

The Influence of Social Media Promotions and User-Generated Content on Customer Intentions to Boost Fast-Food Sales in Sri Lanka: The Mediating Role of Brand Image

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This study focused on the effect of social media marketing communication factors, such as social media sales promotions and user-generated content on the customer behavioral intention of fast-food industry in Sri Lanka. The study further examined the mediating effect of brand image between social media marketing communication features (sales promotions and user-generated content) and customer behavioral intention. The research utilized a deductive approach and employed a survey research method along with a well-structured self-administered questionnaire. The study population was chosen from the Western Province of the country. The authors utilized purposive sampling to select 300 respondents and then used Structural Equation Model (SEM) utilizing AMOS 21 software to test the hypotheses. The main finding of this study is that social media marketing features can positively affect customer behavioral intentions through brand image. Furthermore, the study demonstrated that the brand image serves as a mediator in the relationship between social media marketing features (sales promotions and user-generated content) and fast-food customer behavioral intention. Also, the findings revealed that social media sales promotions have a significant positive effect on customer behavioral intention, while social media user-generated content has a negative effect. The findings of this primary study add new knowledge for both existing and new entrants to the fast-food industry in Sri Lanka to strategize and implement new plans, policies, and practices in the spectrum of social media marketing communication. However, these researchers suggest further study on the negative effect of social media user-generated content on consumer intention.

Keywords: Fast food, Social Media Sales Promotion, Social media user Generated content, Brand image, Customer behavioral intention.

1. Introduction

In this digital age, human communication is largely digitalized with the help of AI technology.

Social media serves as a digital and online platform for communication (Herawati et al., 2024). Its primary goal is to facilitate user communication and cooperation to strengthen user relationships in the social environment (Mahoney & Tang, 2024). Social media has quickly become a potent tool for marketing communications online. It means that social media has quickly emerged as a powerful online platform for marketing communications. Marketing communications is the exchange of ideas, and information between the seller and the buyer in anticipation of a trade transaction in the marketplace. The primary focus of marketing communication is to communicate, persuade, and remind about the sales and marketing messages and offering to the targeted customer segments effectively (Quayson et al., 2024). The primary objective of marketing communication is to influence the intentions and behaviors of the target market's customers. Marketing communication aims not only to tell information to the customer but also to convince or remind them (Oluwafemi & Adebisi, 2018). Marketing communication is used to change the behavior of marketing dimensions and brand loyalty (Zephaniah et al., 2020). Previously, marketers used newspapers, magazines, radio, and television as strong and famous marketing communication tools. However, social media channels have introduced a new digital marketing communication era (Herawati et al., 2024). As a result, marketers as well as sales promotion teams actively engage and utilize social media platforms to promote their products and services in different industries. This characteristic is also clearly evident in the fast-food industry (Anas et al., 2023; Hanaysha, 2022a; Jibril & Adzovie, 2024; Lau et al., 2024).

The fast-food business associated with digital platforms has been recognized as a significant pillar of the worldwide food and beverage culture after the COVID-19 pandemic (Rezaei et al., 2024). Standardized menus, mass production of food items, and quick service characterize this industry. The fast-food industry greatly affects modern society, urban planning, the global economy, and individual eating habits (Rajmohan et al., 2024; Xiao et al., 2018). These effects have recently become very strong, with social media platforms as a modern marketing communication path or tool to promote fast-food (Jayathunga et al., 2024). There are four main features used as marketing strategies in social media communication. Those features are advertising (Aljefree et al., 2022; Bayraktar et al., 2023; Bharathi & Gurung, 2024; Wu et al., 2024), electronic word-of-mouth (eWOM) (Jibril et al., 2024; Haro-Sosa et al., 2024; Shashikala & Thilina, 2020), Social media sales promotion (Bragg et al., 2020; Hanaysha et al., 2022a; Li et al., 2021), and content creation (Hanaysha et al., 2022b; Lau et al., 2024; Rosny, 2024; Varghese et al., 2024; Wu et al., 2024). Recent empirical studies within the Sri Lankan fast food industry context, have examined how these communication features, such as social media advertising (Jayathunga et al., 2024; Nisansala & Rathnasiri, 2022; Samarasinghe & Lakchan, 2021) and eWOM (Devendra, 2020; Jayathunga et al., 2024; Nisansala & Rathnasiri, 2022; Samarasinghe & Lakchan, 2021; Shashikala & Thilina, 2020) affect customer behavioural intention. However, empirical studies examining how social media sales promotion and user generated content creation affect customer behavioral intentions are very limited. Furthermore, empirical studies examining how brand image mediates these relationships in Sri Lanka are also limited. This study significantly supports to fill the current literature and knowledge gap. Accordingly, the purpose of this primary research is to assess the effect of social media marketing communication factors in terms of sales promotion (SMSP) and user-generated content (SMUGC) on customer behavioral intentions through brand image. Accordingly, how social media sales promotion (SMSP) and social media user-

