

BINDURA UNIVERSITY OF SCIENCE EDUCATION

FACULTY OF COMMERCE

DEPARTMENT OF MARKETING



**EXAMINING THE ROLE OF FACEBOOK PSYCHO-SOCIAL ASPECT ON FAST
FOOD RESTAURANT BRAND TRUST, PREFERENCE AND PURCHASE INTENTION:
A CASE STUDY OF CHICKEN INN IN KADOMA, ZIMBABWE.**

BY

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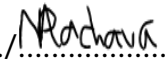
**A DISSERTATION SUBMITTED IN PARTIAL FULFILMENT OF THE
REQUIREMENTS FOR A BACHELOR OF MARKETING HONOURS DEGREE AT
BINDURA UNIVERSITY OF SCIENCE EDUCATION.**

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JUNE 2025

APPROVAL FORM

The undersigned authorized officials confirm that they have reviewed and approved the research project titled "examining the role of Facebook psycho-social aspects on fast food restaurant brand trust, preference and purchase intention ", submitted by Privellege Machava in partial fulfilment of the requirements of the Bachelor of Business Studies (Honors) Degree in Marketing.

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FORM RELEASE

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PROGRAM: BBS HONOURS DEGREE IN MARKETING

YEAR GRANTED: 2025

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DEDICATION

I would like to express my heartfelt gratitude to God .The ultimate source of wisdom and strength, for His constant guidance and support throughout this project. I dedicate this work to my dear parents, brother, and sister, whose love, encouragement, and sacrifices have been the foundation of my journey.

ABSTRACT

The fast food industry is marked by fierce competition, promoting establishments to develop innovative strategies to navigate this challenging landscape. This research aims to examining the role of Facebook psycho-social aspects on fast food restaurant brand trust, preference and purchasing intention, a case study of Chicken inn used by the researcher .The goal was to explore how Facebook psycho-social aspects influence consumer behavior towards fast food restaurant. A conceptual framework was developed to bridge theoretical knowledge and practical gaps in the relationship between the variables. The research objectives and hypothesis were discussed to know the relationship between these variables .A review of literature was conducted to summarize varying others comprehension of the research of the research aims hypothesis, presenting both theoretical and empirical findings. The research employed descriptive and casual research design, utilizing the stratified random sampling technique and questionnaires for data collection. The sample size consisted of 278 respondents out of a population of 1000 people in Kadoma .Statistical computation were conducted using the SPSS Amos version 27 as quantitative software package to analyze quantitative data. The results were presented in the form of figures. The research findings through hypothesis testing indicate there is statistically positive relationship between Facebook psycho-social aspects of compensation and addiction with fast foods restaurant brand trust but with brand preference there was no positive relationship. Facebook self-presentation and socialization indicate negative correlation with brand trust and preference. Brand trust and preference were positively correlated with purchasing intent from fast motivationfood restaurant. It was evidence that from the study the trust from past experience has an influence on purchase intention on fast food restaurant.

ACKNOWLEDGEMENTS

First and foremost, I would like to express my deepest gratitude to the Almighty Lord for granting me life, strength, and the divine guidance necessary to complete this project. I am truly thankful for his constant support throughout this journey. I extend my sincerest gratitude to my supervisor, Doc Karedza for his invaluable guidance, support, and expertise throughout the duration of my project. I would like to acknowledge the valuable contributions of all those who assisted in the completion of this project and the marketing department. Your support and cooperation were greatly appreciated. Finally, I am profoundly grateful to my wonderful family and friends for their constant encouragement, love, and positivity. Your unwavering belief in me has been a great source of . Words cannot fully express my gratitude. May God bless you all.

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CHAPTER ONE

INTRODUCTION

1.0 Introduction

This chapter gives an overview of the main parts of the study, including the background, problem statement, research objectives and project hypotheses. It also covers the assumptions, limitations and boundaries of the study, and ends with the explanation of key terms.

1.1 Background of the study

Zimbabwe's fast-food industry has grown significantly over the years, and both domestic and foreign companies are vying for customers. Chicken Inn, a popular fast-food chain in Zimbabwe was established in 1987 by Innscor Africa Limited (Mhlanga, 2017). According to Muzondo (2019), Chicken Inn's business model is centered on providing top notch food, outstanding customer service and a clean inviting dining environment.

The company's menu features a variety of chicken based dishes, including 2 piece chicken and chips (Chikandiwa, 2020). Chicken Inn has also expanded its product offerings to include burgers, sandwiches, salads, and breakfast meals (Moyo, 2018). In terms of marketing strategies, Chicken Inn has implemented various tactics to promote its brand and products. According to Mugadza (2019), the company maintains a robust presence across social media platforms such as Facebook, Twitter and Instagram. Chicken Inn has also used television advertising to reach a wider audience (Zhou, 2020).

Among these, Simbisa brands' well-known Chicken Inn has gained widespread recognition for its reasonably priced and high quality products. Simbisa brands has received several awards and recognition for its business excellence and customer service, including the Best Food Service Company award at the 2019 Zimbabwe Business Awards. Customer Service Award at the 2018 Zimbabwe Customer Services (Moyo, 2018).

In terms of expansion and growth Chicken Inn has expanded its operations to over 20 locations across Zimbabwe, including Harare, Bulawayo and Mutare. The company has also expanded its product offerings to include delivery and online ordering services. Nonetheless, there are still a lot of options for customers in Zimbabwe's fiercely competitive fast-food market. Brands like Chicken Inn need to make constant improvements to their marketing tactics and fortify their bonds with consumers in order to stay relevant and loyal. One of Zimbabwe's most widely used social media sites, Facebook, offers Chicken Inn a chance to engage with its target market. Facebook's interactive capabilities allow marketers to communicate with consumers by sending customized messages, likes, shares and comments (Zhou, 2020). In addition to facilitating communication, consumer behavior is greatly influenced by Facebook's psycho-social features. In 2011 Chicken Inn created its Facebook page, marking the beginning of its social media marketing efforts.

In 2013 Chicken Inn reaches 100,000 followers on Facebook, a significant milestone in its social media journey which include social proof like good reviews, customer testimonials and engagement emotional such as attractive visuals, relatable posts and personalized communication. These components help to create preference over rival brands and shape brand trust, which is a crucial component of customer confidence. In the end, these factors influence purchase intention, or the probability that customers will pick Chicken Inn over its rivals.

Despite Chicken Inn's significant Facebook presence, nothing is known about how the psycho-social features of the site affect local customer behavior. Studies on social media marketing that are now available frequently concentrate on worldwide trends while ignoring the distinct cultural and economic elements that affect Zimbabwean consumers' purchasing decisions. Furthermore, not much study has examined the interaction.

1.2 Problem Statement

Fast food restaurant has a lot of players which causes competition. They adopted a lot of strategies to promote their work and Facebook psycho-social aspects marketing is another tool used by Chicken inn. In today's competitive fast-food restaurant, building brand trust and fostering consumer loyalty are critical for success. With the rise of digital platforms, particularly Facebook, fast-food restaurants have new opportunities to engage with customers and influence their purchasing decisions. However, despite the potential of Facebook's interactive features and its psycho-social aspects, many fast-food brands struggle to effectively leverage the platform to build trust, shape consumer preferences, and drive purchase intention.

Furthermore, existing research on social media marketing primarily focuses on general consumer behavior without delving deeply into the psycho-social aspects of specific platforms like Facebook. Similarly, while studies highlight the importance of brand trust, preference, and purchase intention, there is limited exploration of how these factors intersect with Facebook interactions in the fast-food sector.

1.3 Research Objectives.

1. To determine the relationship between Facebook psycho-social aspect of compensation and fast food brand trust.
2. To determine the relationship between Facebook psycho-social aspect of compensation and fast food brand preference.
3. To determine the relationship between Facebook psycho-social aspect of self-presentation and fast food restaurant brand trust.
4. To determine the relationship between Facebook psycho-social aspect of self-presentation and fast food restaurant brand preference
5. To determine the relationship between Facebook psycho-social aspect of Socialization and fast food restaurant brand trust.
6. To determine the relationship between Facebook psycho-social aspect of Socialization and fast food restaurant brand preference.
7. To determine the significant impact between the Facebook psycho-social aspect of Addiction and fast food restaurant brand trust.
8. To determine the significant impact between the Facebook psycho-social aspect of Addiction and fast food restaurant brand preference.
9. To determine the relationship between fast food restaurant brand trust and intention to purchase from restaurant.
10. To determine the relationship between fast food restaurant brand preference and intention to purchase from restaurant.

1.4 Hypothesis

H1a: There is a positive relationship between Facebook psycho-social aspect of compensation and brand trust.

H1b: There is a positive relationship between Facebook psycho-social aspect of compensation and brand preference.

H2a: There is a positive relationship between Facebook psycho-social aspect of self-presentation and brand trust.

H2b: There is a positive relationship between Facebook psycho-social aspect of self- presentation and brand preference.

H3a: There is a positive relationship between Facebook psycho-social aspect of socialization and brand trust.

H3b: There is a positive relationship between Facebook psycho-social aspect of socialization and brand preference.

H4a: There is a positive relationship between Facebook psycho-social aspect of Addiction and brand trust.

H4b: There is a positive relationship between Facebook psycho-social aspect of addiction and preference.

H5: There is a positive relationship between fast food restaurant brand trust and intention to purchase.

H6: There is a positive relationship between fast food restaurant brand preference and intention to purchase.

1.5. Assumption.

This study is based on several main assumptions regarding the role of psycho-social aspects of Facebook in influencing consumer behavior in the fast food industry. First, it is assumed that Facebook is a platform widely used by fast food consumers, providing significant exposure to branded content. It is also hypothesized that psycho-social aspects of Facebook, such as social proof, emotional engagement (relevant content and storytelling) and tailored communication significantly influences how consumers perceive a brand. Furthermore, the study hypothesizes that brand trust, preference, and purchase intention are interrelated outcomes influenced by these psycho-social elements.

