which started the business in 1996 when it introduced an affiliate marketing scheme. But we don't know where it started until 1994, and even then, we're not sure. In the 2000s and 2010s, when there was a rapid growth in the number of devices that could access digital media due to the spread of these gadgets, digital marketing became much more complicated. The generation of data in 2012 and 2013 demonstrated that digital marketing continued its development during both years. Customers have grown more reliant on digital devices in their daily lives as a direct consequence of the expansion of social media platforms in the 2000s, notably LinkedIn, Facebook, YouTube, and Twitter. This dependency on digital gadgets directly results from the fact that consumers have become very reliant on the convenience offered by these platforms. As a consequence of this, they expected a unified and uncomplicated customer experience across all of the accessible media when looking for product information. The shift in consumer behaviour allowed various marketing technologies to be used.

The term "digital marketing," which is also known as "online marketing," may also be referred to by its synonyms, "online marketing," "internet marketing," and "web marketing". Over time, more and more people have become familiar with the phrase "digital marketing." The phrase "internet marketing" is still widely used in the United States. Since 2013, "digital marketing" has surpassed "traditional marketing" as the most commonly used phrase in the industry.

The use of digital marketing is beneficial to the expansion of businesses. It enables organizations to develop an authoritative presence online. In today's business world, businesses of all sizes are looking for methods to improve their marketing plans and implement those goals. With over 7.7 billion people using the Internet worldwide, it has become an integral part of everyday life. Through online marketing, companies can reach people where they spend most of their time, allowing them to connect with consumers in their natural environment. Online marketing gives businesses a more significant competitive edge over their rivals by increasing their online presence and driving more traffic to their websites while simultaneously generating leads from customers who are more likely to choose their goods or services over those of their rivals. Since internet marketing organizations enter crucial information to create their online marketing strategies, there is an exponential growth in the potential to target audiences with greater precision than possible with more conventional approaches.

Many quick-service restaurants use direct digital marketing to learn about new goods or services and many other methods to provide their products or services to their customers. This helps these businesses better serve their customers. Direct digital marketing provides you with some of the most in-depth and helpful analytics you may utilize to refine and enhance your marketing techniques. This discovery has been made by various business owners who have realized that direct digital marketing offers this benefit. When you set up a billboard, prepare an advertisement for the radio, or even publish an advertisement in the newspaper, you do not get this benefit. Online marketing will provide you with information and data regarding your advertisement, including who has seen it, who has interacted with it, and even information regarding the time of day that saw the highest levels of success, as well as the countries and locations from which people who engaged with your advertisements originated. With these measurements, subsequent advertising campaigns may be improved and crafted to elicit even more significant outcomes than the initially successful ones.

WUHAN is one of China's most populous cities and was established in 1927. Since then, the city's population has increased to about 10 million. In China, it is a commercial hub specializing in high technology, manufacturing, technological innovation, and medicines, among other fields of endeavor. Additionally, it is the most crucial transportation hub in China, serving as a connection point for high-speed rail and motorways across China. Wuhan is home to several notable educational institutions, including Huazhong University of Science and

Technology, Wuhan University, and Tongji University, all of which are among the world's top 500 universities. The city is home to some fascinating locations, important historical landmarks in the area, and popular tourist destinations. The Hubei Regional Museum is one of the most prominent museums in the nation, and it has more than 200,000 individual galleries to explore. The graves of Marco, also known as the yellow cane, were constructed around 220 BC or the 5th century BC and are very valuable. It is widely considered to be one of the most renowned water sources in the whole globe. One may take in the breathtaking panorama from the very highest point of the palace. In addition to many scientific businesses and ongoing research endeavors, the city is home to four significant technological development platforms, the most notable of which is the Greater East Technology Development Zone.

The students at the universities in Wuhan have a long tradition of academic enrolment and connection to one another. International students could complete their studies at one of the city's notable institutes or universities in the 1950s. Wuhan University was one of the first institutions in China to open its doors to international students. The school's International Education was established to further boost the University's growth, the number of international students, cultural education, and research to teaching Chinese as a foreign language as well as majoring courses. This was accomplished by integrating education resources among the University's many departments.

The effect of internet marketing on the frequency with which people consume fast food will be the primary focus of this investigation. Previous studies did not focus on the influence that internet marketing has had on the consumption of fast food, especially among international students in Wuhan. The research will describe not only the expansion of digital marketing but also how it has become a contemporary technological tool that has twisted the view on marketing, focusing on students from other countries studying in Wuhan.

1.3 Statement of the Problem

Previous studies have explored the significance of digital marketing and why it should be a requirement for a variety of businesses to utilize it; nevertheless, they did not emphasize its effect on the rate of consumption by international students, notably in Wuhan. Although previous studies have used "digital marketing," few researchers have recognized its implications on the frequency with which international customers make purchases. However, even though we are now living in a digital era, the rate of technical innovation is increasing. Due to the epidemic, many international students have expressed a predilection for online marketing. They have been more open to eating at fast-food restaurants due to the mobility restrictions that the virus brought. Most of the world's population is online, browsing and surfing the internet for most of their waking hours. The arrival of digital marketing has significantly altered the competitive landscape in a wide variety of sectors. Consequently, the principal purpose of this research is to investigate how international students in Wuhan, China, respond to different forms of digital marketing and how those responses influence the frequency with which they purchase fast food.

1.4 Significance of the Study

This research will be carried out in Wuhan, China, among international students who often eat at fast-food restaurants. As a direct outcome of this study, students from different countries will have a more excellent grasp of the effect that digital marketing has on the frequency with which they consume fast food. Additionally, it is projected that as a direct result of this research. As a result, foreign students will pay more attention to online marketing strategies of firms in order to help them improve and maximize their offerings, as well as better understand online marketing.

1.5 Literature Review

This section will discuss the research that is relevant to the topic of digital marketing and the consumption of fast food. In order to identify where there is a gap in the existing research and provide justification for this study, the goal of this part is to highlight what previous researchers have focused their attention on.

While digital marketing is often associated with the internet, it may also include mobile devices, display advertising, and other digital advertising defined by the earlier criteria. This definition describes digital marketing as "the marketing of products or services using digital technologies." (Rihan M I)

(Pinero-Otero T and Martinez-Rolan X)Have created a technical description of the fundamentals of internet marketing, which may be seen on their website (2016). These featured a primer on strategic planning and development and an introduction to digital marketing. The authors presented theoretical and practical knowledge relevant to the rapidly expanding field of digital marketing. This field is loaded with essential subfields that combine to form the foundation of digital marketing. The authors provided theoretical and practical knowledge relevant to this field. E-commerce, marketing via online search engines, marketing through email, and marketing via social media were among them. The researchers reviewed digital marketing and the most acceptable tactics for a productive and trustworthy online presence.

(Merisavo M, 2003) investigated and modelled the influence that digital marketing has on customer interactions. They mentioned that digital channels allow brand communication or connection at much cheaper prices than the conventional and typical ones. The contact that takes place online enables both a rise in frequency and a rise in loyalty. In addition, compared to conventional methods, internet marketing provides customers with superior, easier, and more extensive options. They accept and appreciate the fact that customers and marketers have access to a variety of channels, some of which are digital and others which are conventional. They also suggest looking into multi-channel integrated marketing as a potentially fruitful field for further study in the future.

In the city of Trichy, (Mahalaxmi K.R. and Ranjith P.) conducted research in which they investigated the implications of digital marketing for consumer purchases, questioned customers about their awareness of digital marketing and the channels that influence their purchasing decisions and priorities, and found that the majority of customers are aware of digital marketing (2016). The researcher surveyed fifty participants and used the chi-square to analyze the collected data from the survey. They discovered that consumers know about digital marketing and that electronic items are the most popular choice for digital purchases.

In their 2018 article, (Bala M and Deepak) highlight the challenges India has faced due to digitization. They illustrate how individuals are linked via social media platforms such as Whatsapp and Facebook. They say that the low cost and high effect on businesses are because social media has opened up new chances and venues for digital marketing. They maintain that knowing how the firms use social media platforms is one of the most critical factors in ensuring the success of digital marketing campaigns.

When it comes to establishing brands and businesses, digital marketing plays an important part, particularly in facilitating business growth. This is accomplished through the creation of interest in the appropriate group of target audience members as well as the establishment of a powerful and steadfast online presence. Additionally, it opens up new options like content marketing and social media marketing, amongst others. Increasing client happiness and retention are all connected with a company's perceived worth. Additionally, the quality of the customer service offered on a company's website was an essential element in determining the company's perceived value. According to (Cicek M. and Eren-Erdogmus I, 2013), the capacity of digital media to facilitate feedback and reciprocal communication is one of the most important benefits of using digital media. These aspects give crucial information about clients and prospects, which may leverage to enhance interactions.

According to (Mohan M, 2017), digital marketing has become ubiquitous across almost all commercial spheres. He said that some of the channels for e-marketing include online shopping, order monitoring, online banking, content management, and management. Because of the power of digital marketing, geographic restrictions may be eliminated, turning all consumers and businesses on the planet into viable target audiences. The proliferation of the trend of digital marketing is having a significant influence on both marketing and advertising. As the number of people who utilize the internet continues to rise, more and more company owners can transition away from conventional marketing strategies and toward more contemporary ones.

In other words, (Yusuf Kamal, May 2016) emphasized that the business world has witnessed the popularity of digital marketing industries and the emergence of other areas that have ultimately given rise to digital marketing. In this regard, the business world has witnessed both the popularity of digital marketing industries and the emergence of other areas. He went on to explain that digital marketing has evolved into an essential strategy for companies to implement and that the company was working toward incorporating innovation into contemporary business practices in order to increase the company's overall income. In conclusion, he said that it is evident from the continual growth of technology and innovation related to digital marketing that it gives businesses leverage of spending which appears as more income for the organization.

The evolution of technology is inextricably bound up with the growth of digital marketing (Yogesh et al, 2019). They concluded that any forms of marketing that use an electronic device or the internet are included under the umbrella term "digital marketing." Digital marketing, as a consequence of this revelation, is today understood to be the use of digital tactics and channels to engage with current and new consumers who spend the majority of their online time online.