generated content (SMUGC) affect customer behavioral intention with the mediating effect of brand image is the main research problem of this research. The findings and the new knowledge of this study significantly support filling the knowledge and literature gap of this subject context. It will also shed new knowledge on future marketing strategies in Sri Lanka's fast-food industry.

2. Literature review and Hypothesis development

The purpose and target of this study are to scientifically and methodically examine or identify how social media sales promotions and user-generated content affect customer behavioral intention within the context of Sri Lanka. Additionally, the authors of this study focus on uncovering whether fast food's brand image plays a mediating role in the relationship between social media sales promotions and customer behavioral intention, as well as the relationship between social media user-generated content and customer behavioral intention. Hence, the focus of this study is on customer (consumer) behavioral intention, as intention drives future planned behavior (Manju et al., 2023a). The concept of "behavioral intention" is considered the most effective way to predict an individual's behavior. It is closely linked to actual behavior and can be defined as the level of interest an individual has in performing specific actions (Ajzen, 1991; Chih-Chung & Chang, 2005; Septiani et al., 2017; Zhang et al., 2012). For customers, behavioral intention refers to their likelihood or inclination to engage in future actions related to the product, service or an intended brand. This study mainly investigates the effect of social media sales promotion and user-generated content on customer behavioral intention within the context of social media. Secondly, this study investigates the causal effect of brand image as well as the mediated effect of brand image on customer behavioral intention within the context of social media. There are two independent variables in this study: sales promotion and user-generated content, both of which are social media tools. The brand image acts as the mediating variable. Based on the most recent literature in the subject area, the conceptual framework of the intended research of this study is illustrated as follows:

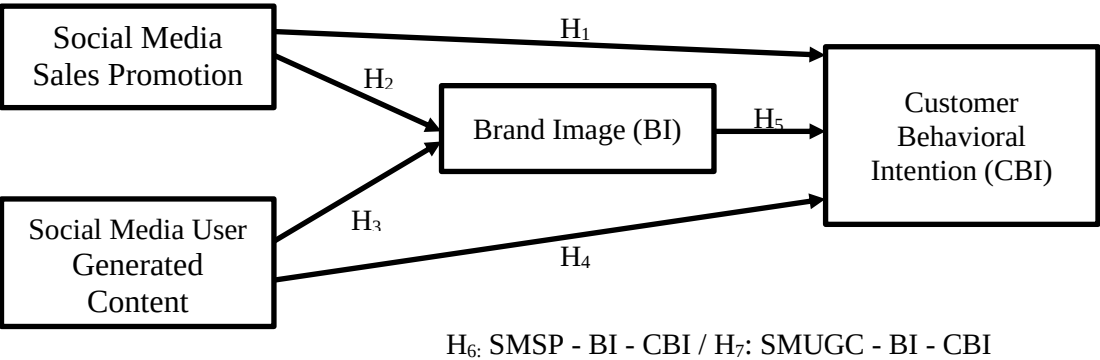


Figure 01 Conceptual Framework of the study

Sales promotion is a valuable tool for marketers (Bhatti, 2018), and it plays a vital role in marketing in any business nowadays (Kuncoro & Kusumawati, 2021). According to Finthariasari et al. (2023), sales promotion is widely recognized as one of the main tools of