Furthermore, it is hypothesized that consumers actively engage with the Facebook content of fast food brands, such as Chicken Inn, and that their engagement reflects their attitudes and intentions towards the brand. Finally, the study assumes that factors such as cultural context, economic conditions and digital culture in Zimbabwe are important factors in understanding the impact of Facebook on consumer behavior in this specific market. These hypothesis provide a basis for exploring the connection between Facebook engagement and consumer decision-making within the fast food sector.

1.6 Significance of the study

This research holds the importance because it explores the intersection of Facebook psycho-social aspects on influencing consumer psychology and enhance brand trust of the fast-food restaurant by providing valuable insights for various stakeholders. By examining the role of Facebook's psycho-social aspects in shaping brand trust, consumer preference and purchase intention, this research contributes to the understanding of how fast-food brands can optimize their digital marketing strategies for better results.

1.6.1 To the University.

The research adds value to the expanding pool of academic knowledge on social media marketing, particularly in the context of Facebook's psycho-social aspects. It provides a deeper understanding of how social proof, emotional engagement and personalized communication influence consumer behavior. The findings fill existing gaps in research by focusing specifically on the fast-food industry, an area where limited studies have examined the relationship between Facebook interactions and consumer decision-making.

1.6.2. To the Organization

The research offers actionable insights for fast-food brands on how to leverage Facebook's psycho-social features to achieve business goals. It highlights strategies for building trust, fostering consumer loyalty and driving purchase intention, enabling brands to stand out in a highly competitive market. The findings can guide marketing professionals in creating content and engagement strategies that connect with their intended audience, resulting in stronger customer relationships and increased revenue.

1.6.3. To the Student

Research projects allows students to develop critical thinking, data analysis and research methodology skills, which are valuable for their academic and professional growth. Collaborating with faculty members and fellow researchers during the study fosters connections and expands student's professional networks.

1.6.4 To the researchers

The findings of research provides a basis for future research, motivating other scholars to investigate similar topics as to enhance understanding and broaden the scope of their investigations.

1.7 Delimitations

1. 7.1 Target Audience delimitation

Focus on active Facebook users who follow or engage with fast food restaurant pages and participants are limited to customers of fast food restaurant establishment in Kadoma CBD during a period of specified time from February 2025 to March 2025. Exclude non-Facebook users or users not interested in fast food. The target demographic for this research is primarily young adults aged 18-35. This age group is often more active on social media and more influenced by its dynamics. However, this delimitation excludes older consumers, who may have different interactions and perceptions regarding fast food brands.

1.7.2. Platforms focus delimitation

The research is confined to Facebook, omitting other social media platforms like Instagram, Twitter, or TikTok. Each platform has distinct user behaviors and psycho-social interactions, which may yield different outcomes in terms of brand trust and preference.

1.7.3. Geographical scope delimitation

Concentrate on a specific location, country, or region to analyze cultural or social influences on brand trust and preference. The study focuses on urban areas where Facebook usage among consumers is prevalent. This choice narrows the context to a demographic that may not represent rural populations or countries

with limited Facebook penetration.

1.7.4. Fast Food Restaurants delimitation

The study specifically examines major fast food chains, such as Chicken inn. This delimitation means that findings may not be generalizable to any local fast food businesses or other food sectors, such as casual dining or health-focused eateries.

1.7.5 Methodology delimitation

Data collection is conducted over a specific period of two months. Consumer perceptions and behaviors may change over time, influenced by trends, marketing campaigns, or broader socio-economic factors. The study methodology is limited to specific data collection methods, such as questionnaire. Some of the research methods are ignored such as experimental designs or observation studies interviews. Researcher have limitation in capturing the full complexity of consumer behavior and purchase intention.

1.8Limitations

1.8.1. Generalizability

Findings may not apply to non-Facebook users or users of other social media platforms.

1.8.2. Self-Reported Data

The study relies on questionnaires for collection of data on consumer attitudes and behaviors. This approach is prone to bias, where respondents may give socially acceptable responses rather than expressing their genuine feeling.

1.8.3 Cultural Bias

Results might be influenced by cultural factors, making it difficult to generalize findings to different demographics. Different cultural backgrounds may affect the way consumers interact with the brands on social media platforms and the findings may not be applicable in diverse cultural settings.

1.8.4. Sample Size and Diversity.

While a diverse sample is aimed for practical constraints may limit the number of participants. A smaller sample size can affect the statistical power of the findings and their generalizability to the broader population.

1.9 Definition of key terms

Social media - refers to digital platforms that perform communication, interaction, cooperation and evolution between interdependent and linked groups and entities facilitated by technological features. (Tuten and Solomon, 2015).

Facebook – is a social networking platform that enables users to create personal profiles connect with others and share content such as messages, photos and videos.

Psycho-Social Aspects of Facebook Use (PSAFU) is a tool used to measure the psychological and social aspects of Facebook use. It assesses how individuals perceive and utilize Facebook in various ways, including compensatory use, self-presentation, socialization and Facebook addiction. (Bodroža and Jovanović, 2016)

Facebook Compensation-refers to how individuals use Facebook to compensate for social and psychological deficiencies, such as loneliness, low self-esteem, or a lack of offline social networks. It allows users to find validation and social interaction they may not experience in real life. (Koc and Gulyagci, 2016).

Facebook Self-Presentation - involves the deliberate management of the information shared on the platform to construct a favorable and desired impression. Users often post curated content to align with their ideal identity. (Michikyan, Subrahmanyam and Dennis.2016).

Facebook socialization- refers to the process of using Facebook to interact with others, establish relationships, and participate in group or community activities. It serves as a medium for staying connected with friends and family while forming new connections. (Chan, 2016).

Facebook Addiction is the excessive use of Facebook, resulting in negative impacts on personal, social, or professional life. This behavior is often linked to escapism, procrastination, or emotional dependency. (Marino, Gini, Vieno and Spada, 2016).

Brand Trust is the confidence consumers have in brands ability to consistently meet its promises and satisfy their expectation based on perceptions of reliability, honesty, and competence. Trust develops over time as consumers repeatedly interact with the brand. (Delgado-Ballester, and Munuera-Alemán, 2018).

Brand Preference refers to a consumer's inclination or favorability toward a specific brand over others within the same product category. This preference arises from perceived product quality, emotional attachment, or prior positive experiences with the brand. (Ha, and John, 2020).

Purchase Intention refers to the interest and motivation that develop in consumers after they receive information and are influenced by a product, leading to a desire to try to purchase and eventually own. (Kotler and Keller, 2016).

Fast Food Restaurant

A fast food restaurant is a type of dining establishment that offers quick service, limited menu options, and food that is prepared and served rapidly. These restaurants focus on convenience and affordability, often featuring standardized

processes and takeout or drive-through services. (Bleiweiss, 2022).

1.10 Summary

This section explained the background of the study, stated the research objectives and hypotheses. It also described why the study is important, mentioned the key assumptions, boundaries, challenges, and meanings of important terms. The next part will focus on reviewing past studies and related literature.

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

The research aimed to analyse the role of Facebook psycho-social aspects on fast food brand trust, preference and purchase intention from Chicken Inn restaurant. The chapter covered literature which is significant to the study. It consisted of three sections, which are literature review, research findings and theoretical model.

2.1 Theoretical Review

2.1.1 Uses and Gratifications Theory (UGT)

The Uses and Gratifications Theory (UGT), developed by Katz, Blumler, and Gurevitch (1973), is a communication theory that explores how individuals purposefully use media to fulfill personal needs. Unlike earlier theories that viewed audiences as passive, UGT highlights the active role of users in selecting media, such as Facebook, to meet needs like social connection, information, entertainment, and identity building. According to Ruggiero (2020), UGT is based on core principles such as active engagement, intentional media use, and the availability of multiple options. In the context of fast food marketing, UGT helps explain why customers interact with brands like Chicken Inn on Facebook, which in turn influences their trust, preferences and buying behavior. This theory explains the relationship between Facebook compensation and brand trust or preference.

Informational Gratification

Consumers turn to Facebook to find updates, deals, and details about fast food brands like Chicken Inn. Cvijikj and Michahelles (2013), posited that users interact with brand pages to gather insights, assess quality and stay informed which helps build trust and influences buying behavior.

Social Interaction and Community Gratification

Facebook allows users to connect with both brands and other customers, creating a feeling of community (Phua, Jin and Kim, 2017). Participating in comments, likes and brand discussions fosters social identity, which, according to Social Identity Theory, encourages loyalty and trust.

Entertainment Gratification

Many consumers follow fast food brands for fun content, including videos, challenges, and memes. A study by De Vries (2018) found that entertaining material boosts engagement, emotional ties, and preference for the brand.

Self-Presentation and Identity Gratification

Consumers often interact with brands that reflect their self-image. Actions like sharing brand posts or checking in at outlets express personal identity reinforcing emotional bonds and boosting brand preference and intent to purchase. (Leung, 2013),

Convenience and Efficiency

Facebook acts as a bridge between customers and restaurants by providing easy access to updates, menus, and ordering. Ruggiero (2020), highlighted that this convenience simplifies customer experience and encourages purchase decisions through faster, smoother interactions.

2.1.2 Social Identity Theory (SIT)

Social Identity Theory (SIT) formed by Tajfel and Turner (1979), explain how people perceive their identity through their association with group memberships. According to social identity theory individuals form part of their identity and self-worth through association with social groups which shapes the behavior and preferences. Facebook helps to explain how consumers develop brand loyalty, preference, and trust based on their identification with a brand's community. Fast food chains such as Chicken inn create social identities by fostering group belonging through targeted marketing campaigns, social media interactions, and exclusive brand communities. Social Identity Theory consists of three fundamental processes which are

Social Categorization

People classify themselves and others into groups according to common traits or similarities. These groups can be based on graphics ,brand loyalty and social media communities .For instance fast food brands often create exclusive loyalty programs such as buy more and get one for free that encourage customers to identify the brand. Facebook interaction enhances brand trust.

