

A COMPARATIVE STUDY OF YOUNG- AGED ADULTS AND MIDDLE-AGED ADULTS CONSUMERS USAGE OF DIGITAL MARKETING PLATFORMS IN THE SELECTION OF FOOD AND BEVERAGE OUTLETS

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ABSTRACT

Background: The promotion of brands via the internet and other digital communication channels is known as digital marketing, sometimes known as online marketing. Digital marketing is quite important for the restaurant industry as well.

Objective: The current study focuses on several online channels, like as websites, social media, email marketing, telephone marketing, etc., and how young- aged adults and middle-aged adults consumers, use these platforms to choose F&B establishments in Lucknow City. **Methodology:** Central tendency technique was implemented to achieve the objectives where weighted mean score was calculated for all the parameters and based on the weighted mean score, ranking of various parameters has been given. **Results:** The findings of the first objective revealed that most influential digital marketing strategy which influence young adults consumers selection of F&B outlet are marketing through food delivery portals like Swiggy, Zomato etc.(Rank 1 with Weighted Mean Score of 4.13) followed by paid social media marketing (marketing on YouTube) (Rank 2 with Weighted Mean Score of 4.12) and marketing through social media platforms like Facebook, Twitter and Instagram (Rank 3 with Weighted Mean Score of 4.06). The findings of the second objective revealed that most influential digital marketing strategy which influence middle-aged adults consumers selection of F&B outlet are marketing through websites (Rank 1 with Weighted Mean Score of 4.17) followed by online reviews about the outlets (Rank 2 with Weighted Mean Score of 4.13) and marketing through social media platforms like Facebook, Twitter and Instagram (Rank 3 with Weighted Mean Score of 4.05). **Conclusion:** Swiggy, Zomato etc. followed by paid social media marketing (marketing on YouTube) and marketing through social media platforms like Facebook, Twitter and Instagram were preferred by young aged and website and online review for middle aged consumers.

Key Words: Young Adults, Middle- aged Adults, F&B Outlets, Lucknow City.

INTRODUCTION

"Marketing is the art of producing true customer value, not the skill of coming up with ingenious methods to sell what you create." This quote of "Philip Kotler," suggest that marketing

items from the perspective of the customer is a reality, and carefully thought-out marketing plans may help businesses bring in revenue from consumers. Using online platforms and digital media to advertise marketing campaigns is known as

as digital marketing. Digital marketing is divided into two types: online and social media marketing (Chaffey & Smith, 2017). Digital marketing includes, among other things, advertising on websites, SEO, social media, video marketing, content marketing, etc. The term “digital marketing” is most usually used to describe advertising campaigns that display on a computer, phone, tablet, or other electronic device. Some of the various styles it can take include social media postings, sponsored social ads, display ads, online video, and search engine marketing (Tuten, 2008). Online marketing is another name for the practise of promoting brands via the internet and other digital communication channels (Chaffey & Smith, 2017). Digital marketing can be viewed as actions, institutions, and processes that are made possible by digital technologies for producing, disseminating, and delivering value to customers and other stakeholders, according to the American Marketing Association's firm-centric definition. In addition to being a transactional tool, digital marketing also affects macroeconomic and commercial levels, requiring modifications to marketing theory and practise (Chaffey & Patron, 2012). While a conventional marketing campaign will also aim to do that, digital marketing for businesses allows them to concentrate on a more specialised or niche market (Alford & Page, 2015). By interacting with customers online, businesses can gain the trust of a larger audience (Gligorijevic & Leong, 2015).

A restaurant that accepts payments for customers' meals and drinks is referred to as a food and beverage outlet (Law et al., 2004). Restaurants of all kinds, such as bistros, fine dining, coffee shops, ethnic, themed, and specialty eateries, as well as cafés, cafeterias, takeaways, canteens, function rooms, drive-ins, lounge service operations, home delivery operations, and room service operations are included in the category of food and beverage outlets. To promote their businesses, products, and services, food and beverage enterprises use a number of marketing strategies (Davronov et al., 2020; Lee & Hwang, 2011; Cohen et al., 2021). Food and beverage businesses