sales and marketing communication which is commonly used by many companies in different industries to attract and motivate their customers to buy their product or service within a shorter period of time. Sales promotions are commonly used to attract many customers while gaining a competitive edge, increase repeat sales and volume growth, and increase new customer attention. Customer sales promotional activities can take various forms, such as games, contests, sweepstakes, lotteries, sampling, fairs, gifts, tie-ins, trade shows, exhibitions, coupons, demonstrations, rebates, entertainment, trade-in allowances, low-interest financing, and trade promotions (Martinus & Anggraini, 2018). Sales promotion involves various marketing techniques (Srinita & Saputra, 2023), one of which is using famous social media channels as marketing communication platforms (Ariep, 2021). Recent empirical studies confirm that there is a distinctive direct relationship between sales promotion and customer behavioural intention or a positive and significant effect on customer behavioural intention from the context of social media (Azmi et al., 2022; Bhatti, 2018; Ratu & Tulung, 2022; Romadhoni et al., 2023; Sohn & Kim, 2020; Yoong & Lian, 2019). Also, recent empirical studies confirm that there is a strong relationship between social media sales promotion and customer brand image within the spectrum of social media (Armawan et al., 2023; Ihzaturrahma & Kusumawati, 2021; Isyanto et al., 2020; Raji et al., 2019; Rivaldo et al., 2022). However, it remains to be further studied whether the relationship between social media sales promotion and customer intention is intervened or mediated by customer brand image. Accordingly, the first three hypotheses of this study are constructed as follows:

H1: Social media sales promotion has a positive effect on customer behavioral intention.

H2: Social media sales promotion has a positive effect on brand image.

Although in the context of traditional marketing, the target audience plays a passive role. However, with the context of interactive or digitally engaged marketing communication techniques such as social media, the audience or the target group becomes active or engaged in their own content creation (Huotari et al., 2015). This is because many of the social media channels allow their users to engage, create, exchange or publish their own content with other parties without much effort (Ansari et al., 2019). At present, content generation happens very quickly on social media. Because of its power, generated content has become a key feature of social media marketing communications (Du Plessis, 2017). Social media user-generated content can be in many tools, including images, videos, product reviews, testimonials, or even podcasts (Beveridge, 2022). Also, the generated content found on social media is mainly of two types. That is, social media users generated content (Ansari et al., 2019; Wei et al., 2024), and social media firms (Commercial firms) generated content (Vergara & Carter, 2021). Mayrhofer et al. (2020) emphasized that, as a marketing communication feature, social media user-generated content (SMUGC) leads to create a greater purchase intention among customers than firm generated advertisements and brand related posts. In addition, other recent empirical studies have confirmed that social media User-generated content affects customer behavioral intention in various ways in several contexts (Al-Abdallah et al., 2024; AL-Sous et al., 2023; Kaium et al., 2024; Onofrei et al., 2022; Veloso et al., 2024). Empirical research also confirms that there is a relationship between social media User-generated content and brand image (Al-Abdallah et al., 2024; Barreda et al., 2020; Mayrhofer et al., 2020; Raji et al., 2019) as well as the fast-food industry (Bhave et al., 2024; Lau et al., 2024; Muliawan & Oktavia, 2024; Shrusthi et al., 2024). Using this literature evidence, the author has developed

the following hypotheses for this study.

H₃: Social media user generated content has a positive effect on customer behavioral intention.

H₄: Social media user generated content has a positive effect on brand image.

Brand image is the perception of a brand based on the customer's associations with it (Akbari et al., 2024; Kotler & Keller, 2016). Keller (1993, p. 3), brand image defined as "perceptions about a brand as reflected by the brand associations held in consumer memory". The brand image strongly creates customers' confidence in the services and products companies or organizations offer (Mobarak et al., 2024). The brand image also leads to customer loyalty (Erkmen & Hancer, 2019). Many recent empirical studies confirm that brand image affects customer behavioral intention within many fast-food contexts (Fahmi et al., 2020; Hanaysha, 2022a; Hanaysha, 2022b; Lady & Jusvenny, 2021; Jayathunga et al., 2024; Kesumahati & Raymond, 2021; Mobarak et al., 2024; Veas-González et al., 2024). Recent studies have also found that customer brand image has strong mediate effect between and among social media features and customer behavioral intentions in different fast food industry contexts (Fahmi et al., 2020; Hanaysha, 2022a; Hanaysha, 2022b; Jayathunga et al., 2024; Junejo et al., 2020). Based on the literature, the below mentioned three hypotheses are formulated.