Social Identification

Once categorized into a group, individuals begin to identify with the group's values, norms, and behaviors. Social identification leads to emotional attachment and loyalty to the group. For instance loyal customers of Chicken Inn often identify, they engage with the brand by posting their dining experiences on Facebook, reinforcing their connection to the community.

Social Comparison

Individuals compare their group with others, often emphasizing the positive aspects of their in-group and the negative aspects of out-group. Customers of Pepsi may view Coca-Cola drinkers as outdated, while Nike enthusiasts may feel superior to Adidas consumers. This competitive identity extends to fast food brands, where McDonald's customers may see their brand as more family-friendly than Burger King.

By applying Social identity theory consumers often align their self-concept with brands that reflect their personal identity. A strong brand identity fosters customer loyalty and advocacy. Due to the introduction of Facebook psycho-social aspects enables customers to engage with brand communities, influencers, and fellow consumers, strengthening their social identity. Facebook groups and pages used by Fast food brands create exclusive online communities where people share experiences, promotions and recommendation.

2.1.3 Social Learning Theory (SLT)

Social Learning Theory (SLT) created by Albert Bandura in 1977 provided evidence that people acquire behaviors, attitudes, and values through observation, imitation and modeling. The theory explain that people do not learn solely through direct experience but also by watching others, particularly influential figures like celebrities, peers, and social media influencers. This theory suggests that people learn behaviors, attitudes and decision-making processes by observing others, especially those they consider role models or credible sources of information (Bandura, 1986).

The rise of social media platform like Facebook has transformed how consumers learn about and choose products. Influencers and celebrities act as models in the social learning process, promoting brands and shaping consumer perceptions. Research by Evans (2017) found that consumers place greater confidence in suggestions from influencers compared to traditional advertising, making influencer marketing a powerful tool for shaping purchase intentions .For instance if an influencer showcases a skincare routine using a particular brand ,followers who believe in their knowledge are more inclined to trust and consider brand and decide to purchase it. The vicarious reinforcement seeing others benefit from a product and creates a strong motivational factor for consumers (Bandura, 1977).

Fast food brands such as Chicken inn, KFC and Burger King leverage this theory by using celebrity endorsements, user-generated content and social media engagement to shape consumer behavior. According to Bandura (1977), social learning occurs through four key processes:

Attention (Observational Learning)

Consumers pay attention to models (celebrities, influencers, or peers) who promote a product. In sense that they believe to them their credibility, attractiveness and the relatability of the model influence consumer attention (Escalas and Bettman, 2023). People are more likely to pay attention to behaviors demonstrated by individuals they admire or trust. Social media influencers endorsing a fast food brand, Friends or family posting about their dining experiences so their followers are more likely to notice and remember the product.

Retention (Memory and Recall)

Consumers must retain information about the observed behavior for future decision making. Factors influencing retention include engaging advertisements with memorable slogans. If a consumer frequently sees Facebook posts about Chicken inn new menu item, they are more likely to remember and consider trying it (Huang and Benyoucef, 2017).

Reproduction (Imitation and Behavioral Response).

After observing and remembering a behavior, individuals may imitate or reproduce it. Factors influencing this stage include perceived ease of adoption, social norms and peer influence .Brand accessibility and affordability attract more customers. After watching influencers participate many followers may replicate the challenge and post their experiences online. (Li and Hua, 2022)

Motivation (Reinforcement and Rewards)

For social learning to be sustained, there must be motivation in the form of

rewards, social validation, or positive reinforcement. Motivation can be influenced by social approval and brand incentives (e.g., McDonald's loyalty points, free meal rewards). Positive emotional experiences associating with KFC comfort food and family bonding. A consumer who receives positive feedback on a Facebook post about trying a new Starbucks drink is more likely to continue engaging with the brand. Consumers are motivated to purchase based on perceived benefits, rewards, or observed outcomes from others' experiences (Bandura, 1986).

Social Learning Theory offers a useful lens for examining how consumers form purchase intentions through observing, imitating and receiving reinforcement. In the modern digital age, platforms like social media, along with influencers and peer recommendations, have a major impact on shaping consumer choices. Marketers who skillfully apply elements of social learning like credible role models, emotional engagement and positive feedback can strongly affect consumer buying behavior.

2.1.4 Social Influence Theory

Social Influence Theory, introduced by Robert Cialdini (2019), explains how individuals are likely to conform to behaviors they observe as typical or widely accepted within a group. It emphasizes that people tend to adopt the values, norms, and behaviors of those around them, especially through early influences such as family, peers, education and society. This process, known as socialization, plays a major role in shaping brand trust and preference as individuals often base their trust on collective behaviors and shared cultural norms. Cialdini identified six core elements that drive behavior: reciprocity, consistency, social validation, authority, personal connection and perceived scarcity. These elements act as powerful tools in shaping consumer decisions and attitudes.

Reciprocity is the principle that people feel obligated to reciprocate when someone does something for them. In the context of fast food restaurants, reciprocity can influence purchase intention when customers believe they are getting a good deal with their purchase. A study by Cialdini (2019) found that customers were more likely to purchase a product when they were offered a free gift with their purchase.

Commitments and consistency describe the tendency of people to act in ways that align with the previous commitments and values. In the context of fast food restaurants, commitment and consistency can influence purchase intention when customers perceive a brand as being consistent with their values and lifestyle. For example, a study by Cialdini (2019) found that customers were more likely to purchase from a brand that they perceived as being environmentally friendly

Social proof is the tendency of people to mimic others action when unsure about what to do. In the context of fast food restaurants, social proof can influence purchase intention when customers see others purchasing from a brand. For example, a study by Cialdini (2019) found that customers were more likely to purchase from a brand that was endorsed by a celebrity or influencer.

Authority is the principle that people tend to follow the advice and instructions of experts and authority figures. In the context of fast food restaurants, authority can influence purchase intention when customers perceive a brand as being endorsed by a trusted expert or authority figure on Facebook. For example, a study by Cialdini (2019) found that customers were more likely to purchase from a brand that was endorsed by a well-known chef or food critic.

Liking is the principle that people tend to say yes to people they like and trust. In the context of fast food restaurants, liking can influence purchase intention when customers perceive a brand as being friendly, approachable, and trustworthy. For instance, a study by Cialdini (2019) found that customers were more likely to purchase from a brand that had a friendly and approachable social media presence.

Scarcity is the tendency of people to assign greater higher value on items that are limited in availability. In the context of fast food restaurants, scarcity can influence purchase intention when customers perceive a brand as being exclusive or limited in availability. For example, a study by Cialdini (2019) found that customers were more likely to purchase from a brand that offered limited-time promotions. Theory of Social Influence provides a valuable framework for understanding how social influence theory can shape brand trust, preference purchase intention in fast food restaurants.

2.1.5 Theory of Planned Behavior (TPB)

Theory of planned behavior explain the human behavior by focusing on the relationship between attitudes, social influences, and perceived control over behavior. Theory of Planned Behavior (TPB), developed by Icek Ajzen in (1985). It is widely used in consumer behavior studies, including fast food consumption, online brand engagement, and digital marketing effectiveness. Planned behavior theory support the relationship between brand trust and purchase intention. Theory of planned behavior is shaped by three main elements which are follows:

Attitude toward the Behavior

Attitudes represent an individual's decisions either will like or not desire the particular product. In fast food consumption, consumers may develop attitudes based on personal experiences, health considerations, taste preferences, or marketing influences. For example, if a consumer believes that eating at Chicken Inn is convenient and affordable, they tend to develop a favorable outlook toward the behavior, increasing the likelihood of purchase (Ajzen, 1991). Conversely, concerns about unhealthy ingredients might lead to negative attitudes, reducing purchase intention.

Subjective Norms

Subjective norms refer to social pressures influencing whether a person engages in a particular behavior. These norms stem from family, friends, celebrities, influencers, and online communities. Facebook plays a pivotal role in shaping these norms by exposing individuals to peer opinions, product reviews, and brand endorsements. For example, if a consumer sees their friends frequently posting about a specific fast food brand like Chicken Inn, they may feel compelled to try it, thereby strengthening their purchase intention (Han, Hsu, and Sheu, 2016).

Perceived Behavioral Control (PBC)

Perceived behavioral control is the individual's understanding of how easy or challenging it is to carry out a particular action. It incorporates two aspects: self-efficacy and control factors. For instance, if a person wants to purchase fast food but lacks transportation, their perceived behavioral control is low, decreasing the likelihood of purchase. However, with the rise of food delivery apps such as Uber Eats, Door Dash, and Glovo, perceived behavioral control increases, making online ordering more convenient (Armitage and Conner, 2015).

2.1.6 Brand Trust Theory

Brand trust is essential idea in marketing and consumer behavior describing the level of confidence consumers place in a brand's reliability, honesty, and ability to deliver on its commitments. Trust plays important role in shaping consumer attitudes, fostering brand loyalty, and influencing purchasing decisions. This theory support the relationship between brand preference and purchase intention. (Saleem and Raja, 2018).

According to Chaudhuri and Holbrook (2021), trust in a brand reduces perceived risk and uncertainty, making consumers more comfortable engaging with and remaining loyal to a brand. It is particularly crucial in industries where product quality is difficult to assess before purchase a product or service (Delgado-Ballester and Munuera-Alemán, 2018).

Brand trust is an essential component of consumer behavior, particularly in the fast food industry where customers are increasingly skeptical about the quality and safety of food. Theory of Brand Trust, posited that trust is a multidimensional construct that influences consumer behavior, including purchase intention. (Chaudhuri and Holbrook ,2021)

Competence refers to the brand's ability to deliver customer expectations. In the context of fast food restaurants, competence is critical, as customers expect quick, convenient, and tasty food. A study by Ryul, Kim and Lee, (2021) found that perceived competence was a significant predictor of brand trust in the fast food industry.