According to (Clow and Baack, 2007), digital marketing is the newest type of channel that has been developed, and it is also the one that is the most economical. Because the internet is one of the forms of channels that is experiencing the most rapid growth in the industry, companies that have the internet at their display have the possibility of saving money on their marketing budget, which is a brilliant move because the internet is one of the channels with the most rapid growth. The most cost-effective method of marketing with the broadest possible reach to a target demographic is digital marketing.

According to (Irina Kostin's, 2017) explanation, the internet is home to a vast store of knowledge and data that paves the way for a world of unfathomable opportunities, particularly for those in charge of running a company. Even though it is complicated, the internet is the medium that can get to its intended audience much more quickly and easily. One of its key goals is to provide customers with access to an extensive array of goods, services, and educational materials.

1.6 Conceptual Framework

Variables used in Research

- Independent Variables used in Research

Characteristics of online marketing

Digital marketing tactics

Students from other countries studying in Wuhan

- Dependent Variables

The consumption of fast food

Influence of online marketing strategies

Perspectives on gender roles

- The Hypotheses of Research

The following hypotheses serve as the Research's guiding principles:

According to the null hypothesis, there is no connection between the use of digital marketing and the quantity of fast-food consumed by international students in Wuhan.

Digital marketing and the regularity with which international students eat fast food may have a link, according to the study.

1.7 Objectives of the Study

The fundamental objective of this study is to:

I. Examine the influence that digital marketing has had on the frequency with which international students in Wuhan, China, consume fast food; and

Other goals include the following:

II. Investigate the connection between the rise of digital marketing and the increased consumption of fast food.

III. Please explain how digital marketing affects the frequency with which international students in Wuhan consume fast food.

IV. Establish which gender has a more positive attitude toward digital marketing.

1.8 Research Questions

The primary topic that will be investigated is as follows:

- I. How does the use of digital marketing influence the frequency with which international students in Wuhan, China, consume fast food?

Other research questions include the following:

- II. What is the connection between the use of digital marketing and the consumption of fast food?

- III. What impact does digital marketing have on the frequency with which international students in Wuhan purchase and consume fast-food?

- IV. Which gender do you think has a better understanding of what digital marketing is all about?

1.9 Definition of Concepts

A connection or sequence that binds two or more items together is known as a nexus. The word "digital" refers to electronic technology that produces, stores, and processes data according to two distinct stages: positive and negative. An essential part of marketing is doing market research and distributing advertising. Students who are not citizens of the nation in which they are now enrolled and did not get their previous education are considered international students. The promotion of brands to interact with prospective consumers via the internet and others in the digital world is called "online marketing" or "digital communication." The term "theoretical framework" refers to the framework that a research study might use to hold or support a specific hypothesis. Technology can be characterized in the broadest possible sense as the things, both material and immaterial, that are produced as a result of the application of mental and physical effort to get some value. The term "marketing segmentation" refers to dividing potential customers into groups or segments with similar requirements and comparable reactions to an advertisement. A person's behaviour or how they complete a job is guided by a set of moral norms known as ethics. Millennials are those who will be entering their young adult years in the early 21st century. Consumption of something, such as by eating or drinking it, is known as consumption.

1.10 Theoretical Framework and Research Methodology

► Theoretical Framework

The market segmentation theory of marketing is the basis for this study. As a marketer, you need to know how to segment your clients into different groups based on demographics and purchasing habits. This study was a good fit since segmentation can be used in any market to seek and analyze similar demands, lifestyles, interests and demographic profiles. Different programs may be needed for each part, according to this notion. Diverse clientele wants a variety of products and services. Some clients care more about pricing than others, and the goal is to find the most profitable sectors.

► Advantages of Market Segmentation

The practice of market segmentation is associated with several benefits and advantages. We can obtain a deeper grasp of the requirements and preferences of customers if we divide the market into different divisions. The use

of segmentation in marketing gives marketers the ability to assist firms in meeting and surpassing the expectations of their customers. The ability to take a more methodical approach to plan, which ultimately results in more efficient use of marketing resources, is made possible by customer segmentation. (Camilleri and Schegg and Stangl, 2016, 2011)

► Variables in Market Segmentation

Listed below are the factors that make up this hypothesis:

- Demographic segmentation was used as part of the strategy to split the market into groups that are distinguishable in terms of accurate data and physical characteristics. As a result of the relative simplicity with which variables may be measured, the approach is a well-liked means of segmenting the client market.

- Customers can be segmented into regions when utilizing geographic segmentation, thanks to the ability to choose prospective markets according to where they are situated. This is necessary because some characteristics might vary significantly from one location to another.
- From a psychological point of view, it categorizes the target market's individuals according to their personality attributes. It was possible to utilize it on its own or in conjunction with other variables used for segmentation. Psychologists employ the psychological variable to explain the phenomenon when consumers' spending habits and lifestyles are correlated with one another.
- The ability to segment the market according to an individual's purchasing behaviour is made possible by behaviour segmentation. The most obvious indicator of a behaviour-based segmentation strategy is the advantage that the customer hopes to get from the product.
- Those who responded were divided into groups based purely on their favoured fast meals and specific services.

The efficiency of product differentiation in the market

- This skill makes the capacity to measure the magnitude of the purchase possible. It makes it feasible to collect solid information on the characteristics of people who eat at fast-food restaurants.
- A substance to convince the target market to buy fast food.
- When we say that we are accessible, we say that we are reachable and serve everyone.
- The actionability of a strategy enables the effectiveness to be changed to attract and service the appropriate consumers.

Methodology In this particular section of the investigation, the emphasis is placed only on the procedures carried out throughout the study to accomplish the goals of the investigation. In addition, the study design, population of interest, sample size, sampling technique, data collecting, and data analysis were all discussed. This study was led by research that combined a few different methodologies. This calls for the use of qualitative and quantitative research approaches together.

Research Using a Mix of Methods

Researchers believe that mixed methods research is a technique that has a lot to offer in the field of study. Mixed methods research came up as a response to the limits posed by the exclusive use of the two classic techniques of inquiry, namely qualitative and quantitative approaches. Researchers have the option to answer research problems using a genuine alternative that is not able to be addressed using a single approach. Research using mixed methods provides a framework for mixing different research approaches. This methodology has been gaining traction across several study domains. The use of various data collection approaches in empirical research has been a defining characteristic of mixed methods research for a considerable time.

Mixed methods research, which utilizes qualitative and quantitative research techniques to present and evaluate data, was used in this study to present and analyze the findings. A descriptive and analytical study methodology was used since it was deemed the most suitable approach to illustrate the correct relationships between digital marketing and fast food. In this research, an attempt was made to provide a realistic picture of the effects that digital marketing may have on the frequency with which people consume fast food. The study's methodology is a mix of quantitative and qualitative research methods. Using such a tool makes it easier to investigate reliable and accurate findings (King et al., 1994) concerning the relationship between digital marketing and the frequency with which international students in Wuhan consume fast food. The information is gathered via the distribution of survey questionnaires to international students who make regular fast food purchases online.

► Data Obtained From Primary Sources

In the course of this investigation, the questionnaires served as the major source of primary data. Additionally, journals, the internet, and other sources were consulted.

► Questionnaires

For this study, collecting data was accomplished via an online questionnaire. [1] Ahmad S.'s definition of a questionnaire from 2012 is "a series of questions about a particular subject that are meant to be answered by respondents or participants of research." The primary reason the questionnaires were utilized was that they made it possible for the student to quantify the data and derive meaning from it. In addition, they are simple to construct,

and they let the researcher communicate with many participants or respond in a comparatively short amount of time. Additionally, in this COVID-19 epidemic, where direct human contact is discouraged, online surveys proved to be an efficient method for collecting data. Considering that the respondents to these online surveys are assured of maintaining their privacy, the fact that this is not present bolsters the idea of respondents being anonymous. A total of eight questions were crafted and sent to responders through internet platforms.

► **Sample for Research**

This study's target audience was primarily international students currently residing in China who regularly consume fast food. The data collection process using the WeChat application used a straightforward sampling strategy. An online survey tool was made available, and the many different WeChat groups were available. One hundred (100) individuals who participated in the research and filled out the questionnaire comprise the study group.

► **Research Ethics**

The volunteers in the study will not be put in any potentially dangerous situations since it would defeat the purpose of the research. Because of the nature of the study, it is essential to preserve the ideas and opinions of each person. Acquiring skills and knowledge will enable accredited accountability and responsibility, providing confidence that their values will be protected.

The participants in the study should be treated with dignity at all times, and their privacy should be protected both during and after the research process. This includes the research presentation and publication of the results obtained. The value of confidentiality and anonymity cannot be overstated. In order to protect participants' anonymity and prevent documents from being created that may be used to identify them, the data that were gathered would be encoded. Even after the document is made public, the confidentiality of the information will be maintained. The identity of people who participated in the research are kept confidential. The measures used to ensure this go beyond just preserving their names; they also include avoiding the use of self-identifying comments and information. A participant's ability to remain anonymous is critical for ensuring their safety from any possible risks.

Participants are fully aware of what will be requested of them and how the data will be used before giving their informed consent and voluntarily participating in the research. Participating in the research is made clear to the participants in great detail. These objectives include informing the participants of their rights to withdraw from the study at any time they choose and informing them that they can access their information should the need arise.

1.11: **The Study's Structure**

The following is a formulation of the overall framework of this study: In the first chapter, which is called the Introduction, you will find the study's context, a description of the issue, the importance of the investigation, a review of the relevant literature, the research goals, a theoretical framework, and a methodology. The second chapter provides an overview of digital marketing and fast food consumption. The relationship between digital marketing and fast food consumption is the primary topic of discussion in Chapter 3. Study findings are provided and examined in Chapter 4, titled "The Impact of Digital Marketing on the Rate of Fast-Food Consumption on Foreign Students in Wuhan." This chapter is the location where the research was conducted. The conclusion, some suggestions, some limits, and some possible directions for further study are included in Chapter 5.

1.12 **Conclusion**

In this chapter, we focused on the study's background, importance, literature review, and methodology, among other things, as well as its approach. The background indicates that digital marketing has existed since the early 1990s. The development of several social apps and thriving businesses gained traction. We also spoke on the importance of Wuhan as a research hub because of its position at the crossroads of history, evolution, and emerging technologies. Because most of our study participants are from other countries, we may infer that digital marketing mainly affects them. Various data gathering strategies are discussed in the chapter, but this mixed strategy stands out for the study's many benefits. It was found that the significant study goal, hypothesis, and research questions were all supported by the examination of the literature. As the last step, we integrated frameworks and theories to underline the research assumptions with distinct variables that are both reliable and unrelated.