advertise their facilities using a number of marketing strategies, such as digital platforms (Dabas et al., 2021; Horta et al., 2021; Epifani, 2020;). The restaurant business recognises the importance of digital marketing (Singh et al., 2022). Restaurants benefit from using digital marketing to reach internet customers. Also, it provides among the strongest returns on investment of any marketing strategy. Through digital marketing, F&B specialists are put in direct contact with customers, increasing a restaurant's exposure to new customers and lowering the cost of attracting and retaining them. (Vitsentzou et al., 2022). Restaurants can create vital business relationships through digital marketing (Micu et al., 2017). This enables staff members to respond to any inquiries or complaints from patrons (both current and potential). Reviews that highlight the fantastic cuisine and service at your restaurant might help the reputation of the company (Redjeki & Affandi, 2021). When compared to potential earnings, online restaurant marketing is more economical and has a wide audience. Food and beverage companies can communicate with both current and future customers by maintaining active Facebook, Twitter, and Instagram accounts (Reagan et al., 2020). As a result, customers will have more access to restaurant staff in the event of a complaint or grievance, which will enhance customer service.

The current study compares how middle-aged individuals and young adults in Lucknow city choose F&B establishments using internet marketing channels. Usually, someone who is still in their adolescent years is considered to be a young adult. Those who fall between the ages of 18 and 39 are typically the target audience for the phrase (Pepper et al., 1981). Middle age refers to the stage of human adulthood that comes just before old age. Middle age is often seen as occurring between the ages of 40 and 60 years, however the precise age range that constitutes it varies greatly from person to person and is fairly arbitrary (Neugarten, 1968). Age is a significant influence in the digital gap, but so are other variables like education,

wealth, gender, and generational standing. Fang et al. (2018) highlighted the enormous disparities that exist with regard to who may access, use, and profit from digital treatments through a comprehensive examination of 55 studies published between 2006 and 2016.

Concept of Digital Marketing

The word "digital marketing" is used to describe the focussed, quantified, and interactive marketing of products or services that employs digital technologies to reach viewers, convert them to consumers, and retain them as customers (Wsi, 2013). While Internet or social media websites were not used for advertising, the traditional method of marketing involved companies marketing their goods or services through print media, radio and television ads, business cards, billboards, and several other comparable methods (Coviello et al., 2000). Conventional marketing strategies had a limited ability to contact consumers and influence their purchasing behaviour (Arunprakash, 2021). Digital marketing is the process of promoting products or services to consumers via digital channels (Kartajaya et al., 2016). Using several digital media platforms, the main objective is to promote brands. Digital marketing is the process of promoting your brand, promoting services, and selling products for your company using social media, technology, and other internet-based tools and strategies (Ištvančić et al., 2017).

Digital Marketing Platforms used by F&B Outlets

The eight major subcategories into which digital marketing can be broadly separated are affiliate marketing, pay-per-click, social media marketing, content marketing, email marketing, and mobile marketing (Gustavsen, 2022). It is possible to ensure that any potential clients will arrive at the optimal time for the least amount of money by implementing email marketing. Yet, the results of such efforts must be quantifiable in order to serve as a basis for choices for subsequent marketing measures (Kotler & Koller, 2008). The telemarketing function has been included into businesses like

airline and hotel reservations as a result of technological improvements and innovations in information systems, marketing, and communications (Haramis et al., 2000). A great website must be built nowadays in order to launch an online business. In order to bring users to a website, keep them there for a while, and encourage regular visits, marketing experts must develop visually appealing websites (Wu et al., 2013). Content marketing is another digital marketing channel utilised by the restaurant business. Ho and Chien (2008) assert that how internet users choose to eat in the real world is influenced by how much they believe the information supplied by food blogs. Businesses can interact and communicate with their clients through social media platforms like Twitter, Facebook, Whatsapp, and Instagram. Being active on these platforms helps brands improve customer service and reputation, and it also gives you insights into what your target audience is doing. Breed (2011) asserts that because such comments serve to lower the risks associated with making the purchase, they are likely to boost customers' buy intentions towards the purchase of new meals. The most efficient strategies for enticing guests to contribute specifics about their eating experiences are social networks (like Facebook) and video sharing websites (e.g. YouTube) (Mhlanga & Tichaawa, 2017).