H₅: brand image has a positive effect on customer behavioural intention.

H₆: Brand image mediates the relationship between social media sales promotion and customer behavioral intention.

H₇: Brand image mediates the relationship between social media user generated content and customer behavioral intention.

3. Research Method

The study was quantitative and used the quantitative survey method to measure the relationships between variables. The quantitative survey method involves gathering primary data by asking individuals (respondents) relevant questions (items). Surveys are highly effective and an easy way to collect data from any type of population in a relatively short period (Azam et al., 2021; Manju et al., 2024). The study used a well-structured self-administrative closed-end questionnaire consisting of 30 items for data collection. Six items were used for the independent variables: Social Media Sales Promotion (SMSP) and Social Media User Generated Content (SMUGC). Eight items were utilized to measure Brand Image, and ten items were used to measure Customer Behavioral Intention (CBI). All research questions were developed as Likert-scales fixed by a five-point scale, ranging from 1 ("strongly disagree") to 5 ("strongly agree"). Following the previous study (Gamage et al., 2022; Jayathunga et al., 2024; Menaka, 2022; Nisansala & Rathnasiri, 2022), the respondents of this study were fast-food customers who use social media in Sri Lanka. However, there are no reliable statistics regarding social media users in Sri Lanka. Therefore, the author used the sample-to-item ratio method to determine the sample size for this study. Thus, this study comprised 300 respondents with a 1:10 ratio to the 30 items (Jayathunga et al., 2024; Liu et al., 2020; Nunnally, 1978; Osborne & Costello, 2019; Sodom et al., 2023). The sampling technique in this study was convenience sampling (Nisansala & Rathnasiri, 2022), which falls

under the non-probability sampling design (Azam et al., 2021). Social media-using customers aged 18-60 visiting fast-food restaurants in Western Province, Sri Lanka were surveyed. A web-based questionnaire was used to collect the data (Evans & Mathur, 2005; Sivadasan et al., 2020; Tihamiyu et al., 2020). In the data analysis, the author used the SPSS 26 version for demographic data analysis and Exploratory Factor Analysis (EFA). The author utilized the 23rd version of AMOS for Confirmatory Factor Analysis (CFA) and hypothesis testing in the SEM model.

4. Result and Discussion

The number of responses directed to the data screening process is three hundred (300) in this study. There was no missing data in those responses because the data was collected through a Google form with the answer required option. SPSS 26th edition was used for data screening. The analysis of demographic data showed that 144 (48%) of the respondents were males, while 156 (52%) were female. The descriptive analysis revealed that 43.2% of the respondents were between 18 and 45 years old, and 40.2% were between 45 and 60—moreover, 16.6% fall into the age category of over 60 years.

Prior to the exploratory factor analysis, the reliability of the research items was rigorously tested, drawing on the insights of previous studies (Jayathunga et al., 2024; Jinguang et al., 2024; Manju, 2022). The findings were significant, with the Cronbach's alpha value for all variables falling between 0.675 and 0.827 (SMSP=0.804; SMUCG=0.677; BI=0.675; CBI=0.827). As Azam et al. (2021) suggest, a Cronbach's alpha value below 0.6 indicates a poor relationship between items. Therefore, the reliability of the items, as confirmed by this research, underscores their quality and validity (Azam et al., 2021).