II. An Overview of WUHAN Digital Marketing and Fast Food Eating

2.1 **Introduction**

In this chapter, we will outline the digital marketing industry and the consumption of fast food in Wuhan. A comprehensive investigation of the role that internet marketing plays in determining the consumption rate of fast food will also be included. Let us look at Wuhan and see if we can conclude the city's fast-food culture and online marketing.

2.2 **Digital marketing**

It is common to refer to digital marketing as online marketing, online advertising, and internet advertising since they are all synonyms. Another name for digital marketing is web marketing. The phrase "digital marketing" is

becoming more commonplace these days. The use of digital marketing is beneficial to the expansion of businesses. It enables organizations to develop an authoritative presence online. The phrase "digital marketing" encompasses various tactics and techniques companies use to reach their target audience via digital media.

Digital marketing (Pineiro-Otero and Martinez-Rolan, 2016) is the internet-based extension of conventional marketing methods, tools, and tactics. According to them, however, marketing has benefited from various channels, forms, and languages made possible by the digital world's unique features and marketing use. As a result, they believe that digital marketing is the most effective web-based medium for reaching out to potential customers. Based on previous studies undertaken, this conclusion is drawn.

According to (Thomas J. Law, 2018), marketing aims to communicate with consumers through the channel in which they spend most of their time engaging in activities such as reading, searching, purchasing, and interacting with others.

There are seven primary types of digital marketing. They are pay-per-click advertising (PPC), affiliate marketing, email marketing, search engine optimization (SEO), and content and social media marketing (SMM) [1]. Advertising is a piece of creative work that is distributed via digital inventory.

Digital inventory refers to the area that a publisher makes available for adverts on their platform. The term "digital" refers to several distinct channels, each used to engage audiences in a particular way and achieve specific objectives along the conversion funnel.

According to Joeran B. et al. (2010), the purpose of search engine optimization (SEO) is to provide a better answer to the search queries included inside (SEPs) in order to keep searchers coming back and to retain them for longer. She concluded that most customers are more inclined to purchase products from brands or businesses they consider reliable and trustworthy. Implementing SEO indicates that it is more important to have a long-term goal than a short-term one [2]. Traditional targeting encompasses a significantly wider audience since it is determined only by a viewing estimate. When a prospective consumer watches advertising on linear television and then purchases the product being advertised in a shop, it is challenging for marketers to strictly relate the behaviour to the commercial in a meaningful way. Instead, marketers have the option of tracking the increase in sales both before and after a campaign.

According to David C. Green, search engine marketing (SEM) aims to increase a website's exposure via sponsored search, contextual advertising, and organic search ranking (2003). He went through how advertisements may be presented in several ways. Some commercials are brief and focused on text, while others are visual and based on products. Both types enable customers to see the most crucial information about a product at a look [3]. Marketers can reach both big audiences and more specific groups without losing size because of the massive quantities of targeting technology offered by digital platforms and the collection of personal data. This includes the capability to target specific characteristics, such as demographics, behavioural patterns, psychographics, and a variety of others. Makes it much simpler to measure return on investment (ROI) compared to conventional media, enabling marketers to evaluate their campaigns' success and come to more informed conclusions about their optimization and plans for the future.

The strategy that is known as content marketing urges firms to focus on developing and delivering material that is both useful and consistent in order to attract and maintain an audience that is clearly defined across a range of media [4] Angel Wong, Rashad Yazdanifard, and Ann Kee published their findings in 2015. Not only are marketers able to target certain groups of people or specific devices, but they can also target individual users independent of the device they are using. In addition, digital marketers are mainly focused on determining how well their efforts are doing.

According to Dave Evans (2010), businesses utilize social media marketing to enhance the amount of client loyalty they get and, more importantly, to establish long-lasting connections between their target audiences and their respective brands. Because of this, businesses can gain leverage with social media followers who possess credibility or influence within their target audience [6]. Due to the nature of traditional media, publisher audiences can only be characterized in a more general sense. As a result, it is almost difficult to carry out more detailed targeting by coupling multiple demographic and behavioural data. The conventional absence of measuring techniques is the primary distinction and is often employed.

A "pay per click" advertising is a different sort of internet marketing in which the advertiser is charged a fee each time one of their adverts is clicked on by a potential customer. It is a marketing tactic emphasizing acquiring products via online channels rather than natural means. It has its roots in affiliate marketing. They explained that with pay-per-click (PPC) advertising, firms that run advertisements are only compensated when a user clicks on one of those advertisements. 2016 [5] (Kawal Kapoor et al.). It is possible to keep tabs on user interactions, including impressions, clicks, website hits, potential customers, and actual transactions.

According to Surabhi Singh (2017), affiliate marketing is the practice of generating revenue through a commission by promoting the goods and services of third parties. [6] She continued by arguing that linked marketers are responsible for advertising firms; these marketers do so in various ways and link to the companies using affiliated I.D.

Email marketing enables businesses to engage with subscribers at the optimal moment, as stated by Carmen Acatrinei and Nicholae Alexadru (2010). They discovered that email marketing led to a more engaged audience eager to open, read, and take action [7]. Display, search, mobile, social media, and video are all components of digital channels. Interacting with digital ads and communicating with the marketers themselves is made possible by digital platforms. Another method for tracking conversions directly is providing a phone number or email address unique to the advertisement.

2.2 Consumption Fast Food

In recent years, there has been a surge in fast food consumption, with this trend expanding even more quickly among teenagers and millennials. Individuals' lives in transactional cultures are changing at a faster pace as a direct consequence of the rapid development of the economy, as well as the rise of global commerce and cultural interaction. This has led to an increase in the number of people willing to try western cuisine. Youfa and the other employees (2016). Fast food is not a particularly new trend, although it has gained popularity in recent years. In the 1960s, the trend of eating at fast-food restaurants started to become more noticeable.

According to Barahma and Hernadez (2018) and associates, they have observed that there is growing attention to food consumption in the industry, particularly in the fields of consumer choice and marketing channels and management. This is the conclusion that they came to after observing this trend. They observed that customer happiness with fast food has increased and that there has been a rise in customer awareness of food-related advertising and advertisements. Both of these trends were brought to their attention. According to Grunert (2011), one of the most important ways for businesses to get a competitive edge is to develop and understand how to manage customer relationships. As soon as businesses discovered the importance of usage of digital and how rapidly it is affecting consumption and sales, this caused the marketing industry to evolve into more digitalized versions of itself.

According to Sakshi (2019), fast food is defined as food that is purchased at restaurants and taken out as a sort of service. This definition encompasses any meal that can be prepared in a shorter amount of time. Because of the proliferation of internet marketing, most international students have decided to boost their consumption of takeout food to alleviate crowding at dining establishments. Fast food restaurants have evolved into a "home away from home" for all types of meals and dietary preferences due to the comparatively low prices and the speedy and convenient services they provide. According to (Kabo Segokgo, 2016), marketing for fast food is an effective technique that companies can utilize to establish brand awareness, which has increased the consumption of fast food among millennials. The use of the internet as a tool to satisfy the requirements of millennials.

2.3 Wuhan Evolution

Wuhan, located in the center of China's Yangtze River, has one of China's most ideal geographic situations. To say Wuhan's economy is one of China's largest would be an understatement. The economic production of Wuhan positions it as China's seventh-largest metropolis by this measure. As a result, Wuhan is one of the world's largest inland cities and the most populous city in central China. Because of this, the value of the city is equivalent to the whole economy of Finland and Ethiopia. Strong economic indicators like these stimulate consumer spending and growth in sectors that are on the rise. The economy of Wuhan, which acts as a crossroads for the growth of infrastructure, higher education, and information technology, is fast becoming one of the most significant in all of China. It is worthwhile to get a deeper comprehension of Wuhan. 2017 [1] (Helena F.M. et al.).

Zhong-Ren Peng (2018) asserts that the city of Wuhan, situated in the middle of China, is precisely centred. The city of Wuhan has been called the "crossroads of China" on several occasions. Wuchang, Hankou, and Hanyang are the city's three districts, separated by Wuhan's two main rivers, which run through the city. Large rivers connect Wuhan and other markets both upstream and downstream. Every city's three districts are linked to other major cities in China via complex motorways and rail lines networks. The population of only the three core districts of Wuhan exceeds 10 million people, making it the most populous metropolis in the central region of China. In her conclusion, she said that Wuhan is becoming a more significant regional center for commercial, political, industrial, and educational opportunities[2].

In addition, Feng Wu (2005) pointed out that throughout the last several decades, the city has seen significant economic expansion. Between 2007 and 2017, the size of Wuhan's economy increased by a factor of four. Compared to other Chinese cities of a similar size, such as Hangzhou, Suzhou, Tianjin, and Chongqing, the economic growth rate in Wuhan was much faster. Businesses in Wuhan had a favourable economic outlook because the city's economy was growing faster than the economies of most cities ranked above it. Special industrial zones, a high degree of accessibility, opportunities for foreign investment, and an outstanding educational foundation were some of the things that Wuhan had to offer.

Because of its location at the crossroads of two distinct economic models, China is well-known for constructing special economic and industrial zones, as Judith Van de Bovenkamp (2016) [3]. These zones are intended to serve as a means of providing goods and services to niche markets in the area in question.

A *unique industrial zone* is an area that the national government has recognized as shielding a particular business from competition from other industries operating within the same zone. These regions are receiving a growing amount of promotion throughout mainland of China in order to support GDP development and target growth in particular industries. The Donghu New Technology Development Zone illustrates the Chinese special industrial zones unique to Wuhan (Optics Valley). In 1988, the Donghu New Technology Development Zone was formed to foster the growth of high-tech enterprises in China, particularly those relating to fibre optics. Both fledgling businesses and huge multinational enterprises have found a home in Optics Valley, having been attracted there by the region's attractive financial incentives and pool of skilled workers. Optics Valley is home to several significant firms, including Motorola, Huawei, and Lenovo, each of which has a substantial presence.