Integrity refers to the brand's honesty, transparency, and fairness in its dealings with customers (Chaudhuri and Holbrook, 2016). Fast food restaurants that demonstrate integrity by providing accurate nutrition information, sourcing high-quality ingredients, and treating employees fairly are more likely to earn customer trust. A study by Kim et al (2015) posited that perceived integrity was a significant drivers of brand trust and loyalty in the fast food sector.

Benevolence refers to the brand's willingness to look out for the customer's interests and provide personalized attention (Chaudhuri and Holbrook, 2021). Fast food restaurants that demonstrate benevolence by offering loyalty programs, personalized promotions, and customer good service are more likely to build strong relationships with customers. A study by Han, Hsu and Sheu. (2016) found that perceived benevolence was a key element enhance brand trust and purchase intention in the fast food industry.

2.2 Empirical Evidence

The relationship between Facebook Psycho-Social Aspects of compensation and brand trust.

In recent years, social media platforms like Facebook have become vital tools for businesses, especially in the food restaurant industry, to build trust, influence consumer behavior and engage with customers. A significant psychological and social factor that has emerged from social media usage is the psycho-social aspect of compensation. This refers to how individuals use platforms like Facebook to fulfill unmet social and psychological needs, such as loneliness, the need for validation, or the desire for social interaction, Koc and Gulyagic (2016). As these platforms have become a space for self-presentation, self-esteem boosting, and social connection, they also have a profound effect on consumer

behavior, including their trust in brands, such as fast food restaurants.

Facebook compensation involves how users leverage the platform to gain social and psychological satisfaction. According to Koc and Gulyagci (2016), individuals often turn to social media to mitigate feelings of loneliness, improve self-esteem, or feel more connected to others. Facebook serves as a platform for self-presentation, where users carefully curate their online persona and seek validation through likes, comments and shares (Michikyan, Subrahmanyam and Dennis, 2015). This process can create a sense of social belonging, particularly when users engage with brands that align with their identity or provide the validation they seek. Trust in a brand is established when consumers believe that a brand will consistently deliver quality, meet expectations and be transparent in its dealings (Chaudhuri and Holbrook, 2021).

In 2023, Chicken Inn ran a promotional campaign on Facebook where customers could share their “Chicken Inn moments” to win prizes. As a result, consumers felt more connected to the brand, reinforcing the trust they have in Chicken Inn’s products and services. The psycho-social validation provided by these interactions can lead to greater loyalty and increased purchasing intentions. There is a positive relationship between Facebook compensation and brand trust in the fast food industry. (Chibwana, Aboagye, and Ncube, 2023).

H1a: There is a positive relationship between Facebook Psycho-Social Aspects of compensation and brand trust.

The relationship between Facebook Psycho-Social Aspects of Compensation and Brand Preference

Social media platforms, especially Facebook, have established as the way where businesses interact with their customers, and this influence is particularly strong in the fast food industry. Facebook usage, have a significant impact on consumer behavior, including brand preference. Facebook compensation refers to how individuals use Facebook to fulfill their psychological and social needs. These needs might include feelings of loneliness, the desire for social validation, or the need to present an idealized version of oneself to the world (Koc and Gulyagci, 2016). Facebook provides users with opportunities to express themselves, seek social validation, and engage in social interactions.

In the fast food sector, brand preference is derived by several elements, including taste, convenience, pricing and most notably, brand trust and emotional connection. When a fast food brand actively engages with customers on Facebook, it builds a sense of community and trust, which enhances brand preference. Positive social interactions on Facebook such as liking commenting, sharing and participating in brand-sponsored campaigns help establish an emotional bond between consumers and the brand, ultimately influencing their preference. For example, Chicken Inn has run campaigns where customers share their personal stories or favorite meals, creating a sense of connection and engagement. These interactive campaigns provide customers with a platform to express themselves, receive feedback, and feel validated, thus enhancing their emotional attachment to the brand.

H1b: There is a Positive Relationship between Facebook Psycho-Social Aspects of Compensation and Brand Preference

The relationship between Facebook Psycho-Social Aspects of Self-Presentation and Brand trust.

Facebook self-presentation refers to how individuals manage the image they project of themselves to online. Facebook, user's often present curated versions of their lives, showcasing what they want others to see experiences with brands like fast food restaurants. According to Michikyan, Subrahmanyam, and Dennis (2015), argue that self-presentation is a crucial duty in shaping perceptions, not only of individuals but also of the brands they engage with. When consumers share their positive experiences with a fast food brand on Facebook, they are not only seeking validation from their peers but also establishing a connection with the brand that can enhance trust.

For fast food brands, encouraging positive self-presentation on Facebook is a key strategy in building brand trust. Consumers are more likely to trust a brand when they see that it is positively endorsed by their peers or shared experiences. Additionally, consumers' self-presentation through content like reviews, photos, or status updates reflecting their positive experiences can influence the behavior of others and increase their trust. Brand trust is very important in the fast food sector, where competition is high and customer choices are influenced by factors such as perceived quality, familiarity and reputation. According to Chaudhuri and Holbrook (2021), posited that trust arises from consistent, authentic and transparent communication between a brand and its consumers. In Zimbabwe, Pizza Inn, a well-established fast food chain, has also capitalized on Facebook's self-presentation aspect to build brand trust.

A study conducted in Harare, Zimbabwe by Chibwana, Aboagye, and Ncube (2024) explored the relationship between Facebook self-presentation on brand

trust for Pizza Inn. The findings showed that 73% of respondents felt a greater sense of trust in Pizza Inn after seeing their friends or peers share positive experiences on Facebook. Respondents indicated that these shared experiences made them feel more confident in the quality and reliability of the brand. Pizza Inn's strategy of actively engaging with consumer-generated content helped to foster a sense of transparency and community, further increasing trust in the brand. The Positive relationship between Facebook Self-Presentation and brand trust.

H2a: There is a positive Relationship between Facebook Psycho-Social Aspects of Self-Presentation and Brand trust.

The relationship between Facebook Psycho-Social Aspects of Self-Presentation and Brand Preference.

Social media sites like Facebook have established as the way individuals interact with brands by sharing experiences that reflect their desired identity. This aspect is crucial for fast food brands as consumers' online behavior often shapes their preferences for specific brands. According to Michikyan, Subrahmanyam and Dennis (2015), argued that self-presentation involves the selective sharing of information to influence how others perceive one's identity. This can include curating posts about personal achievements, social activities, or experiences with brands. In the context of fast food, consumers often share their dining experiences to display their social status, preferences, and lifestyle choices.

When consumers share positive experiences with a fast food restaurant, it not only enhances their self-image but also influences their followers' perceptions. As a result, the act of self-presentation can play a critical role in shaping brand preference. Consumers may prefer a fast food brand that aligns with their personal identity and social image, which can be influenced by the content they post about the brand on Facebook.

According to Chaudhuri and Holbrook (2021), brand preference is built on trust emotional connection and the consumer's personal experiences with the brand. Are often influenced by the behaviors and opinions of their peers. A study by Chibwana, Aboagye, and Ncube (2022) explored the relationship between Facebook self-presentation and fast food brand preference in Kenya. The study revealed a significant positive correlation between the frequency of posts about fast food experiences and the preference for particular brands. Participants indicated that the more they posted about enjoying meals at a specific is the more likely developing a stronger preference for that brand.

H2b: There is a positive relationship between Facebook Psycho-Social Aspects of Self-Presentation and Brand Preference.

The relationship between Facebook Psycho-Social Aspects of Socialization and Brand Trust.

According to Koc and Gulyagci (2016), social media interactions, particularly on Facebook, can fulfill the psycho-social needs of consumers, such as reducing loneliness and boosting self-esteem. These social interactions on Facebook create a virtual environment where users feel connected to others and the brand,

thereby fostering trust. Fast food brands that actively engage in socialization on Facebook by responding to consumer feedback and promoting user-generated content can create a more authentic relationship with their customers. Chaudhuri and Holbrook (2021), provided evidence that brand trust is built on consistent and transparent communication with consumers. On platforms like Facebook, fast food brands can engage with customers directly by responding to comments, sharing positive customer experiences, and addressing concerns in a transparent manner, which strengthens the overall perception of the brand.

In South Africa, Nando's is a popular fast food brand that has successfully leveraged Facebook's psycho-social aspects of socialization to build brand trust. The brand actively engages with its customers by responding to comments, sharing customer generated content, and promoting campaigns that encourage social interaction. In 2023, a study conducted by Yang Cheng & Zifei Chen (2023), in Johannesburg, South Africa in 2023 explored the impact of Facebook engagement on brand trust for Nando's. The survey found that 82% of respondents trusted Nando's more after engaging with the brand on Facebook. Consumers reported that they felt a stronger connection to because of its active social media engagement, which allowed them to see behind the scenes content, engage with the brand directly, and participate in brand driven discussions. The study indicated that Nando's active socialization on Facebook was crucial to building customer trust, as it promoted a sense of transparency and authenticity (Tuten and Solomon, 2015).

H3a: There is a Positive Relationship between Facebook Psycho-Social Aspects of Socialization and Brand Trust.

The relationship between Facebook Psycho-Social Aspects of Socialization and Brand Preference.

Facebook is not only a platform for entertainment but also serves as a medium for socialization. Users interact with one another by sharing content, liking posts, commenting on friends' updates, and participating in online communities (Tuten & Solomon, 2015). Socialization on Facebook is a key psycho-social aspect because it provides a sense of community and belonging. Consumers may engage with brands and each other, sharing their preferences, opinions and experiences, thereby influencing others' perceptions and choices.

In Zimbabwe, Chicken Inn is a popular fast food chain, has successfully capitalized on Facebook psycho-social aspects, particularly socialization, to influence brand preference. Through its engaging posts, customer feedback interactions and frequent social media campaigns, Chicken Inn fosters a sense of community on its Facebook page. For instance, the restaurant often runs campaigns encouraging customers to share their dining experiences, favorite menu items, or personal stories. These posts generate conversations among users, promoting socialization and making consumers feel more connected to the brand. (Cheng and Chen, 2020).