The variety of restaurants available to customers has increased thanks to food delivery services. When done properly, delivery can help restaurant operators boost market penetration, profitability, and customer loyalty. For a cost, customer-facing technology is typically prepared to offer a particular competitive advantage. (Gupta, 2019). When it comes to sales and marketing, a restaurant's website, listing in online directories of eateries, and using the Internet to promote the business (such as through online advertising, viral marketing, reading e-magazines, and joining social networks) can increase reservations and bring in new customers (Ruiz et al., 2014). In addition to print production, commercial advertising, and internet advertising, fast food business

advertisements that are likeable and entertaining tend to attract in more customers. These factors greatly affect how effective advertising is (Asri, 2011). Customers increasingly rely on online reviews as a source of knowledge about products. (Hu et al. 2008) and assist them in making purchase decisions (Burgess et al., 2011). People frequently express their ideas voluntarily on websites and write about goods or services, making evaluations based on their own consumption experiences, thus the data they provided has a high level of authenticity (Decker & Trusov, 2010).

Concept of Young-aged Adult and Middle-aged Adults

Young adulthood is a distinct developmental stage that lasts from 20 to 39 years and is characterised by important developmental activities that allow the young adult to engage in self-exploration and identity creation (Pepper et al., 1981). Middle adulthood refers to the stage of life that falls between youth and old age (or midlife). This time lasts between 20 and 40 years, depending on the cultural definitions of various stages, ages, and tasks. (Neugarten, 1968). The current study focuses on 10 digital marketing channels and how consumers in the young adult and middle-aged age groups utilise them to choose which food and beverage establishments to patronise in Lucknow.

Numerous researches have been found on the use of digital marketing platforms for destination selection by tourists but very few studies have been found on the use of digital media platforms in the selection of food and beverage outlets. There is no specific research on the differences in consumer behaviour between young and middle-aged persons using digital marketing platforms to choose F&B outlets. There is no special study on this subject that relates to Lucknow city. Thus, to fulfil these gaps, the present research is conducted with the title “A comparative study of young-aged adults and middle-aged adults consumers usage of digital marketing platforms in the selection of food and beverage outlets in Lucknow city”.

The objectives of the study were:

- To analyse the young- aged adults consumers usage of

digital marketing platforms in the selection of food and beverage outlets.

- To analyse the middle-aged adults consumers usage of digital marketing platforms in the selection of food and beverage outlets.

METHODOLOGY

Research Design: Descriptive design was adopted for the work. Respondents were asked closed-ended questions related to their demographic profile and their preferences related to various online platforms while selecting F&B outlets.

Locale: The data for the present research were collected from consumers of F&B outlets of Lucknow city in the month of September 2022.

Sampling Design: In the context of market research, a sample is a subset of a larger group of people you want to draw conclusions about (a population). Sampling is the process of choosing the group that you ultimately use to obtain your research data. In the present research, convenience sampling method was used for the data collection. Sample size was 200. Demographic profile of respondents on the parameters gender, age, marital status, educational qualification, occupation and annual income has been shown in table no. 1. As the study is based on young-aged adults (110) and middle-aged adults (90) consumers.

Tools and Technique: Questionnaire' is a commonly used tool for gathering a variety of data. Various scales were used in the questionnaire based on the requirement of the objectives. There were two sections in the structured questionnaire. The first section included questions on demographic profile of consumers. The second section consisted the questions on the preferences of consumers amongst various digital marketing platforms for the selection of F&B outlets. Various digital marketing platforms asked in the questionnaire are Telemarketing, Email marketing, Marketing through websites, Content marketing (food blogs), Marketing through social media platforms like Facebook, Twitter, Instagram etc.,

social media platforms like Facebook, Twitter, Instagram etc., Television commercials, Paid social media marketing (marketing on YouTube), Marketing through food delivery portals like Swiggy, Zomato etc., E-magazines and online review about the outlet. The questions in the second section were asked on a rating scale of 1 to 5, where 1 is not at all influential, 2 is slightly influential, 3 is somewhat influential, 4 is moderately influential and 5 is extremely influential. Questionnaire was distributed to 250 respondents using online platform Google form out of which 200 had filled the questionnaire.

Data Analysis and Statistical Analysis: Descriptive analysis were used for the analysis of the data. For achieving the first and second objective, central tendency technique were used where first questions were asked on rating scale of 1 to 5, where 1 is not at all influential, 2 is slightly influential, 3 is somewhat influential, 4 is moderately influential and 5 is extremely influential and then based on responses of consumers weighted mean were calculated for all parameters for giving the ranking.