According to Gu Yi and Dong Liang (2015) [4], the Wuhan Economic and Technological Development Zone is another Chinese special industrial zone essential to the city's economic success. This particular industrial zone is located on the other side of the Yangtze River in the district of Hanyang. It mainly serves the automobile and electronics industries. A rural tract of land to the south-southwest of the main urban area was used in the early 1990s to construct the neighbourhood. However, these days the neighbourhood is linked to the rest of the city by a complex system that includes freeways, subways, and boulevards. The Wuhan Economic and Technological Development Zone successfully drew many significant businesses. In 2019, the zone signed developmental contracts with a few significant local enterprises, including Jingdong and Jiangxi. The Wuhan Export Processing Zone and Blake are the city's other two notable special industrial zones. Both of these districts are located in Wuhan. The former primarily focuses on processing, manufacturing, trade logistics, and producer services. It offers favourable tax and trade laws, which has helped it attract businesses like Dongfeng-Citroen. The latter is situated close to Optics Valley in Wuchang and primarily serves the research needs of the medical community. Since its founding in 2008, Blake has collaborated with a wide variety of regional hospitals and attracted businesses such as Human well Healthcare and United Imaging Healthcare as tenants.

They found that French enterprises that invested in Wuhan's economy flourished from the Qing Dynasty's early stages, according to History[5], based on research conducted by Roberto Cowley (2018) and his collaborators. For a significant amount of time, companies operating in the city have lately announced intentions to expand their business activities. Electricfil, which belongs to this category of businesses, has indicated that it plans to invest in constructing a second plant in the city. Over the last several decades, the city's automobile manufacturing and information technology sectors have welcomed many companies that have benefitted from access to Wuhan's economy. About thirty French companies have set offices in the Wuhan Economic and Technological Development Zone.

Wuhan has been ranked as China's third-largest educational center since it is home to several of its most famous universities. Wuhan, one of the cities on the Chinese mainland with the greatest concentration of college students, has recently seen an influx of about 300,000 university students. The city of Wuhan is quickly becoming one of the most important educational hubs in China. Some highly regarded educational institutions, such as Wuhan University, Huazhong University of Science and Technology, and the China University of Geosciences, are primarily responsible for Wuhan's status as an educational center in China. In addition to these highly regarded educational establishments, the city is home to 17 other colleges and universities. In addition to a wide variety of prestigious colleges, Wuhan is home to many secondary institutions, many of which have international departments that facilitate student exchanges with secondary institutions located in other nations. Compared to other cities in China, even those with comparable population sizes, the locals of China's educational hotbeds are among the most well-educated in the country. One advantage that makes developing a company near one of China's educational centers so attractive is that this is one of the perks. Companies that need highly competent employees might find it easier to recruit workers in Wuhan because of the city's position as a Chinese education hub.

Wuhan has long enjoyed the economic benefits of greater commerce that the Yangtze River permits due to its position on the river, which is nearly precisely halfway between Shanghai and Chongqing. As a result, Wuhan is situated in a manner that allows it to take advantage of these benefits.

Because it has access to marine commerce more directly than other cities in interior China, Wuhan's economy has maintained a competitive edge over other towns. Today, Wuhan has the busiest port on the Chinese mainland, although it is an interior port rather than a coastal one.

In addition to its economic linkages with the sea, Wuhan is rapidly investing in the transportation of goods through the air. It has one of the biggest and most active airports in the central region of China. Not only are there direct flights to most of the main cities in East Asia, but the Tianhe International Airport in Wuhan also offers flights to key European cities, such as Paris, Rome, London, and Moscow. Additionally, there are direct flights that connect Wuhan to the cities of New York, San Francisco, Sydney, and Istanbul.

Wuhan's complex rail and expressway network has been constructed to link the city to the rest of China and its neighbouring territories. Direct high-speed train services can simultaneously deliver travellers to Beijing, Guangzhou, and Shanghai as planes. For Wuhan and other large cities in China, the local high-speed rail network serves as a high-speed metro system. In addition, the city and its ports are connected to every part of China by a vast freight rail network. Conclusion: Wuhan residents and tourists have reaped additional benefits from developing the Wuhan Metro. After being launched in 2004, the system has developed significantly over the previous five years. The rapid expansion of China's metro system has made it one of the country's most popular modes of transportation. Since its start, it has expanded to encompass nine tracks and 340 kilometers of track. Eight lines are now under construction as part of the city's metro system's continued growth and expansion.

Wuhan's economy exceeds that of other cities in China because of improved access to the city from the rest of the country. With well-developed maritime, air and rail networks and a subway system, the city is better equipped to accommodate businesses that need these services. There is no need for companies outside China to be concerned about the city's connection to their other sites in China and their headquarters when setting up a business there. Since the city's economy is booming, it has established several special industrial zones, serves as a hub for Chinese education, and is easily accessible. International enterprises wishing to expand their operations in China have many options in the city. Wuhan's economy is ripe for foreign investment, thanks to a slew of incentives. As a city in China, Wuhan has excellent potential for companies in the short and long term because of its rapidly developing economy and the ability to catch up to places farther east. Additional benefits for enterprises looking to tap into China's vast talent pool include the city's several special industrial zones and expanding significance as a hub of Chinese education. It is also increasingly attractive to multinational corporations who want a presence in the city.

2.4 Conclusion

There are different kinds of digital marketing, which we will explain in this chapter. The city of Wuhan plays an essential role in this chapter because of the rise in fast-food consumption. The city's most famous institutions have opened their doors to international students. Finally, we concluded that high-ranking cities serve as centers of innovation and change.

III. THE RELATIONSHIP BETWEEN DIGITAL MARKETING AND FAST FOOD CONSUMPTION

3.1 Introduction

This chapter examines and explains the nexus between fast food and internet marketing. According to this study, customer behaviour and satisfaction are crucial considerations. Furthermore, fast food consumption and digital marketing are examined concerning the fast-food consumption rate. In this last section of the chapter, we investigate the factors contributing to people's desire to consume fast food.

3.2 The core of the Nexus

- Market Opportunity

The discovery of market opportunities among overseas students is made possible via the use of market segmentation. In the context of the majority of students being somewhat busy and preoccupied with their academics, digital marketers analyze the demands of various segments of the student population, prioritizing convenient meals and fast food. The results of such a survey allow marketers to evaluate the level of pleasure currently experienced by customers as well as improved strategies to prevent missing meals and balance the demands of academics. Low-satisfaction market segments may provide some of the most lucrative business prospects. As a result of the large number of international students that enrol in Wuhan each year and the limited number of traditional meals available, such circumstances allow marketers to develop a new variety of fast foods that are suited to the market they are trying to reach. A significant number of students are gravitating toward well-known eateries that are conveniently located and provide meals at costs that are within their budget.

- Adjustments in marketing

One of the numerous factors sellers consider when determining the best modifications to make is the buyer's geographic location. Because Wuhan is home to more than ten institutions that are widely regarded as among the best in the world, the city naturally has more opportunities to recruit students from other countries. As the demand for overseas students increased, marketers swiftly adapted their marketing strategies to meet better prospective students' requirements, such as by providing English-based courses. The appropriate advertising and promotional appeals are segregated to correspond to the intended demographic of people who consume fast food and are in the range of international students. Due to the changing nature of cultures, fast food establishments have adapted to meet customer demand by providing healthier eating alternatives.

- Enhanced quality of service provided to clients

Because an average number of Wuhan inhabitants are locals and international students, marketing segmentation focuses its marketing efforts on target markets to deliver quicker, more inexpensive, and conveniently accessible fast eats. The contentment of one's customers is of the utmost importance since it drives sales and ensures the retention of existing customers. There is diversity in the perspectives held by the various market subsets. However, given that we live in an age marked by rapid technological advancement and innovation, alternative techniques, such as extreme advertising that uses the most recent technology, must be used.

Because of the proliferation of people using the internet, customers may now choose from a wider variety of products and services, giving them more power and influence over their purchases. Using the internet, companies were able to contact clients all around the world (Al Kailani and Kumar, 2011). It has allowed consumers to investigate and purchase products from worldwide firms. People today have more power over the content they consume than ever before because of the growth of the internet (Bright & Daugherty, 2012)

Providing customers with an online marketing experience that incorporates various features and information about their products and services may impact their purchasing decisions. According to (Meera and Gayathiri, 2015), web experiences such as finding, choosing, and analyzing information in addition to online transactions are helpful for marketers in determining the potential of their online strategy. According to (Bright and Daugherty, 2012), businesses are allocating a growing portion of their budgets to digital marketing and using various strategies to bring customers into contact with their brands. The rise that has been seen is attributable to the fact that businesses have come to recognize the potential of digital marketing to connect with customers; consequently, investments are being put into various digital marketing channels.

Firms should consider using DM to help them establish solid brands and get an advantage over their rivals. According to research by (Tiago and Verissimo, 2014), Businesses have been able to boost their income by using the benefits of the internet, particularly social media, to disseminate information to their target audiences and to develop relationships with stakeholders and consumers (Tiago and Verissimo, 2014). Digital marketing by merchants is also well-received by customers. To connect with customers and produce sales, merchants need to plan and coordinate their marketing strategy across a range of platforms; according to (Kunz and Hackworth, 2011), Researchers found that social media marketing is essential because companies utilize these channels to connect with consumers and maintain their connections with those customers to grow their company. This new way to reach out to consumers, as described by (Rasool Madni, 2014), has made it feasible for customers to become the center of the organization's activities.

Consumers' relationships with companies and the brands they represent are being deepened via interactive web technology (Paolucci, 2014). According to Paolucci's study, firms increasingly rely on digital marketing tools to boost consumer connections and build closer relationships with their clients. According to the study, customers who communicate with their favourite brands on social media (Hudson, Huang, Roth, and Madden, 2015) are likelier to have strong relationships with those companies.

Study (Stone and Woodcock) shows that digital marketing is used in all stages of the customer lifecycle, from brand awareness building and encouragement to purchasing, purchase assistance support for uncomplicated purchases, brand usage assistance and management of after-sale consumer care. According to studies, digital marketing may utilize an alternative to traditional marketing methods through social media to engage consumers. Marketing channels may be used to achieve this goal. A study conducted by Hassan is in line with these findings (Nadzim and Shiratuddin, 2015). New research shows that social networking is a powerful marketing tool for drawing in clients and influencing their purchasing decisions.