Chicken Inn also interacts with customers by responding to comments, reposting user-generated content, and celebrating customer achievements. This engagement creates an online community of loyal followers who are more likely to prefer Chicken Inn over other fast food restaurants due to the emotional connection and social bonds formed through the platform. Many people prefer, Chicken Inn and indicated that their preference for the brand was partly due to its active social presence on Facebook. (Tuten and Solomon, 2024)

H3b: There is a Positive Relationship between Facebook Psycho-Social Aspects

of Socialization and Brand Preference.

The relationship between Facebook Psycho-Social Aspects of Addiction and Fast Food Restaurant Brand Trust.

The rise of social media promote businesses interaction with their customers. According to a study by Kuss and Griffiths (2016), Facebook addiction is a growing concern, with many users experiencing symptoms such as neglect of important life activities, continued use despite negative consequences and withdrawal symptoms when unable to use the site. Research has shown that Facebook addiction can have a significant impact on brand trust found that customers who experienced high levels of Facebook addiction were more likely to trust a brand that they interacted with on the site.

In the research of fast food restaurants, Facebook psycho-social aspects of addiction can play a critical role in shaping brand trust. Fast food restaurants can use Facebook to create engaging content that encourages customers to interact with their brand. For example, a fast food restaurant can create a Facebook page that features games, quizzes and other interactive content that encourages customers to share their experiences with the brand. This can help to create a sense of addiction among consumers, which can ultimately lead to improve brand trust.

Moreover, Facebook psycho-social aspects of addiction can also influence brand trust through the process of social validation. According to a study by Cialdini (2021), social validation is the process by which individuals use the actions of others to determine their own behavior. On Facebook, social validation can occur

when customers see their friends and family interacting with a brand. This can help to create a sense of trust among customers, which can ultimately lead to improve brand loyalty.

H4a: There is a positive relationship between Facebook Psycho-Social Aspects of Addiction and Brand Trust.

The relationship between Facebook Psycho-Social Aspects of Addiction and Brand Preference.

The rise of social media has transformed the way businesses interact with their customers. Facebook has become an essential platform for businesses to build trust and promote their products. However, Facebook can also have a darker side, with many users experiencing symptoms of addiction. According to a study by Kuss and Griffiths (2011), Facebook addiction is a growing concern, with many users experiencing symptoms such as neglect of important life activities, continued use despite negative consequences and withdrawal symptoms when unable to use the site. Research has shown that Facebook addiction can have a significant impact on brand preference and purchase intention. A study by Kim and Lee (2015) posited that customers who experienced high levels of Facebook addiction were more likely to prefer a brand and intend to purchase from that brand

Facebook psycho-social aspects of addiction can also influence brand preference and purchase intention through the process of social validation. According to a study by Cialdini (2021), social validation is the process by which individuals use the actions of others to determine their own behavior. On Facebook social validation can occur when customers see their friends and family interacting with a brand. This can help to create a sense of trust and preference among customers, which can ultimately lead to increased purchase

intention.**H4b: There is a positive relationship between Facebook Psycho-Social Aspects of Addiction and Brand Preference.**

The relationship Between Brand Trust and purchase intention.

Brand trust is a critical aspect of consumer behavior, as it influences the likelihood of a customer purchasing from a particular brand. In the context of fast food restaurants brand trust can play a significant role in determining whether a customer intends to purchase from a particular restaurant. According to a study by Kim and Lee. (2015), brand trust enhances purchase intention. The study found that customers who trusted a particular fast food restaurant brand were more likely to intend to purchase from that restaurant. This is because brand trust is often based on a customer's reliability, quality and integrity, which can increase their confidence in purchasing from that brand.

A study by Park and Lee (2011) found that brand trust was also influenced by emotional factors, such as emotional attachment and brand loyalty. A study by Delgado-Ballester, Navarro and Sicilia (2018) also found that brand trust is a key factor in determining purchase intention in the fast food industry. The study found that customers who trusted a fast food restaurant brand were more likely to intend to purchase from that restaurant, and that brand trust was influenced by factors such as brand reputation, quality, and customer service. This is because brand trust is often based on a customer's perception of a brand's reliability, quality, and integrity, which can increase their confidence in purchasing from that brand.

H5: There is a positive relationship Between Fast Food Restaurant Brand Trust and purchase intention.

The relationship between Brand Preference and Purchase Intention.

Brand preference is a critical aspect of consumer behavior, as it influences the likelihood of a customer choosing one brand over another. In the research of fast food restaurants, brand preference can play a significant role in determining whether a customer intends to purchase from a particular restaurant. According to a study by Kim and Lee (2015), brand preference is a significant predictor of purchase intention. The study found that customers who preferred a particular fast food restaurant brand were more likely to intend to purchase from that restaurant. This is because brand preference is often based on a customer's positive experiences and perceptions of a brand, which can increase their likelihood of purchasing from that brand.

Another study by Ryu, Lee and Kim. (2012) found that brand preference was influenced by factors such as brand awareness, brand image, and customer satisfaction. The study found that customers who were aware of a fast food restaurant brand, had a positive image of the brand, and were satisfied with their experiences at the restaurant were more likely to prefer that brand. This, in turn, increased their intention to purchase from the restaurant.

H6: There is a positive relationship between Brand Preference and Purchase intention.

2.3 Research Model

Drawing from the reviewed literature and prior empirical findings, the study suggested the following conceptual framework.

Conceptual model showing relationship between psycho-social aspects of Facebook, brand trust, preference and purchase intention.

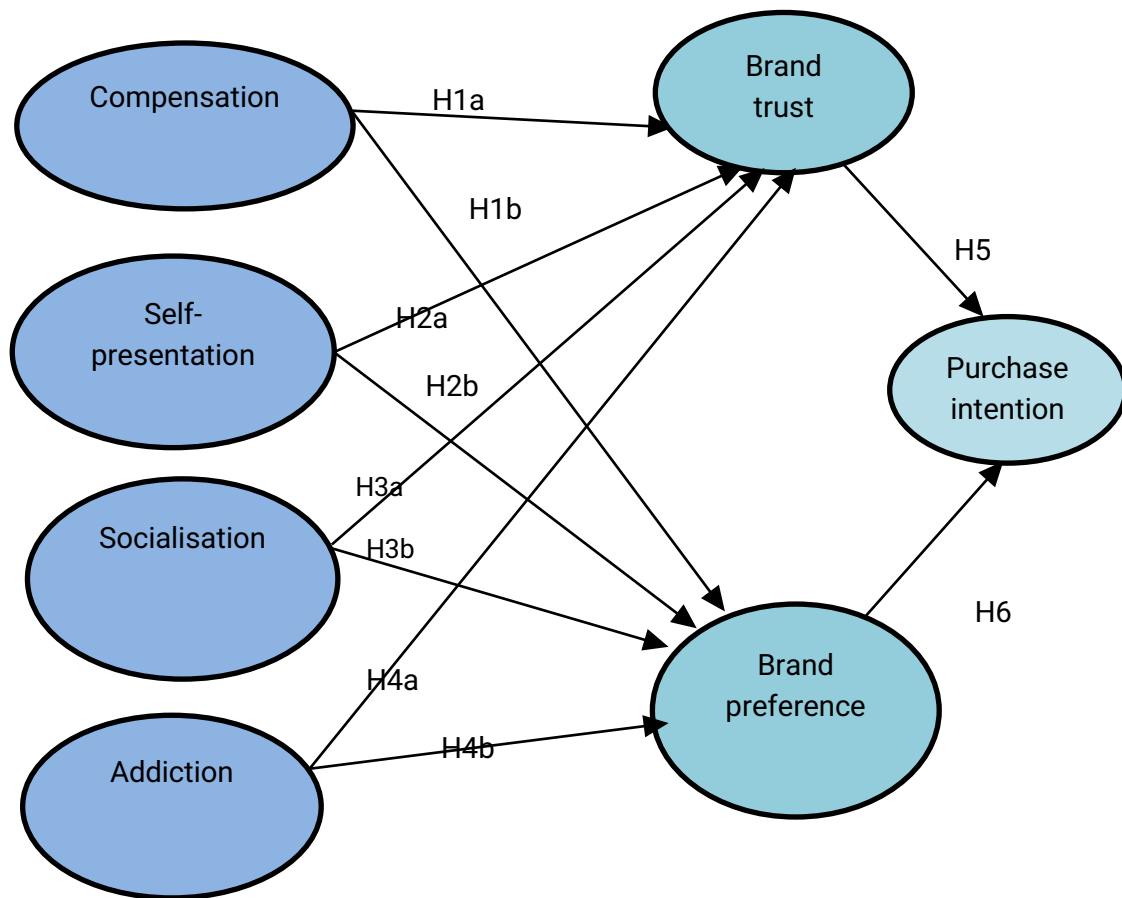


Figure 1: Relationship between psycho-social aspects of Facebook, brand trust, preference and purchase intention.

2.4 Research Gap

The research gap identified that in the context of using Psycho-social aspects of Facebook as a marketing tool that boost the brand trust and preference then it influence the intention to purchase from fast food restaurant .While digital marketing has been widely studied, limited research exists on how Facebook's psycho-social aspects like compensation, self-presentation, addiction and socialization affect consumer behavior in Zimbabwe's fast-food sector. Most studies focus on general online marketing, ignoring platform-specific psychological effects. There is also a lack of evidence on how these factors impact brand locally. The research addresses that gap by exploring these dynamics within the context of Chicken Inn. It aims to provide actionable insights for marketers targeting Zimbabwean consumers (Kumar, 2016)

2.5 Summary

This chapter reviewed relevant theories and highlighted findings from previous studies by various scholars. It concluded with the presentation of the conceptual framework.