RESULTS AND DISCUSSION

Demographic profile of the respondents

Table 1: Demographic characteristics of respondents

Variable		Frequency	%
Gender	Male	111	55.5
	Female	89	44.5
Age	20-39 years (Young aged adults)	110	55
	0-39 years (Young aged adults)	90	45
Marital Status	Single	112	56
	Married	84	42
	Preferred not to say	4	2
Educational Qualification	Undergraduate	43	21.5
	Graduate	75	37.5
	Postgraduate	71	35.5
	Doctorate	4	2
	Others	7	3.5
Occupation	Student	41	20.5
	Government Job	51	25.5
	Private Job	67	33.5
	Business	29	14.5
	Others	12	6

Annual Income			
	Not earning	65	32.5
	Up to 3 Lakhs	30	15
	3-6 Lakhs	60	30
	6-10 Lakhs	33	16.5
	More than 10 Lakhs	12	6

Table 2: Profile of respondents related to their Food and Beverage outlets visit

Variable		Frequency	%
How many times in a month do you visit F&B outlets?	Up to 3 times	129	64.5
	3-6 times	44	22
	6-10 times	18	9
	More than 10 times	9	4.5
Do you prefer to visit the same F&B outlet, if you are satisfied with the food and service provided by the outlet?	Yes	174	87
	No	3	1.5
	Maybe	23	11.5
Does price of the product/ service provided by F&B outlets influence your selection of F&B outlets?	Yes	158	79
	No	9	4.5
	Maybe	33	16.5

Table 2 is representing profile of respondents related to their food and beverage outlet visit in Lucknow city. 64.5% of the consumers mentioned that they visit up to 3 times F&B outlet per month, 22% 3-6 times, 9% 6-10 times and 4.5% of the consumers visit more than 10 times F&B outlets per month. 87% consumers mentioned that they prefer to visit the same F&B outlet, if they are satisfied with the food and services provided by the outlet, while 1.5% mentioned no and 11.5 % consumers are not sure about this. 79% of the consumers mentioned that price of the products/services provided by F&B outlets influence their selection of F&B outlets, 4.5% mentioned no and 16.5% are not sure about this fact.

There were total 110 young-aged adults consumers of F&B outlets who filled the questionnaire and questions were asked to them on 10 digital marketing platforms which influence their selection of F&B outlets. Central tendency technique was implemented to achieve the above mentioned objective where

where weighted mean score was calculated for all the parameters and based on the weighted mean score, ranking of various parameters has been given. From the weighted mean score, it has been found that most influential digital marketing strategy which influence young-aged adults consumers selection of F&B outlet is Marketing through food delivery portals like Swiggy, Zomato etc. (Weighted Mean Score= 4.13) followed by paid social media marketing (marketing on YouTube) (Weighted Mean Score= 4.12) and Marketing through social media platforms like Facebook, Twitter and Instagram (Weighted Mean Score= 4.06). These findings are consistent with the findings of Gupta (2019); Mhlanga & Tichaawa (2017); Kwon et al., (2021). Tools of digital

marketing strategies which moderately influence young-aged adults consumers F&B outlets are online reviews about the outlet (Weighted Mean Score= 3.75), Content marketing (food blogs) (Weighted Mean Score= 3.71) and marketing through websites (Weighted Mean Score= 3.61). Television commercial ranked 7th (Weighted Mean Score= 3.57) and e-magazine ranked 8th (Weighted Mean Score= 3.20) The two tools of digital marketing strategies which has least influence on young-aged adults consumers F&B outlet selection are E-mail marketing (Weighted Mean Score= 2.71) and telemarketing (Weighted Mean Score= 2.63). These findings are consistent with the findings of Leppaniemi & Karjaluoto (2005).