The exploratory factor analysis is employed to identify the underlying structure of the dataset and determine the number of latent factors. The author utilized principal components with variable rotation for EFA (Azam et al., 2021). These methods were selected because they can more clearly separate factors by maximizing the variance of squared loadings of a factor across the variables. Principal components with Varimax rotation were the most commonly used method for EFA in recent studies (Alzayani et al., 2024; Howard & Henderson, 2023; Jani et al., 2023; Kerdip & Angkulwattanakit, 2023; Manju et al., 2023b; Razali et al., 2023). In the initial step of the exploratory factor analysis (EFA), eight (08) out of thirty items were excluded due to inadequate representation of their intended factor. Specifically, items BI01 and CBI10 did not load onto any factor (=not loading), while the other items (SMSP05, SMUCG03, BI06, BI08, CBI05, and CBI06) exhibited abnormal loadings. Subsequently, the remaining twenty-four items were effectively grouped into their underlying factors. The final results of the EFA are presented in the following table 01.

Table 01 EFA’s result of the study

Rotated Component Matrix ^a					
		Component			
Factor	Items	1	2	3	4
Social Media Sales Promotion (SMSP)	SMSP01		.718		
	SMSP02		.644		
	SMSP03		.829		
	SMSP04		.826		

	SMSP06		.738
Social Media	SMUGC01		.704
User Generated	SMUGC02		.670
Content	SMUGC04		.656
(SMUGC)	SMUGC05		.648
	SMUGC06		.657
Brand Image	BI02		.574
	BI03		.756
	BI04		.669
	BI05		.637
	BI07		.639
Costumer	CBI01	.821	
Behavioral	CBI02	.796	
Intention	CBI03	.774	
(CBI)	CBI04	.685	
	CBI07	.737	
	CBI08	.691	
	CBI09	.604	

Extraction Method: Principal Component Analysis.

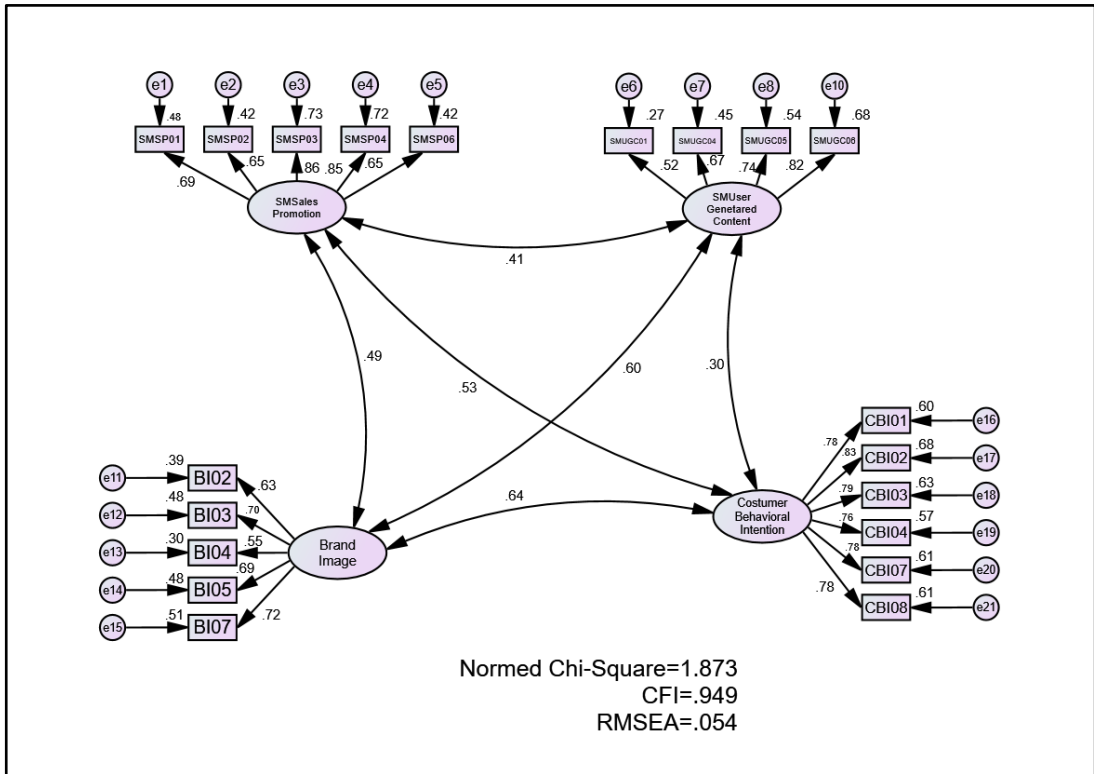
Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 5 iterations.