CHAPTER THREE

RESEARCH METHODOLOGY

3.0 Introduction

This chapter outlines the research methodology used to examine the role of Facebook's psycho-social aspects on fast-food restaurant brand trust, preference, and purchase intention. It explains the chosen research design, target population, sampling strategies, data collection methods, measurement tools, data analysis techniques and ethical considerations followed in the study.

3.1 Research Philosophy

This study employed a positivist research philosophy, which focusing on applying the scientific approaches to test hypotheses and examine relationships between variables (Saunders, Lewis and Thornhill, 2019). The positivist approach is suitable for this study as it aims to quantify the role of Facebook's psycho-social aspects on fast food restaurant brand trust, preference, and purchase intention.

3.2 Research Design

According to Saunders, Lewis & Thornhill (2019), state that quantitative research design is used to analyze the relationship between Facebook's psycho-social aspects factors and consumer behavior. The study employs a descriptive and casual approach, allowing statistical testing of the impact of social influence, engagement and brand communities on trust, preference, and purchase intention. A casual method is utilized, as it provides reliable quantitative data on consumer

perceptions and behaviors (Malhotra and Dash, 2016). Descriptive research design used to describe the characteristics and behaviors of Facebook users regarding their interaction with fast food brands. It helps in identifying trends, patterns and frequencies (Saunders et al., 2019). Explanatory (Causal) research design used to explain the cause and effect relationship between Facebook psycho-social aspects of socialization, compensation, self-presentation and addiction can produce outcomes such as brand trust, preference and purchase intention (Creswell, 2018). These designs allow both the understanding and testing of relationships among variables.

3.3 Research Population

The study targets Facebook users aged 18-45 who engage with fast-food brands online. This demographic represents a significant portion of digital consumers who use social media to make purchasing decisions. The target population consists of individuals who like, comment, share, or review fast-food restaurant pages on Facebook (Statista, 2022). According to a report by (Hootsuite, 2020), there are approximately 1.2 million Facebook users in Zimbabwe. The respondents for this research involves consumers who frequently visit fast food restaurant Chicken inn in Kadoma Central Business District. The targeted population in Kadoma CBD is 1000.

3.4 Sample Size Determination

As stated by Saunders, Lewis, and Thornhill (2019), a population of 1000 requires a sample size of 278 to maintain statistical accuracy and reduce sampling errors. This is based on a 95% confidence level with a 5% margin of error. According to Saunders (2019), explained sample size as the number of elements selected from the total population to constitute the entire. The sample size used were taken from Saunders and the table illustrated below. Based on the table the

sample size became 278.

Table 3.1: Sample size for different sizes of population at 95% confidence level

Population	5%	3%	2%	1%
50	44	48	49	50
100	79	91	95	99
150	108	132	141	148
200	132	168	185	196
250	151	203	226	244
300	168	234	267	291
400	196	291	343	384
500	217	340	414	475
750	254	440	571	696
1000	278	516	706	906
2000	322	696	1091	1655
5000	357	879	1622	3288
10000	370	1056	1936	4899

3.5 Sampling Techniques

The study utilized a stratified random sampling approach to choose its participants. This method involves segmenting the population into meaningful subgroups (strata) that share common traits, followed by random selection within each group. This method can lead to more reliable and generalizable results. Although it can be more complex and require more planning, the advantages of stratified sampling, including improved accuracy, reduced bias, and the ability to compare different groups, make it an essential tool for many types of research. (Thompson, 2016).

3.6 Data collection methods

The data collection technique utilized in this research contain various structured closed ended questionnaires .As described by Pandey (2021).A questionnaire consists of a different set of questions that are directly relevant to the study. The questionnaire was designed to measure the role of psycho-social aspects of Facebook usage, brand trust, preference towards purchase intention among Facebook users who have liked or followed fast food restaurant pages. The questionnaire divided into four sections which are demographic profiles, psycho-social aspects of Facebook use, brand trust, preference and purchase intention, (Kumar, 2019). Demographic section collected data on variables like age, gender, education and income. The psycho-social usage section explored patterns of Facebook. The psycho-social aspects of Facebook use section encourage customers to tick on socialization, self –presentation, compensation and addiction (Malhotra, 2018).

To evaluate brand trust, preference, and purchase intention toward fast food brands, the study used Likert scale-based items. A pilot test was conducted with a small sample to assess the instrument's validity and reliability. Results confirmed that the questionnaire was both valid and dependable, as supported by (Sekaran and Bougie, 2016).

3.6.1 Questionnaire

A questionnaire is a research instrument made up of structured questions used to collect information from participants. In this study, it was used to gather primary data from Chicken Inn customers. The questionnaire aimed to acquire quantitative data from respondents. While summated ratings scales enabled them to rate the quality of the restaurant's services. To ensure honest responses, customers were guaranteed anonymity. The researcher personally distributed and retrieved the completed forms from the selected respondents. The use of questionnaires proved advantageous due to their user-friendly nature and ease of administration. The questionnaire allowed the researcher to collect valuable data from customers, providing insights into their experiences and opinions about Chicken Inn fast food restaurant. This information can be used to improve services, enhance customer satisfaction, and increase loyalty (Hassan, 2024).

3.6.2 Data Collection Procedures

The questionnaire was trialed on a small sample to confirm accuracy. The questionnaire were distributed in Kadoma Central Business District to the selected participants either in person or electronically, depending on their preferences and convenience. Respondents were asked to complete the questionnaire by tick their answers in the provided space. The completed forms were checked for thoroughness and consistency.

3.6.3.0 Measurement scales

3.6.3.1 Facebook Psycho-social aspects scale

Psycho-social aspects of Facebook use scale is a measurement tool created by Bodroza and Jovanovic (2016). The scale was developed for measuring a wide of behaviours, emotions and motives and thought evoked by as a consequences of Facebook use. The scale consisted of 21 items which measures four distinctive dimensions of Facebook use: compensation (6 items), self-presentation (6 items), socialization (5 items) and addiction (4 items). The 21 items rated on a 5 –point Likert scale. Reliability was measured and all scales had satisfactory to very good Cronbach`s coefficient ranges from 0.76 to 0.92.

3.6.2.2 Brand Trust

Brand trust scale was formulated by Ballester and Aleman (2005). The scale utilized a five point Likert scale ranging from 1 (strong disagree) to 5 (strong agree). The scale comprised 4 individual measurement items or questions. They used it in order to verify the chain effects of brand trust towards intention to purchase. Reliability was measured and trust scale exhibited alpha 0.81 they used Cronbach`s Coefficient.

3.6.2.3 Brand Preference

To measure brand preference, the researcher used the scale that was developed by Asif Ali Safeer (2021) and items where modified from, Wang (2013). It consisted 3 items. The researcher utilized a five point Likert scale ranging from 1 (strong disagree) to 5 (strong agree). I used the brand preference scale with a combination of positively worded items in my questionnaire using only positive worded items reduces bias and confusion to the respondents.

3.6.2.4 Purchase intention

Purchase intention scale used by the researcher was largely adapted from Rodney Graeme Duffet (2015). It was contain six items.It was employed to measure this construct use a five point Likert scale that ranges from strongly disagree to strongly agree.

3.7 Data Analysis

The data collected through the questionnaire was examined using both descriptive and inferential statistical methods, utilizing IBM SPSS and Amos software. Descriptive statistics were used to summarize the demographic characteristics of the respondents, as well as their Facebook usage, restaurant purchasing habits and perceptions of brand trust and preference. Inferential statistics were applied to assess the connections among key variables. Regression analysis specifically was employed to identify the factors influencing brand trust brand preference, and purchase intention.

3.8 Pilot study

A pilot study serves as an initial small-scale investigation aimed at testing the practicality structure and procedures of a broader research project .It is essentially a trial run, designed to identify potential issues with the research process before launching the full-scale study. The purpose of a pilot study is to ensure that the research tools, such as surveys, questionnaires, or experimental setups, work as intended and yield reliable results. In a pilot study, researchers typically use a smaller sample size compared to the main study, usually ranging from 5 to 10 participants. This allows them to evaluate the research design, refine data collection methods, and assess the clarity of the instruments used. Additionally, the pilot study helps identify logistical issues such as time constraints, costs or the complexity of the data collection process .The benefits of conducting a pilot study include minimizing the risk of errors, enhancing the

validity and reliability of the main study and saving time and resources by addressing problems early in the research process. By carefully analyzing the outcomes of the research will obtain accurate results.

3.9 Validity and reliability

Validity and reliability are essential in ensuring the accuracy and dependability of research outcomes. Validity refers to how well a tool measures what it is supposed to measure, confirming that the results genuinely reflect the concept being studied (Tuten & Solomon, 2015). Different forms of validity such as content, construct, and criterion-related to assess how suitable the research design and measurement tools are. In this study, correlation analysis was used for discriminant validity, while confirmatory factor analysis helped assess convergent validity. Reliability, on the other hand, relates to the consistency of the results when measurements are repeated under similar conditions. A reliable instrument produces stable and repeatable results (Koc & Gulyagci, 2016). Techniques like test-retest, inter-rater reliability, and internal consistency are used to evaluate results. Cronbach's Alpha was used in this research to test internal consistency, with acceptable reliability indicated by a value above 0.7. Ensuring both validity and reliability helps confirm that the study's findings are trustworthy and can be used confidently for decision-making.

3.10 Ethical consideration

The targeted respondents received informed consent forms that explaining the research. The study provided the confidential and anonymity of participants. The names of the participants and personal information were not collected and their answers were encoded to keep anonymous (Creswell, 2014). The study involvement was willing and participants they respond the questions without forced them to participate. (Malhotra, 2016). The ethical procedures created to

avoid damage to participants. The questionnaire does not contain any emotional questions or damage the study respected the intimacy of participants who could identify. The study also guaranteed that participants' answers did not share with anyone without their consent (Kumar, 2019).