Table 3: Analysis of digital marketing platforms influencing young adults consumers F&B outlet selection

	Not at all influential	Slightly influential	Somewhat influential	Moderately influential	Extremely influential	Total	Weighted total	Weighted mean	Rank
Telemarketing	28	20	36	16	10	110	290	2.636364	10
Email marketing	23	28	26	23	10	110	299	2.718182	9
Marketing through websites	3	17	30	29	31	110	398	3.618182	6
Content marketing (food blogs)	8	8	26	33	35	110	409	3.718182	5
Marketing through social media platforms like facebook, Twitter, Instagram, etc.	3	3	24	34	46	110	447	4.063636	3
Television commercials	10	17	22	22	39	110	393	3.572727	7
Paid social media marketing (marketing on youtube)	4	4	20	28	54	110	454	4.127273	2
Marketing through food delivery portals like swiggy, zomoto, etc.	4	4	21	25	56	110	455	4.136364	1
E-magazine	10	17	40	26	17	110	353	3.209091	8
Online reviews about the outlet	2	12	30	33	33	110	413	3.754545	4

Table 4: Analysis of digital marketing platforms influencing middle-aged adults consumers F&B outlet selection

	Not at all influential	Slightly influential	Somewhat influential	Moderately influential	Extremely influential	Total	Weighted total	Weighted mean	Rank
Telemarketing	20	16	34	10	10	90	244	2.71111	10
Email marketing	23	19	18	14	16	90	251	2.78889	9
Marketing through websites	2	2	18	24	44	90	376	4.17778	1
Content marketing (food blogs)	7	7	22	22	32	90	335	3.72222	6
Marketing through social media platforms like facebook, Twitter, Instagram, etc.	4	6	11	29	40	90	365	4.05556	3
Television commercials	16	10	14	40	20	100	338	3.38	8
Paid social media marketing (marketing on youtube)	2	9	22	18	39	90	353	3.92222	4
Marketing through food delivery portals like swiggy, zomoto, etc.	7	4	22	28	29	90	338	3.75556	5
E-magazine	8	10	28	26	18	90	306	3.4	8
Online reviews about the outlet	2	2	20	24	42	90	372	4.13333	2

There were total 90 middle-aged adults consumers of F&B outlets who filled the questionnaire and questions were asked to them on 10 digital marketing platforms which influence their selection of F&B outlets. Central tendency technique was implemented to achieve the above mentioned objective where weighted mean score was calculated for all the parameters and based on the weighted mean score, ranking of various parameters has been given. From the weighted mean score, it has been found that most influential digital marketing strategy which influence middle-aged adults consumers selection of F&B outlets are marketing through websites (Weighted Mean Score= 4.17) followed by online reviews about the outlets (Weighted Mean Score= 4.13) and Marketing through social media platforms like Facebook, Twitter and Instagram (Weighted Mean Score= 4.05). These findings are consistent with the findings of Daries-Ramon et al. (2019); Zhang et al. (2010) and Kwon et al. (2021). Tools of digital marketing

strategies which moderately influence middle-aged adults consumers F&B outlets are paid social media marketing (marketing on YouTube) (Weighted Mean Score= 3.92), marketing through food delivery portals like Swiggy, Zomato etc. (Weighted Mean Score= 3.75) and Content marketing (food blogs) (Weighted Mean Score= 3.72). E-magazine ranked 7th (Weighted Mean Score= 3.4) and Television commercial ranked 8th (Weighted Mean Score= 3.38) The two tools of digital marketing strategies which has least influence on middle-aged adults consumers F&B outlet selection are E-mail marketing (Weighted Mean Score= 2.78) and tele marketing (Weighted Mean Score= 2.71). These findings are consistent with the findings of Leppaniemi and Karjaluo (2005).

CONCLUSION

The first objective of the study was to analyse the young adults

consumers usage of digital marketing platforms in the selection of food and beverage outlets. The findings of the first objective revealed that most influential digital marketing strategy which influence young adults consumers selection of F&B outlet are marketing through food delivery portals like Swiggy, Zomato etc. followed by paid social media marketing (marketing on YouTube) and marketing through social media platforms like Facebook, Twitter and Instagram. The two tools of digital marketing strategies which have least influence on young adults consumers F&B outlet selection are E-mail marketing and telemarketing. The second objective of the study was to analyse the middle-aged adults consumers usage of digital marketing platforms in the selection of food and beverage outlets. The findings of the second objective revealed that most influential digital marketing strategy which influence middle-aged adults consumers selection of F&B outlet are marketing through websites followed by online reviews about the outlets and marketing through social media platforms like Facebook, Twitter and Instagram. The two tools of digital marketing strategies which have least influence on middle-aged adults consumers F&B outlet selection are E-mail marketing and tele marketing.

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