Customers may be reached effectively with digital marketing as a marketing technique. Fast-food consumption has risen due to increased customer involvement, exposure to the brand via digital marketing, the development of connections, and the effect of purchases. A variety of digital marketing approaches have been discussed above.

3.3 Consumer Behavior

Customers' attitudes about activities, environments and interpersonal interactions have changed due to their increased use of social media and the rise of digital marketing. The shift is a result of several reasons. The media environment has undergone massive changes, and companies are now turning to digital marketing to connect with their clients and prospects (Kumar & al, 2016). Effective digital marketing relies on a thorough understanding of client behaviour (Vinerean, Cetina, Dumitrescu, and Tichindelean, 2013) [1]. Because of this, consumers have embraced the internet and online social networking tools (Vinerean, Cetina, Dumitrescu, and Tichindelean, 2013). Customers' buying habits have changed due to social media, a new channel for firms to engage with them (Rasool Madni, 2014).

Every company's marketing strategy relies heavily on its brand (Malik, Ghafoor, Iqbal, Ali, Hunbal, Norman, and Ahmad, 2013). A well-executed marketing strategy includes advertising to draw consumers to the company's products and increase their willingness to acquire them. Consumers' purchase choices are influenced by their knowledge of the goods and familiarity with the brand. (Malik et al., 2013) discovered that commercials play a significant effect in raising awareness of a company's products. Because of this, customers develop a more

favourable picture of a brand due to the information they have learned about it and their devotion to it. This, in turn, influences their purchase decisions (Malik et al., 2013).

The study of consumer behaviour determines how individuals, corporations, and groups select, acquire and utilize products and services, experiences and ideas to satisfy their wants and aspirations. Considerable research has gone into understanding how people buy and consume things. Models like the Nicosia Model, Howard–Sheth Model, Engel-Kollat Blackwell Model, Stimulus-Response Model and Foxall's Behavioral Perspective Model have all been developed to help explain how people buy and consume things.

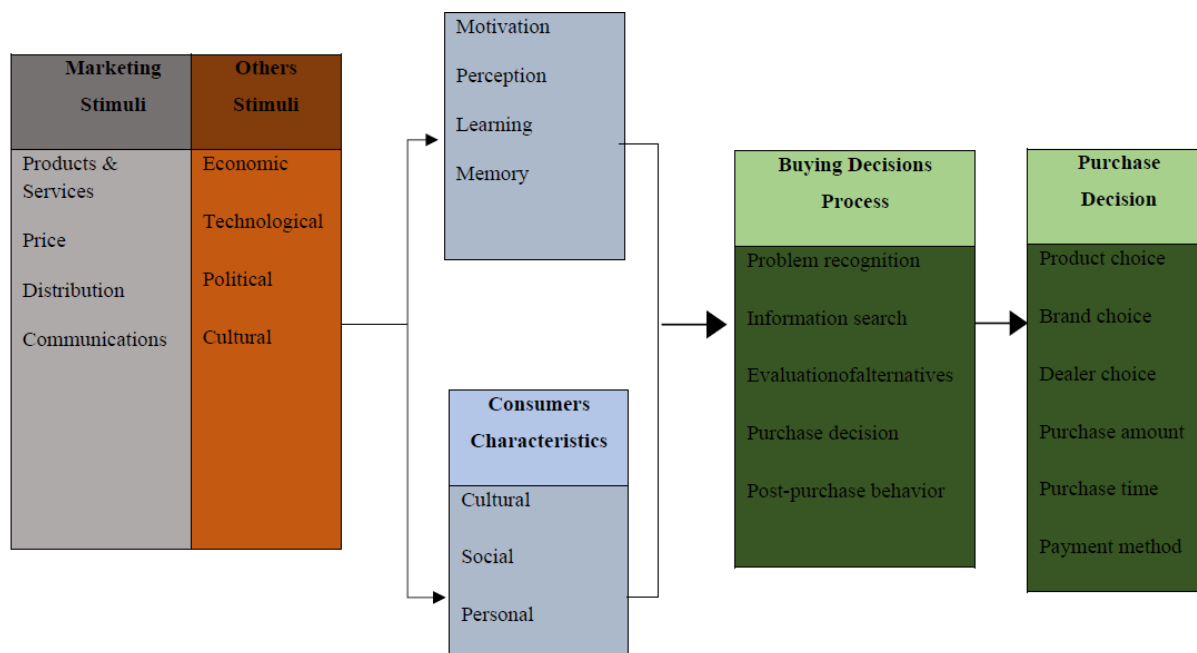


Figure 3. 1 Consumer buying behavior

As can be seen in the picture to the right, which depicts the buyer's black box, consumer attributes and consumer psychology impact the purchasing decisions made by customers. Consumer behaviour may be significantly influenced by various factors, including marketing and other types of stimuli. Businesses must understand consumer behaviour theory and practice (Kotler and Keller, 2012).

3.4 The Advantages of Digital Marketing

The widespread use of digital technologies is transforming the methods through which we communicate and interact with one another. Businesses are now required to have a virtual presence to preserve client connections and recruit new ones in light of these trends. Businesses have benefited from the emergence of digital social media. It is said that digital marketing may be utilized for publishing, online sales and market research, as well as customer help [1]. It was suggested that it might be utilized in various ways. Additional research has shown that crowdsourcing, buzz marketing, and word-of-mouth communication may all benefit from the DM (Whitla, 2009). As an added benefit, Internet use may improve a company's overall performance and make marketing campaigns more efficient (Eid and El-Gohary, 2011). Managers rely heavily on digital marketing to develop their brand and boost knowledge and communication, according to Whitla (2009) [2]. It was reasonable to expect that companies would use social media to promote social activities as a primary reason for doing so. This is because social networks prioritize the involvement of their members. Direct marketing as a sales channel has a lot of promise, which is generally acknowledged (Kondopoulos, 2011).

The extent to which an organization is actively engaged in web-based platforms is a primary determinant of the advantages that may be achieved from digital marketing (DM). Digital media, according to one marketing director, is essential for creating a direct connection with the customer. In contrast, another marketing director claimed that digital media helps evaluate suppliers and partners with whom they deal. The simplicity of internet marketing, its capacity to increase knowledge, and the development of organizations' internal and external interactions are some additional advantages of this kind of marketing. In addition, the Internet makes it possible to learn about consumers' consumption patterns and preferences and recognize those who were early pioneers. On the other hand, one argued that the Internet makes it possible to detect or anticipate adverse reactions from customers or markets.

Although having a digital presence also adds to the other administrative areas, marketing managers see these contributions as having a more negligible relevance than those made by having a digital presence. According to this, it is abundantly evident that communication is essential to digital marketing. However, the substance of the message itself is not the only consideration when it comes to digital marketing. On the contrary, it demonstrates the significance of having personal contact channels and linkages to consumers, other websites, and relevant material. Brand awareness may be built, enhanced, and maintained using this strategy. For instance, a company may use DM to connect with consumers and boost brand recognition and client purchasing behaviour.

3.5 Digital Marketing and the Consumption Rate of Fast Food

International Food Information Council (2013) study found that most consumers feel they influence their intake of fast food and how they utilize digital marketing tools daily; however, only a tiny percentage of consumers take action. Instead of using objective information, they often rely on their own subjective experiences as the basis for their conclusions. The price of fast food is often relatively cheap, which is one of the reasons why it continues to be consumed by significant numbers of international students despite the nutritional issues that are associated with its consumption. According to (Bowman et al., 2004), fast food consumption is correlated with increased internet use among people all over the globe. Because this population's everyday lives are overbooked and they have excessive commitments, they do not have the time to prepare their meals. Millennials are known for making snap judgments on purchases based on convenience and performance (Gronbach, 2000). Millennials see eating as an opportunity to socialize and prefer quick-service restaurants (Raines, 2002). Fast food is attractive to consumers in their millennial years due to the more significant serving sizes, lower prices, and increased convenience. Fast food is a convenient source of nutrition since it is easily accessible almost anywhere.

It has also been proven that there is a correlation between an increase in advertising for fast food and adults' consumption of fast food. The writers of this book are (Scully, Dixon, and Wakefield, 2009). According to the researchers, students who spend more time watching television in college are more likely to consume fast food later in life (Coon, Goldberg, Rogers, and Tucker, 2001). Millennials' increased consumption of soft drinks and fast food resulted from their exposure to marketing for these goods on television and the internet. (Andreyev and colleagues, 2011) A study by (Currie et al., 2010) showed that the proximity of fast-food businesses substantially impacted the number of international students. Students from other countries tend to eat fast food when they are hungry. As a result, it is more cost-effective and convenient for the students.

Recent research has focused on how digital marketing environments affect consumer behaviour. In other words, digital environments impact behaviour in other situations. The outcomes may be characterized as environment-incident (meaning that digital environments affect behaviour in other contexts) or environment-integral (i.e., digital marketing influences behaviour in unrelated environments). Observing how exposure to other customers' opinions (e.g., reviews) or even friends' lives through social media might impact future behaviours is intriguing, for example. Concerning integrated influences of the environment, Lamberton et al. and Norton et al. discussed the idea of learning from unknown persons in digital situations. In competitive online environments, consumers assume interpersonal dissimilarity and engage in hostile behaviour against ambiguous people. Seeing other people's online purchases influences one's decisions, even if the arguments (for example, in online reviews) are not the same.

Internet connectivity is becoming more critical in many aspects of modern life and business, particularly in this age of globalization. According to Vladislav Yuroskiy, it is a highly dynamic model that may assist a wide variety of individuals in simply and conveniently completing a significant number of chores with only a few clicks (2011). It is common knowledge that the field of marketing has seen a sizeable degree of transformation and progress over the last few decades. The internet has been the most significant change brought about by this advancement. The advent of digital marketing has brought about a spectacular shift in the way the game is played. Marketing is only one of many industries that have been significantly disrupted by the technical breakthroughs based on the internet.

Digital marketing does have several pros and cons, some of which are listed below: there is no question that the internet is a crucial instrument for communicating with customers in today's day of high globalization; however, there are also a few pros and drawbacks of digital marketing. (Dukic 2007)

► Advantages

It is one of the most important advantages of digital marketing because particular groups of individuals may be targeted without wasting any time.

The potential of digital marketing to erase geographical obstacles and limits is another significant benefit of using this kind of marketing. It makes it possible to reach an endless audience at much-reduced costs.