3.11 Chapter Summary

This chapter outlined the research methodology, including the research philosophy, design, target population, sample size, sampling methods and data collection tools. It also discussed the pilot study and ethical considerations. The pilot study contributed to ensuring the reliability and validity of the results presented here. The following chapter will focus on data analysis and presentation.

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND INTERPRETATION OF FINDINGS

4.0 Introduction

In this chapter focus on presentation and analyzing of data gathered during field .The information was obtained through questionnaires distributed to customers. The analysis in this section is aligned with the study research objectives and hypothesis. The presentation of data was done using results from SPSS Version 23 and SPSS Amos Version 27.

4.1 Response Rate

A total of 278 questionnaires were distributed in Kadoma CBD. 270 were completed and returned, resulting in a high response rate of 97%. Eight questionnaires were not returned as some customers either forgot to return them or damaged them while filling them out. This yielded a response rate of 97%, which Jacob and Brinkman (2016) state is considered acceptable for producing reliable research results, as rates above 75% are deemed satisfactory.

Table 4.0.1: Questionnaire response raten

	Frequency	Rate
Questionnaire distributed	278	100
Questionnaire returned	270	97

Source: primary data

4.2 Demographic profile of respondents

The segment covered details about the demographic characteristics of the respondents in Kadoma Central Business District .These are gender, level of education, age, status and how often do you go for shopping after see advert on Facebook and occupation of the respondents.

Table 4.2: Demographic profile of respondents

Category	Frequency	Percentage of frequency
Gender		
Female	147	54.4
Male	123	45.6
Total	270	100
Age		
Below 18	58	21.5
18-30	76	28.1
31-40	71	26.3
41-50	36	13.3
50 and above	29	10.7
Total	270	100
Level of Education		
O`level	62	23
A `level	51	18.9

Diploma	57	21.1
Graduate	57	21.1
Post graduate	43	15.9
Total	270	100
Marital Status		
Married	73	27
Single	68	25.2
Widowed	61	22.6
Divorced	68	25.2
Total	270	100
Occupation		
Employed	132	48.9
Unemployed	138	51.1
Total	270	100
How often do you go for shopping after see advert on Facebook.		
More than once a week	65	24.1
Once a month	54	20
Once a week	55	20.4
Less than once a month	54	20

2-5 times a month	42	15.6
Total	270	100

Demographic Overview

The demographic data provides insight into the characteristics of the study participants, focusing on the intersection of Facebook psycho-social aspects on fast foods restaurant brand trust, preference, and purchase intention for Chicken Inn in Kadoma Central Business District. The study's gender distribution shows a relatively balanced representation, with females 56.8% of participant and males are 43.2% of participants. This proportional representation enables a comprehensive analysis of attitudes and behaviors across different gender groups, allowing for a nuanced understanding of how psycho-social aspects of Facebook use, brand trust, and preference influence purchase intention.

The age distribution shows that most participants are young up to middle aged adults. Approximately, 28.1% of the participants are aged of 18 -30 years , followed by 26.3% are aged 31 to 40 years ,below 18 years have 21.5% , 13.3 % are aged 41-50 years these participants, potentially less active on social media, but still engaged in online shopping ,10.7 % are aged 50 and above most participants at this category are adults and it shows are not interacting with social media most of the time potentially due to less familiarity or preference for traditional shopping methods.

This significant representation of participants in their active working and family raising years explain that the study captures a demographic that is engaged in

social media and makes frequent shopping after see advert posted on Facebook pages of Chicken inn in Kadoma .When understanding the behavior of this age group is important as it assist to know the targeted consumers in the market advertising strategies that increases the purchase intention.

In terms of education the data analysis indicated that most of the participants are well educated and their responses are organized 21.1% was occupied by graduates , 21.1% have a diploma ,15.9% possess post graduates , 18.9% are A'level and 23% are O'level and occupied high percentage rate.These results shows that the high percentage of participants were educated and likely to use digital platforms like Facebook. These participants are mostly influenced by social media to purchase fast food after see advert posted on Facebook pages by their relatives or Chicken inn.

Marital status information shows that 25 % are single, 22.6% are divorced have a least percentage, 27% are married and 25.2% are widowed. This varies in marital status can show how social interactions and personal behavior or attached emotions shape the purchase intention. For instance, widowed participants have low proportion because have different priorities and constraints as compared to single , married and divorced individuals have access to interact with fast food advertisements and promotions on Facebook.

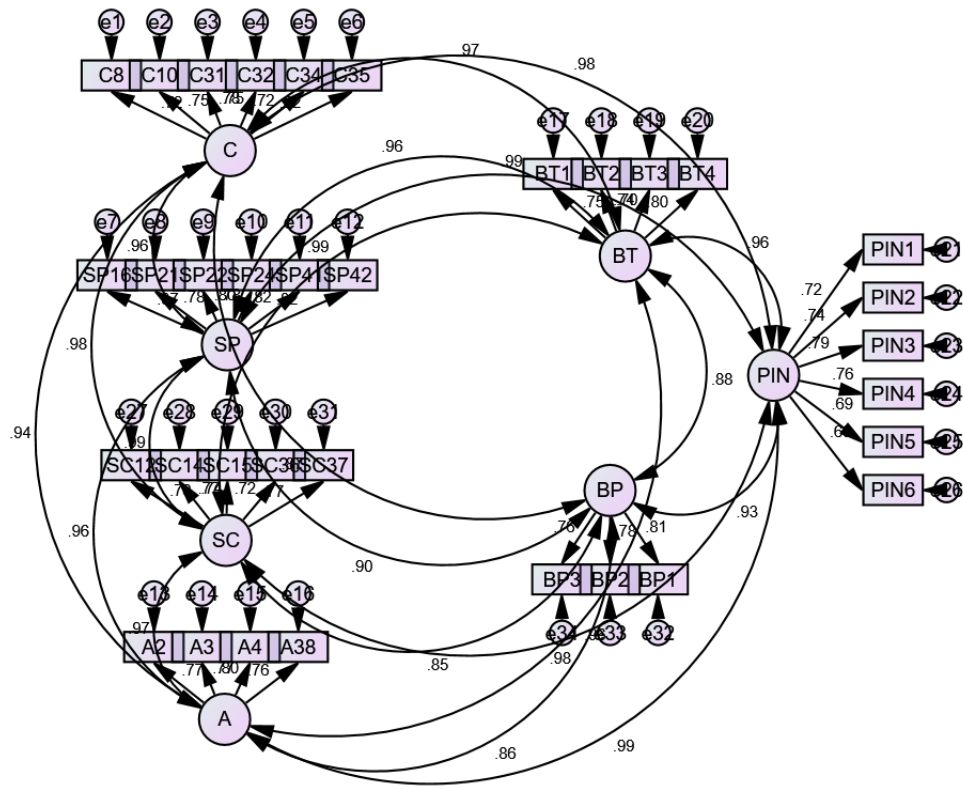
Occupation data reveals that 51.1% of the participants are unemployed, While 48.9% are employed. High rate of unemployment posited that this portion of the participants might have enough time to interact with social media platform like Facebook. Due to the increase of engagement could enhance their exposure to endorsers and promotional content also influencing their purchase intentions. Conversely, employed participants they use social media but have different usage

pattern due to their work commitments and disturb them what they should do on responding customers.

The demographic analysis, revealed that shopping on online has become increasingly popular, with a significant portion of users making it a regular part of their online shopping routine. The survey results show that 24.1% of respondents shop online at more than once a week, indicating that the platform has emerged as a top choice for online shopping. This high frequency of shopping online after see advert on Facebook underscores its growing importance as a destination for e-commerce activities. 24.1% followed by 20.0% occupied by participants who buy in once a month and less than once a month. 20.4% shows the percentage of customers who buy fast food once a week and 15.6% is a least percentage and it indicated the number of customer who purchase fast food in two to five times in the same month.

4.3 Measurement Model

The assessment of the measurement model was conducted to evaluate the accuracy and consistency of the conceptual model in capturing the intended constructs. Below is the measurement model of the study.



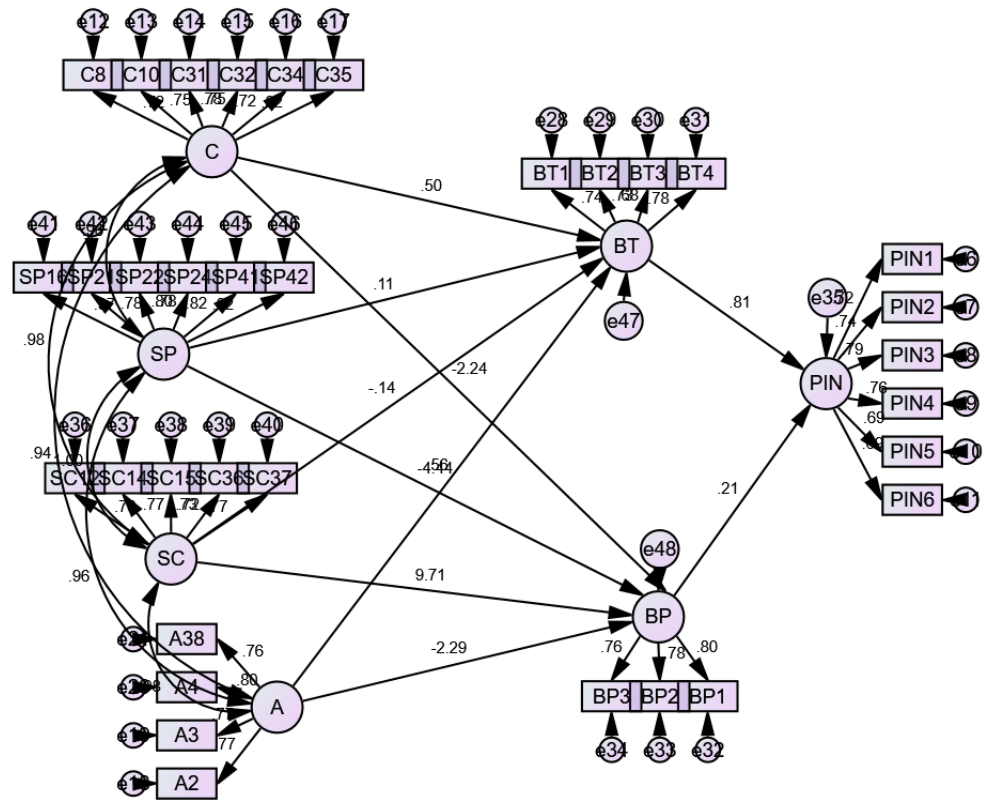
Source: Amos SPSS

Figure 2: Measurement model

The results from the measurement model evaluation confirm that all items loaded significantly onto their respective constructs, supporting convergent validity. Convergent and discriminant validity were evaluated using the Average Variance Extracted (AVE). Each construct recorded an AVE value above 0.5, indicating adequate 0.5 which confirms convergent validity. Discriminant validity was also established, indicated by lack of strong correlation between different factors. The reliability of the data was confirmed using composite reliability, which was found to be above 0.7 suggesting the results were dependable. The table below shows the AVE scores composite reliability and shared variance.