Source: SPSS output

The study included 22 items for CFA. These items were divided into four factors: social media sales promotion (five (5) items: SMSP01, SMSP02, SMSP03, SMSP04, SMSP06), Social media user-generated content (five (5) items: SMUGC01, SMUGC02, SMUGC04, SMUGC05, SMUGC06), brand image (five (5) items: BI02, BI03, BI04, BI05, BI07), and customer behavioural intention (seven (6) items: CBI01, CBI02, CBI03, CBI04, CBI07, CBI08, CBI09). These factors collectively accounted for 59.880% of the total variance (TVE). Generally, the value should be at least 50% (Samuels, 2017; Streiner, 1994). The Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy was 0.896, indicating excellent sampling adequacy (Kaiser, 1970). Bartlett's test of sphericity was significant (approx. Chi-Square = 3088.975; df = 231; Sig. =.000). The threshold values for these assessments are KMO > 0.60 (Kaiser, 1970) and Bartlett's test of sphericity: p-value < 0.05 (Hair et al., 2014). This confirmed that the dataset was appropriate for confirmatory factor analysis (CFA). However, in the initial measurement model, the standardized factor loading values for the SMUGC02 item (0.306) and the CBI item (0.440) were less than the threshold value of 0.50 (Awang, 2014; Nguyen et al., 2019; Sudha et al., 2022). So, these two items were removed, and the measurement model was rerun. Then, all the standardized factor loading values for items in the measurement model were significant, ranging from 0.519 to 0.849, exceeding the threshold value of 0.50 (Hair et al., 2014). Below is the final measurement model for this study.