Because of the large number of people who use the internet, digital marketing may lead to interactive capabilities. These skills can result in increased audience engagement via reviews, deeper communication, and the creation of trust and commitment.

Internet marketing is much more cost-effective than other types of marketing because, in contrast to conventional marketing methods, it does not call for significant initial capital investment. It provides access to the whole of the global market at no additional financial outlay.

According to Nidhi Tandon and Simran Kaur (2018) [1], even though digital marketing has advanced over time, there are still a large number of flaws in the industry that need to be fixed, including the following drawbacks:

- The digital marketing industry relies heavily on the internet, which is rife with inaccuracies. There are various instances in which technology might fail and cause errors, which can impact your digital marketing strategy.
- Even if the times have changed, many customers still have reservations about trusting technological means, let alone marketing. Lack of trust is one of the characteristics that contribute to this phenomenon. Many customers see it as fraudulent activity.

3.6 Factors that Promote Fast Food Intake

The evolution of both technology and industry has brought about significant changes in people's eating habits and lifestyles. Many individuals, for various reasons, consider fast food a handy approach as their lives have gotten more and busier, which has resulted in a restricted amount of time. According to Saghayan and Mohammadi (2018) [1], although individuals understand the risks associated with eating fast food, there is still a never-ending stream of customers purchasing fast food. According to Yu Chu Song (2016), "fast food" most often refers to items like pizza, hamburgers, fries, or any other kind of food that may be produced, served, and sold at cheap cost in a short amount of time.

The following is a list of the primary elements that significantly impact the consumption of fast food:

- Time and Convenience.

Consumption of fast food has been gaining steam over the years as a direct consequence of the ever-increasing pace of life throughout the globe as well as the quick development of new technologies. Previous researchers conducted an investigation and concluded that convenience has traditionally been understood to derive mainly from the time saved by avoiding the preparation of meals. The ease of access and prompt service offered by fast-food restaurants set them apart from other types of restaurants and meals. According to Jekanouski et al. (2001), accessibility is the overarching theme of the business sector's overall strategy, which can be seen in the emphasis placed on the target market demographic[2].

- Universality

'Quick food,' as the term has come to be defined by globalization and fast technological improvement, currently encompasses products that are now universally or internationally acceptable. However, the burger consumed in the United States is the same in China, Africa, and many other countries participating in franchising. As a result, internet marketing is to blame for the development and accessibility of particular culinary cultures. Internationalization and the rise of internet marketing have contributed to a growth in the consumption of fast food at a much greater pace.

- Affordability

Most of the costs associated with online marketing and fast food consumption are within a reasonable budget in Wuhan. These include reasonably priced data rates and devices like smartphones and laptops, which are the essential components necessary for the success of digital marketing. According to Khan et al. (2012) [3], there is a positive correlation between fast food intake and the capacity to afford it, and this correlation exists across all age groups.

- The enticing quality of food

How fast food is made to be eye-catching and attractive to the eye, particularly to the younger generation, which is more likely to be drawn to various forms, colours, and tastes? This is especially true of the younger generation. It has been possible to improve the overall quality of the food presentation thanks to the support of digital marketing.

- Bursting with Vitality

The increased consumption rate may be attributed to the fact that fast food is high in energy, which can use for energy creation. Students from other countries may now pre-plan their calorie intake because of the advent of internet marketing.

- In the Interest of the Public

Due to the enormous demand and widespread appeal of fast meals, digital marketing conducts intensive marketing on these products. The lightning-fast development of digital marketing has made room for a variety of interests. The proliferation of internet marketing has affected the rate of fast food to the point where the general populace prefers to indulge in western cuisines without border limits.

- Socioeconomic Status

Families are becoming very preoccupied with the increasing variety of life and the rapidly rising costs of commonly consumed meals. The preparation of the same foods leads to familiarity and monotony. Still, the proliferation of fast-food marketing has made it possible to eat a variety of meals at a greater rate and spend more time with family due to the convenience and speed of the services. Students from other countries have the opportunity to sample a variety of cuisines, which is particularly helpful given that they are far from their families; the fact that they can still acquire the fast food with which they are most comfortable helps them cope with homesickness.

- The Role of Leisure Activities

Now people place a higher value on spending quality time with friends and family than they do on eating meals, and what could possibly be a better way to accomplish so than over the course of a dinner that has been prepared in advance? In particular, students enjoy studying, and the growing number of people who eat fast food allows them to order, study, and recreate all simultaneously. The proliferation of digital marketing has played a role in the development of a stronger affiliation to higher social classes as well as a heightened feeling of modernity.

3.7 Conclusion

In this chapter, we looked at the intersection of two seemingly unrelated topics: digital marketing and fast food consumption. Customers' behaviour unquestionably plays a part in the development of digital marketing and adds to the field in general. The many advantages of digital marketing have led to its widespread adoption and recommendation by many businesses in recent years. This chapter focuses on the aspects of digital marketing and the benefits that come with them, intending to encourage more widespread use of digital marketing strategies.

CHAPTER 4 IMPACT OF DIGITAL MARKETING ON THE RATE OF FAST-FOOD CONSUMPTION ON FOREIGN STUDENTS IN WUHAN, CHINA

4.1 Introduction

Direct marketing is being used by many businesses to learn about new products or services and other distribution channels for their goods and services to serve their customers better. Many companies have recognized direct marketing as the method that delivers the most comprehensive and insightful statistics, which can use in enhancing marketing.

4.2 Data Presentation and Analysis

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	40	40.0	40.0	40.0
	Male	60	60.0	60.0	100.0
	Total	100	100.0	100.0	

Table 4. 1 Gender

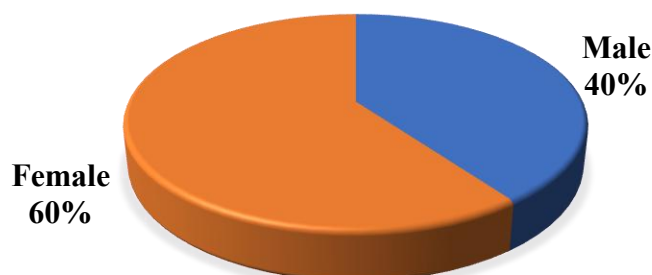


Figure 4. 1 Gender

According to the information shown above, the proportion of female respondents to the questionnaires was sixty percent 60%, while the proportion of male respondents was forty percent 40%.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 19-25 years	47	47.0	47.0	47.0
26-35 years	51	51.0	51.0	98.0
36 and above	2	2.0	2.0	100.0
Total	100	100.0	100.0	

Table 4. 2 Age

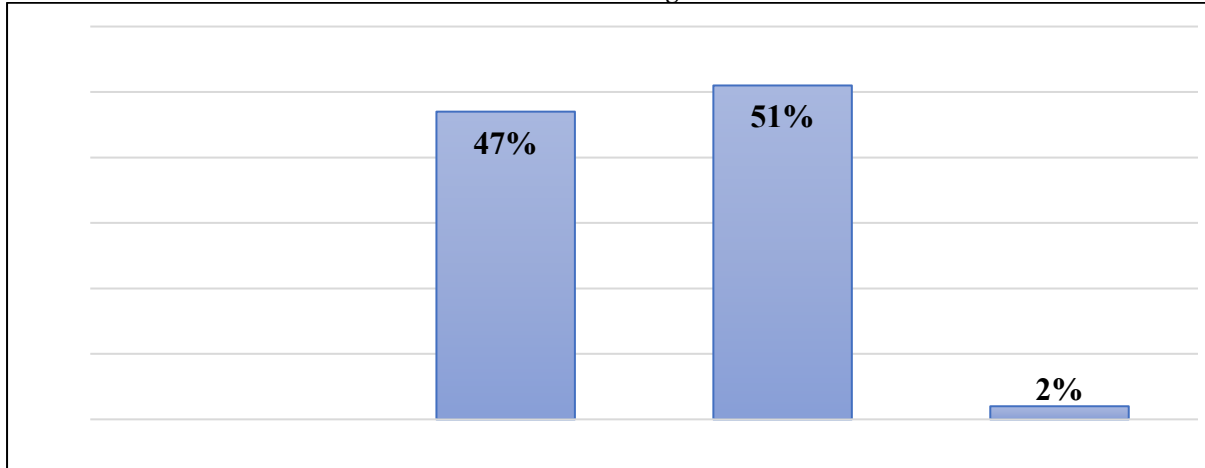


Figure 4. 2 Age

According to the data that was shown earlier, approximately 47 percent of the respondents were in the age range of 19 to 25 years, approximately 51 percent were in the age range of 26 to 36 years, and approximately 2 percent were in the age range of 36 years and over. On the other hand, there was not a single response in the age group of 18 and younger.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	61	61.0	61.0	61.0
No	39	39.0	39.0	100.0
Total	100	100.0	100.0	

Table 4. 3 Consumption

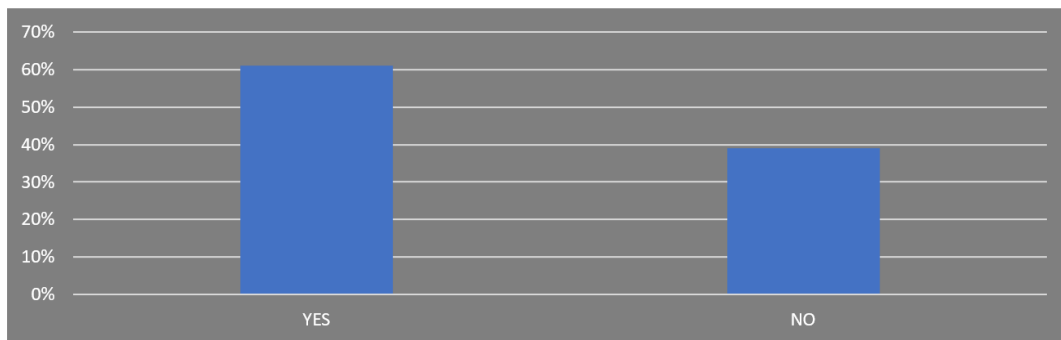


Figure 4. 3 Fast Food Consumption

According to the data presented above Sixty-one percent 61% of the participants reported eating fast food, compared to Thirty-nine percent 39% who said they did not.