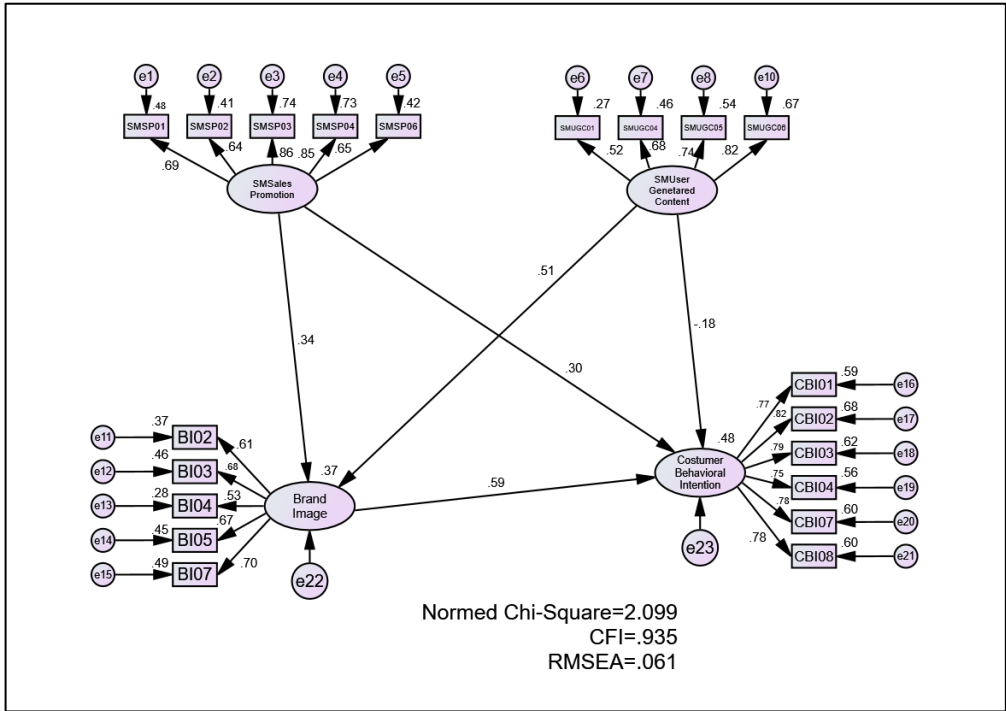
Diagram 01 Final measurement model



Source: AMOS output

After developing the final measurement model for this study, the author assessed its fit, reliability, and validity. The fit indices indicated that the measurement model for this study was a good fit, (Normed Chi-Square = 1.879; CFI = 0.949; RMSEA = 0.054), as they meet the threshold values for CMIN/DF < 0.50, RMSEA < 0.08, and CFI > 0.90 (Awang, 2014). CR values for all constructs exceeded 0.70 (Social Media Sales Promotion (SMSP) = 0.860; Social Media User Generated Content (SMUGC) = 0.786; Brand Image (BI) = 0.791 ; Costumer Behavioral Intention (CBI) = 0.907), confirming their composite reliability (Hair et al., 2014). Additionally, the average variance extracted (AVE) for all constructs was above 0.40. Social Media Sales Promotion (SMSP) = 0.556; Social Media User Generated Content (SMUGC) = 0.485; Brand Image (BI) = 0.433; Costumer Behavioral Intention (CBI) = 0.619). Validity is achieved if the CR value is above 0.70 and the AVE value is above 0.40, according to Hair et al. (2014). Overall, these results provide strong evidence for the reliability and validity of the measurement scales. The structural model of this study below has been constructed in accordance with the measurement model.

Diagram 02 Structural model of the study



Source: AMOS output

The present study employed a structural model to test the hypotheses. The findings revealed a significant positive effect of social media sales promotion on customer behavioral intention (Standardized estimate = .303, SE = .071, Cr = 4.549, P-value = 0.000), supporting H₁. Additionally, the effect of social media user-generated content on customer behavioral intention was found to be negatively significant (Standardized estimate = -.178, SE = .136, Cr = -2.269, P-value = .023), supporting H₃. The results also indicated that social media sales promotion positively affected brand image (Standardized estimate = .338, SE = .048, Cr = 4.668, P-value = .000), as did social media user-generated content (Standardized estimate = .508, SE = .102, Cr = 5.349, P-value = .000), thus supporting H₂ and H₄, respectively. Finally, the findings demonstrated a positively significant effect of brand image on customer behavioural intention (Standardized estimate = .589, SE = .152, Cr = 6.244, P-value = .000), thereby supporting H₅. The details in Table 02 are given below.

Table 02 Result of path analysis

Hx	Relationship		Estimate (Standardized)	S.E.	C.R.	P
H ₁	Social Media Sales Promotion	→ Customer Behavioral Intention	.303	.071	4.549	***
H ₂	Social Media Sales Promotion	→ Brand Image	.338	.048	4.668	***
H ₃	Social Media User Generated Content	→ Customer Behavioral Intention	-.178	.136	-2.269	.023

Hx	Relationship			Estimate (Standardized)	S.E.	C.R.	P
H ₄	Social Media User Generated Content	→	Brand Image	.508	.102	5.349	***
H ₅	Brand Image	→	Customer Behavioral Intention	.589	.152	6.244	***

Source - Amos Output

In the present study, the author examined the mediating effect using a two-tailed significance test and the bootstrap technique (Manju et al., 2024; Collier, 2020). Following Collier's (2020) recommendation, the author utilized 5000 bootstrap samples and established bias-corrected confidence intervals at 95%. The results from the Amos output, presented in Table 03, revealed a significant indirect effect of social media sales promotion on customer behavioral intention through brand image ($p = 0.006$), indicating partial mediation and supporting H6. Furthermore, the results also indicated a significant indirect effect of social media user-generated content on customer behavioral intention through brand image ($p = 0.004$), suggesting partial mediation and supporting H7. These results confirm that brand image serves as a mediating variable.

Table 03 Result of the Two-tailed significance test

Hx	Relationship	Confidence Interval		P-Value	Conclusion	
		Lower Bound	Upper Bound			
H ₆	SMSP → BI → CBI	0.113	0.355	0.000	Significant mediation)	(Partial
H ₇	SMUGC → BI → CBI	0.285	0.967	0.000	Significant mediation)	(Partial

Source - Amos output / Unstandardized values.