Frequency of fast food consumption

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Time	45	45.0	45.0
	1-2 Times	42	42.0	87.0
	3-4 Times	10	10.0	97.0
	Everyday	3	3.0	100.0
	Total	100	100.0	100.0

Table 4. 4 Frequency of Consumption

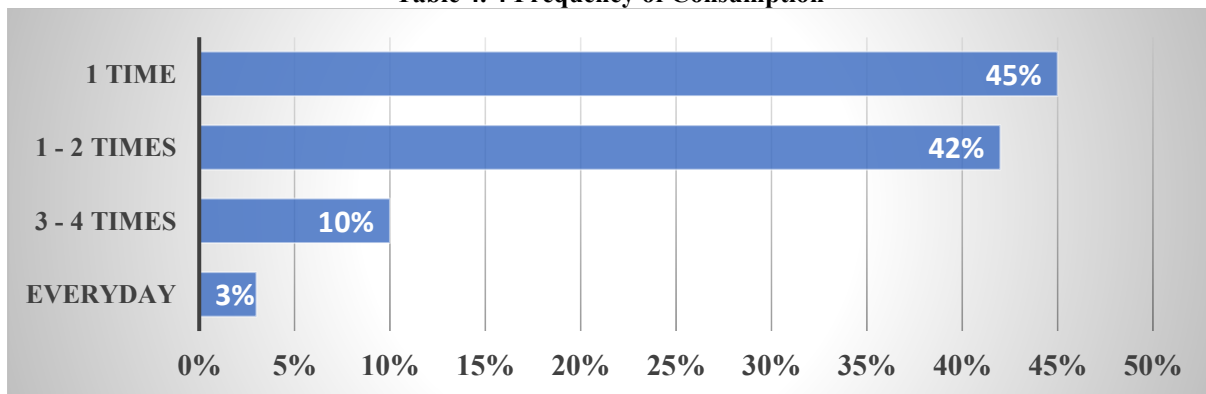


Figure 4. 4 Consumption Frequency

The frequency with which respondents consume fast food in a particular week is shown in the table above. 45/100 consume once a week, 42/100 consume 1–2 times per week, 10/100 consume 3–4 times per week, and 3/100 consume fast food every day.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Most time	65	65.0	65.0
	Sometimes	26	26.0	91.0
	Not as Much	8	8.0	99.0
	Not at all	1	1.0	100.0
	Total	100	100.0	100.0

Table 4. 5 Time Spend Surfing the Internet

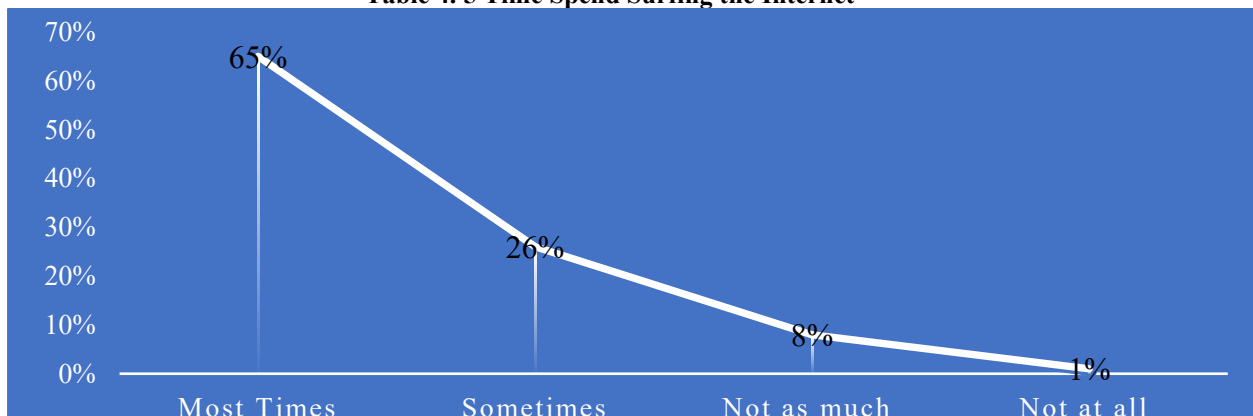


Figure 4. 5 Internet Surfing Time

The data above indicates the total amount of time spent browsing the internet or interacting with websites online. Sixty-five percent of the people who responded are online most of the time, Twenty-six percent are online occasionally, Eight percent are online for much less, and One percent do not use the internet at all.

Fast foods influenced by marketing

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	57	57.0	57.0	57.0
No	43	43.0	43.0	100.0
Valid Total	100	100.0	100.0	

Table 4. 6 Fast foods influenced by marketing

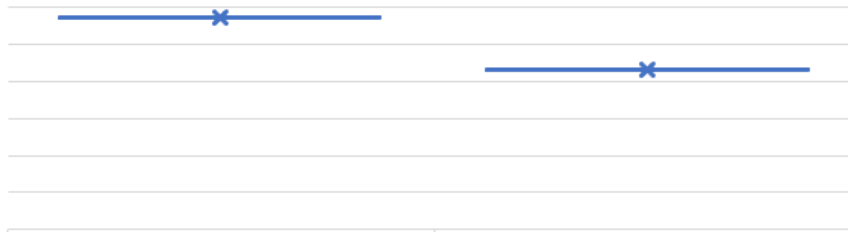


Figure 4. 6 Foods Influenced

The table and figure that are located above demonstrate the impact that marketing has on fast food consumption. 57% of the respondents said yes, the more often they see advertisements for fast food, the more likely they are to make a purchase, while 43% of the respondents said no, the more often they see advertisements for fast food, the less likely they are to make a purchase.

	Frequency	Percent	Valid Percent	Cumulative Percent
KFC	23	23.0	23.0	23.0
Macdonald's	63	63.0	63.0	86.0
Burger King	14	14.0	14.0	100.0
Valid Total	100	100.0	100.0	

Table 4. 7 Restaurant Choice

The information that can be seen in the table above outlines the fast-food establishments that are frequented. The percentage of respondents who regularly ate at McDonald's was 63%, whereas the percentage who frequently ate at KFC was 23%, and the percentage who frequently ate at Burger King was 14%.

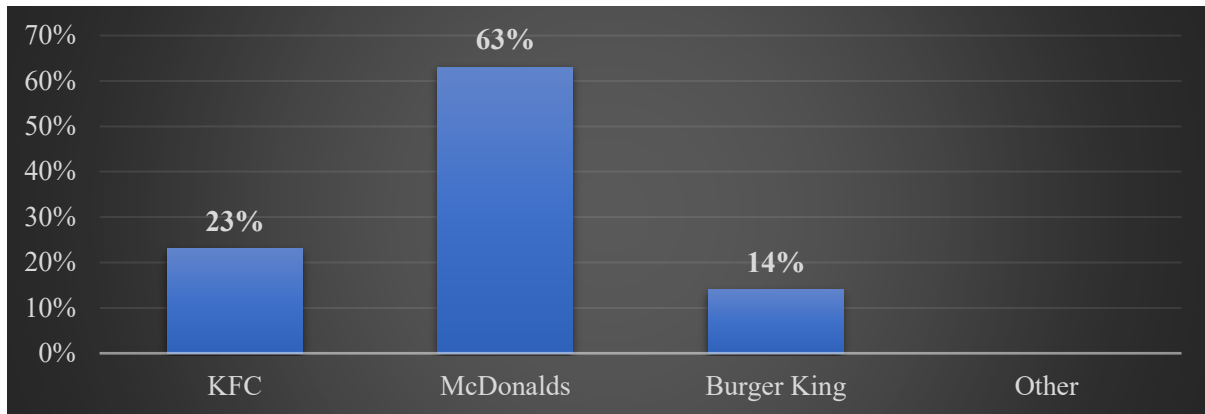


Figure 4. 7 Choices

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes I am	85	85.0	85.0	85.0
No I am not	15	15.0	15.0	100.0
Valid Total	100	100.0	100.0	

Table 4. 8 Online Presence Satisfaction

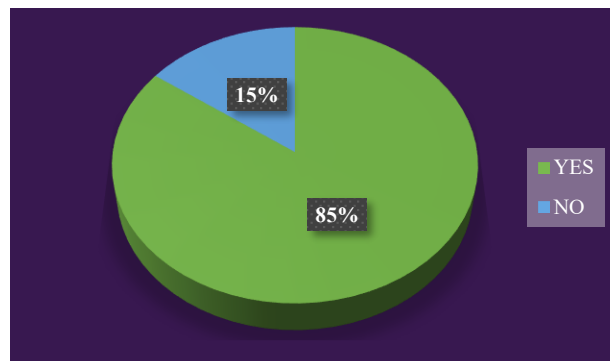


Figure 4. 8 Satisfaction

According to the number that was just shown, 85 percent of people are content with the online presence of their favorite restaurant. In comparison, the remaining 15 percent are comparatively unsatisfied with their preferred restaurant's online presence

Analysis Table

	N	Minimum	Maximum	Mean	Std. Deviation	Variance
1. Fast food	100	1.00	2.00	1.3900	.49021	.240
2. Frequency of consuming fast food	100	1.00	4.00	1.7100	.76930	.592
3. Time spend online or surfing the internet	100	1.00	4.00	1.4500	.68718	.472
4. Fast food influenced by marketing	100	1.00	2.00	1.4300	.49757	.248
5. Fast food restaurant frequently visited	100	1.00	3.00	1.9100	.60461	.366

6. Satisfied with online presence	100	1.00	2.00	1.1500	.35887	.129
Valid N (listwise)	100					

Table 4. 9 Descriptive Statistics

The respondents' responses to the presented questions are broken down and analyzed in the table that can be seen above. The consumption of fast food results in a mean of 1.39 meals per week. The very least is one (a yes), and the absolute most are two (no). The mean figure is closer to one, suggesting that most of those who responded consume fast food. According to the statistic with a mean value of 1.71 on the frequency of eating fast food, most respondents go to fast-food establishments once or twice per week. The typical data for the amount of time spent online or browsing the internet is 1.45 hours, and the standard deviation is 0.68718 hours. This means that the respondents spend most of their time either connected to the internet or browsing the web. The fact that the mean figure for the commonly visited restaurant is 1.91 suggests that the respondents regularly visited the McDonald's restaurant since it is closer to 2 than any other restaurant.

4.3 Conclusion

This chapter included a presentation and an analysis of the replies to the questionnaire. Descriptive analysis and, to a lesser extent, the statistical package designed for the social sciences were used to examine the data. To show the data, we employed both tables and graphs.

V. CONCLUSION

5.1 Overall Conclusion

The study's data was gathered using a variety of methods. This research relied heavily on questionnaires as its principal method of data collection. Following are the results covered in chapter four and summarized below. More than 60% of those who participated in the survey were women, whereas just 40% were men. In the age range of nineteen to twenty-five years, 47% of the respondents, 51% were between the ages of twenty-six and thirty, and 2% were between the ages of thirty-six and sixty-one years.

On the other hand, there was not a single response in the age group of 18 and younger. According to the statistics, 61 percent of the respondents eat at fast-food restaurants, while the remaining 39 percent do not. The percentage of each week that each responder consumes fast food as their primary meal. 45 out of 100 people eat fast food once a week, 42 out of 100 people consume fast-food between 1 and 2 times a week, 10 out of 100 people eat between 3 and 4 times a week, and just 3 out of 100 people eat fast-food every day. Sixty-five percent of those who participated in the survey said they were online most of the time.

In comparison, 26 percent said they were online occasionally, 8 percent said they were online for a significantly reduced amount of time, and 1 percent said they did not use the internet at all. When asked about the effect marketing has on fast food consumption, 57 percent of the respondents said that the more often they saw fast-food advertisements, the more likely they were to make a purchase. On the other hand, 43 percent of the respondents said that the more often they saw advertisements for fast food, the less likely they were to make a purchase. The information that can be seen in the table above outlines the fast-food establishments that are frequented. The percentage of respondents who regularly ate at McDonald's was 63%, whereas the percentage who frequently ate at KFC was 23%, and the percentage who frequently ate at Burger King was 14%. In addition, 85 percent are content with the internet presence of their favourite restaurant. In contrast, the remaining 15 percent are, to a greater or lesser extent, not content with the online presence of their preferred restaurant.

According to the findings of the descriptive statistics, the mean statistic for fast food consumption is 1.39. The answer might range from 1 (yes) to 2 (no). The minimum was 1. (no). The mean figure is closer to one, suggesting that most of those who responded consume fast food. According to the mean figure of 1.71 about the frequency of eating fast food, most respondents went to fast-food restaurants once or twice a week. The typical data for the amount of time spent online or browsing the internet is 1.45 hours, and the standard deviation is 0.68718 hours. The simple interpretation of this means that the respondents will spend most of their time online or browsing the internet. The mean figure for the most often visited restaurant is 1.91, which indicates that the respondents most frequently went to the McDonald's restaurant since it is closer to 2 than the other restaurants.

The third chapter of the study was dedicated to analyzing the connections between digital marketing and fast food consumption. The convergence of digital marketing with the consumption of fast food includes the marketing strategies of marketing segmentation, modifications in marketing, and improved service to clients. The nexus broadens the scope of the question of how far permission extends to digital marketing and fast food consumption. The use of marketing segmentation allows the discovery of marketing prospects among international students, with a significant number of students devoting their attention to eateries that are known worldwide. Because of adjustments in marketing, businesses have been able to modify their marketing target to the main consist of students from other countries to accommodate both their culture and the broad cultural variations between them. Changes in consumer behaviour may be attributed to the proliferation of social media and digital

marketing. To run a successful marketing campaign, it is essential to have a solid grasp of digital marketing. Investigating how consumers make purchases and react to the application of services is essential to developing a successful marketing strategy. One of the advantages of using digital marketing is an increase in communication, which enables stronger connections to be built with customers. The growth and expansion of the internet throughout the world are directly linked to the emergence of digital marketing in today's business world. One significant advantage of using digital marketing is that it enables businesses to target specific groups of people without requiring the expenditure of any additional time. Consumption of fast food is encouraged for many reasons, including the availability of time and convenience, the low cost of the meal, opportunities for leisure, and many more.

In the second chapter, the primary emphasis was on establishing digital marketing as a whole as well as the consumption of fast food in Wuhan. A broad backdrop was emphasized to show the relationship between the expansion of digital marketing in the city and the incorporation of increased consumption of fast food. In its most basic form, digital marketing may be described as the process by which marketers establish connections with the audiences served by various digital platforms. There are a lot of different kinds of digital marketing, and they all target different consumer audiences and are employed in different ways to approach goal funnels. This chapter emphasizes fast food consumption as an example of the rising attention paid to the food sector due to digital marketing. The proliferation of internet throughout the world has increased the satisfaction level experienced by customers who consume fast food. With the help of internet marketing, the number of international students eating at fast-food restaurants has dramatically expanded in recent years. Central China is home to Wuhan, the study's primary focal point. Because it is one of the most significant economies in China, the vital city has seen rapid expansion throughout its history. This has given an advantage over other cities in China in terms of competition. It is home to several renowned educational institutions, which draw students from many countries and regions.

The first chapter, "the backdrop of the research," presents a short but extensive history of Wuhan, digital marketing, and foreign students. The issue statement brings to light the significance of digital marketing and its consequences in our age dominated by digital technology. The significance of our study rests in the fact that it helped awaken people across the globe to the significance of digital marketing and its effect on the rate at which consumers eat fast food. The literature evaluation concentrated mainly on post-researchers to bridge the gap and justify the study. Some factors may be relied on, as well as those that are independent, and they helped narrow the investigation. The study intends to conduct a comprehensive investigation of digital marketing as well as the consumption of fast food. The research aimed to investigate, investigate, and explain various implications that digital marketing may have. The research makes extensive use of a variety of different ideas that serve to define things. The primary theory that is used to guide as well as the benefits and efficiency of the theory is known as marketing segmentation. This theory is also used to explain why the theory is successful. In conclusion, the approach employed in this study was a mixed research method that included both qualitative and quantitative research methodologies. The research was particularly emphasized among students from other countries studying in Wuhan.

5.2 Theoretical Analysis of the Results

The capability of market researchers to subdivide their target demographic into several groups has provided them with the basis for expanding their client base to include more people who eat at fast-food restaurants. Additionally, this requires the availability of low-cost digital marketing components such as the internet. Due to the capacity of market segmentation to segregate prospective customers based on geographic location, simple access to fast food outlets has been facilitated. This is because these outlets are located close to students and potential consumers. Additionally, behaviour segmentation made it possible for the digital platform to filter items based on the specific purchase behaviour of customers. This made it possible for international students in Wuhan to choose their favourite fast food quickly. Because of the element of measurability, producers were encouraged to measure the buying size of consumers and enhance the quality of their services, which led to an increase in the number of pupils they attracted. Students' faith was bolstered by the concept of long-term viability, which can be deduced from the fact that digital marketing has been practised for a more extended time. Because of this, the students could buy any food they wanted without having to worry about or second-guess themselves in any particular location or circumstance.

5.3 Limitations

The language barrier was there since some pupils spoke languages besides English. These kids spoke Spanish, French, Portuguese, and Russian, amongst others. Because of this, it was challenging for them to participate in completing the questionnaires properly.

Covid19: Because of the pandemic, this study was conducted online, and as a result, the researchers could not gather some non-verbal cues, such as facial expressions, which are particularly significant in the interpretation of research.

Literacy on the internet: A few of the respondents do not have a sufficient level of understanding of the internet and all of its features.

Insufficient Concept of Digital Marketing Several of the respondents did not have a complete understanding of what digital marketing was.

5.4 Recommendations

- ▶ Most businesses must get on board with digital marketing and quickly communicate with their target demographic.
- ▶ Must inform Students from other countries about the health risks associated with eating at fast-food restaurants.
- ▶ To appeal to a broader range of customers' preferences, business owners should diversify the types of foods included in their advertising efforts.
- ▶ Students need to be made aware of the tremendous capabilities of the internet and the advantages of digital marketing.
- ▶ The impact of internet marketing on the frequency with which people eat fast food should be brought to consumers' attention.
- ▶ The happiness of customers and how they behave as customers are both essential factors in ensuring repeat business.
- ▶ Because of globalization, most businesses need to transition to internet marketing rather than the more conventional marketing methods.
- ▶ Companies should collaborate with educational institutions to get a deeper understanding of the types of food that are most popular among students, which would allow them to provide students with superior and more inexpensive meal options.
- ▶ Customers need to be aware of the potential repercussions of frequent internet users since this provides marketers with valuable data for their digital marketing initiatives.

5.5 Prospects for Future Research

The results of this study open up several potential avenues for further investigation, including the following:

- ▶ an investigation into the impact that digital marketing might have on industries outside the food business.
- ▶ An in-depth examination of how the use of digital marketing might contribute to the economic growth of countries located in the southern hemisphere
- ▶ Considering the impact that good customer service and open lines of communication have had on the development of digital marketing.
- ▶ Conducting an in-depth analysis of how customers react to the transition from the traditional to the digital area.

5.6 Suggestions and Counter Measures

- ▶ Advertising fast food in a variety of languages to communicate with all the international students who come from diverse nations.
- ▶ Presentation of various meal options to accommodate a wide range of dietary requirements.
- ▶ The use of big data to better understand international students' behaviour and the many ways internet marketing may be used to capitalize on the market for fast-food.

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APPENDIX

Annex

Questionnaire

Tick where appropriate

- a. What is your gender?
1. Female
 2. Male
- b. What is your age?

18 and below

1. 19-25
 2. 26-35
 3. 36 and above
- c. Do you your often consume fast foods?
1. Yes
 2. No
- d. How frequently do you consume fast food on a weekly basis?
1. 1 time
 2. 1-2 times
 3. 3-4 times
 4. Everyday
- e. How much time do you spend online or surfing the internet?
1. Most time
 2. Sometimes
 3. Not as much
 4. Not at all
- f. Has your consumption of fast food ever been influenced by the marketing of fast-food e.g Macdonald ads?
1. Yes, the more I see fast food ads the more I am prompted to buy
 2. No, the more I see fast food ads the less I am prompted to buy
- g. Please select the fast-food restaurant you frequently visit.
1. KFC
 2. Macdonald's
 3. Burger king
- h. From the above restaurant you choose are you satisfied with their online presence?
1. Yes, I am
 2. No, I am not