5. Conclusion

The main aim of this present study was to investigate the effect of social media sales promotion and user-generated content on customer behavioral intention in the fast-food industry, specifically in the Sri Lankan context. For that, Western Province was selected as the study population. The number of hypotheses examined in the study was seven (7). Data was collected from 300 respondents under the survey method. The sampling technique was purposive. The results showed that social media sales promotion significantly positively affects customer behavioral intention. Sales promotion becomes a very important feature when discussing marketing communication on social media (Bhatti, 2018; Martinus & Anggraini, 2018; Štreimikienė et al., 2021). Sales promotion is the most widely used tool in today's social media platforms. This feature helps to increase sales, strengthen the brand, and establish and maintain relationships with current and future customers. Therefore, the author emphasizes that the social media sales promotion feature can be successfully used to promote the fast food industry in Sri Lanka. It will be a valuable guide for fast food industry entrepreneurs as well as advertising management agencies.

However, this study's findings showed that social media user-generated content had a significant negative effect on customer behavioral intention. Although this finding is relevant to the fast-food industry in Sri Lanka, it is also a point to be considered in all social media marketing communication. social media user-generated content is used not only as an information base for any customer decision, but also as supporting information in arranging, organizing, and planning a customer behavior (Narangajavana Kaosiri et al., 2019; Nezakati et al. 2015; Zeng & Gerritsen 2014). Therefore, when social media user-generated content harms Customer behavior or intention, it will be an effect harmful to the sales of products and services.

Marketing professionals do not typically create user-generated content; instead, it is produced by the general public or consumers (Kaplan & Haenlein, 2010; Liu, 2020). Unlike marketers, the general public or consumers generate positive as well as negative content. Because of this, marketer-generated content (MGC) can always be expected to have a positive effect on consumer intention or consumer behavior, but such positive effects cannot always be expected from user-generated content. Rajamma et al. (2020) pointed out that user-generated content poses a significant challenge because it's difficult to guarantee that the viewer's perception of the content's format aligns with the creator's intended format. Therefore, it is evident that user-generated content (UGC) may have a detrimental impact on consumer intention rather than a positive one. Previous research has confirmed that; for example, Luo (2009) discovered that negative word of mouth can adversely impact firms' cash flow. Lu et al. (2020) explains that user-generated content is not always helpful in increasing the purchase probability. Their study titled "Is user-generated content always helpful? The effects of online forum browsing on consumers' travel purchase decisions" explores this phenomenon. According to the results of this study, it is confirmed that the complexity of information in browsing online forum posts has an inverted U-shaped effect on purchase behavior. Thus, this study showed that user-generated content can also hurt purchase decisions. Therefore, Liu (2020) emphasizes, "If not managed properly, negative consumer sentiment can hurt a brand's reputation, leading to a negative impact on firms' financial performance." Consistent with all these notions, this study's findings highlight that user-generated content could negatively affect consumer intention. This discovery is particularly significant as it has not been observed previously within the fast-food industry context. Therefore, more empirical studies must be conducted to identify further how user-generated content affects customer behavioral intention. The authors also stress the need for empirical studies to determine which form (negative, positive, or attack) of social media user-generated content significantly impacts customer behavioral intention.

The study's most significant finding was identifying brand image as a mediating variable. The result showed that brand image plays a role in mediating the relationship between social media sales promotion and customer behavioral intention, as well as the relationship between social media user-generated content and customer behavioral intention. Social media is the cheapest digital means of promotion (Nurhadi et al., 2025). This study confirms that social media marketing features can positively influence customer behavioral intentions through brand image. It shows that social media can be used more profitably and powerfully to influence customer behavioral intentions in the fast-food industry.

Overall, the study has two implications for the fast-food industry. Firstly, social media is a powerful communication platform that can be used to promote the fast-food industry.

However, the study highlights the problem of information disorder, mainly due to user generated content. Secondly, the study suggests that using purposive sampling as a sampling technique is a limitation. To address this, this study should be conducted in other contexts using different sampling techniques.

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