Table 4.0.3: Composite reliability and average variance extracted

	Number of items	Composite reliability	AVE
Compensation	6	0.8990	0.5722
Self-presentation	6	0.8751	0.5577
Socialization	5	0.8076	0.5712
Addiction	4	0.8588	0.6035
Brand trust	4	0.8533	0.5600
Brand preference	3	0.8228	0.6077
Purchase intention	6	0.8228	0.5372



Source: Amos SPSS

Figure 3: Structural Model of the study

Hypothesis testing the researcher employed Amos Software to perform the Structural Equation Modelling (SEM) and test the hypothesis of the study. The results indicated that four hypotheses were accepted while six hypothesis was rejected. Results are shown on table 4.4. The structural model of the study is shown above.

Table 4.4: Hypothesis testing results

Hypothesis	Statement	B	T	P	Decision
H1a	There is a positive relationship between Facebook compensation and brand trust	0.528	2.088	0.037	Accepted
H1b	There is a positive relationship between Facebook compensation and brand preference	-2.446	-0.250	0.802	Rejected
H2a	There is a positive relationship between Facebook self-presentation and brand trust	0.096	0.316	0.752	Rejected
H2b	There is a positive relationship between Facebook self-presentation and brand preference	-3.933	-0.236	0.812	Rejected

H3a	There is a positive relationship between Facebook socialization and brand trust	- 0.135	- 0.302	0.763	Rejecte d
H3b	There is a positive relationship between Facebook socialization and brand preference	9.412	0.273	0.785	Rejecte d
H4a	There is a positive relationship between Facebook addiction and brand trust	0.541	2.460	0.014	Accepte d
H4b	There is a positive relationship between Facebook addiction and brand preference.	- 2.260	- 0.252	0.801	Rejecte d
H5	There is a positive relationship between brand trust and purchase intention	0.786	7.280	****	Accepte d
H6	There is a positive relationship between brand preference and purchase intention	0.194	2.063	0.039	Accepte d

4.4 Discussion

The table shows the findings from the study .The first hypothesis H1a proposed that there is a positive relationship between Facebook psycho-social aspect of compensation and brand trust. However, the structural equation modelling indicated statistically significantly relationship between Facebook compensation and brand trust. ($B=5.28$, $P<0, 05$) .Therefore H1a was accepted. This indicates that brand trust is built when consumers perceive the brand as dependable, meeting expectations, and being open in its interactions (Chaudhuri & Holbrook, 2021).

H1b hypothesis proposed that there is a positive relationship between Facebook Psycho-social aspect of compensation and brand preference .Therefore hypothesis was rejected it means there is insignificant relationship between Facebook compensation and brand preference. The result may be due to the specific population studied. While brand trust is built when consumers keep trust in a brand that offer quality. Negative results proves that the customer may prefer other brands if Chicken failed to meet their expectations. (Chaudhuri and Holbrook, 2021)

Hypothesis H2a indicated that there is a positive correlation between Facebook psycho-social aspect of self –presentation and brand trust. However, the structural equation modelling indicated there is no statistically significantly relationship between Facebook self -presentation and brand trust. ($B=0 .10$, $P>0, 05$) .Therefore H2a was not accepted .It shows customers were not influenced by their negative experiences towards the brands. Cheng & Chen (2020), posited that the post generate conversations among users and feel more connected.

The hypothesis H2b proposed that there is a positive relationship between Facebook psycho-social aspect of self-presentation and brand preference. However, the structural equation modelling indicated there is statistically insignificantly relationship between Facebook self-presentation and brand preference. ($B=-0.93$, $P>0, 05$) .Therefore H2b was not accepted. According to Tuten and Solomon (2015), argued that brand preference is shaped by elements like taste, price, convenience and especially trust and emotional attachment .If the brand failing to deliver quality, customers they prefer other restaurants.

Hypothesis H3a highlighted a positive correlation between Facebook psycho-social aspect of socialization and brand trust. However, the structural equation modelling indicated there is no statistically significantly relationship between Facebook socialization and brand trust. Therefore H3a was not accepted .Hypothesis H3b suggested that there is a positive correlation between Facebook psycho-social aspect of socialization and brand preference. However, the structural equation modelling results indicated statistically insignificantly compensation and brand preference. According to Chibwana, Ncube and Abouye (2022), found that participation on Facebook will increase interaction but cause some effects due to misleading advertisements cause a decrease in social trust. These findings reviewed that relying on Facebook socialization to build brand trust and preference may be ineffective. relationship between Facebook

Hypothesis H4a proposed that a positive relationship between Facebook Psycho-social aspect of Addiction and brand trust .Therefore, hypothesis was accepted. Indicated by these results ($B=0.54$, $<P0.014$).According to a study by Cialdini (2021), social validation motivates individuals to use the actions of others to determine their own behavior and to trust. Facebook addiction enhances trust to customers to trust the brand.

H4b hypothesis proposed that there is a positive correlation between Facebook Psycho-social aspect of Addiction and brand preference. Therefore, hypothesis was rejected. A study by Kuss and Griffiths (2016) posited that Facebook addiction failed to show significant influence on brand preference implying that not all psycho-social aspects of Facebook translate to prefer a fast food restaurant and argued that it's not all the time social media engagement ensure deeper brand relationships without strong brand experiences.

The accepted hypothesis H5, which proposed a positive relationship between brand trust and purchase intention. The results of the structural model equation modelling demonstrated that brand trust positive influence purchase intention ($B = 0.77, P < 0.001$). The trust from a brand also influence customer to purchase fast food from Chicken inn. This findings aligns with the recent research by Delgado-Ballester (2018) found that brand trust positively affects purchase intention especially of fast food. When consumers believe that Chicken inn consistently delivers quality, they develop trust, reducing perceived risk and increasing the likelihood of purchase as they prefer it over competitors.

H6 hypothesis accepted, which proposed a positive relationship between brand preference and purchase intention. The results of the structural model equation modelling demonstrated that brand trust positive influence purchase intention ($B = 0.19, P < 0.001$). The trust from a brand also influence customers to purchase fast food from Chicken inn. This findings aligns with the recent research by Ryu, Lee and Kim (2016), highlighted that brand preference is a key predator of purchase intention, as consumers are more inclined to buy from the brand they prefer due to the positive past experiences.

In conclusion, this study focused on examining the role of Facebook's psycho-

social aspects such as compensation, self-presentation, and socialization, addition on fast food restaurant brand trust, preference, and purchase intention. The findings revealed that while some psycho-social aspects significantly impact brand trust and preference but socialization and self-presentation have insignificant impact on brand trust and preference. Both brand trust and preference strongly influenced consumer purchase intention. This suggests that for fast food restaurant to drive consumer decisions effectively, they must focus on building trust and preference through offering quality products and interaction through social media.

4.5 Summary

This chapter primarily focused on presenting and analyzing the research findings, offering insights into how the data aligns with or contrasts previous scholarly work. The results were interpreted using relevant theories to strengthen the study's foundation. Demographic profiles of the respondents were clearly discussed to provide context for the data. Furthermore, the structural model used for hypothesis testing was explained in detail.

CHAPTER FIVE

SUMMARY CONCLUSION AND RECOMMENDATIONS

5.0 Introduction

The chapter aims to draw conclusions from the results findings, offering suggestions focused on the outcome concerning the intersection of Facebook psycho-social aspects on fast foods restaurant brand trust, preference and purchase intention. In terms of influencing customers to buy products from Chicken inn restaurant in Kadoma.

5.1 Summary of Findings

The objective of this research was to determine the relationship between Facebook psycho-social aspects of compensation, socialization, self-presentation and addiction can shape the brand trust and preference then influence intention to purchase from restaurant. The researcher used stratified random sampling technique. Data collection was gathered using the questionnaire. A total of 278 participants were included in the study to assess the good results and data was analyzed using Amos SPSS version 27.

The primary objective aimed to examine the link between the psycho-social aspect of Facebook compensation and brand trust in fast food restaurants. The results revealed a positive connection between Facebook compensation and brand trust, as reflected by the statistical coefficients ($B = 0.53, p < 0.05$).

The second objective focused on assessing the link between the psycho-social aspect of Facebook compensation and brand preference for fast food restaurants. However, the results indicated no significant relationship between Facebook compensation and brand preference, as shown by the coefficient ($B = -2.45, p > 0.05$).

The third objective aimed to explore the connection between the psycho-social aspect of self-presentation on Facebook and brand trust in fast food restaurants. The findings showed no meaningful relationship between Facebook self-presentation and brand trust. The results revealed a negative and statistically insignificant link, as indicated by the coefficient ($B = -0.10, p > 0.05$).

The fourth objective aim to assess the relationship between Facebook psycho-social aspect of self-presentation and fast food restaurant brand preference .However, the findings suggested that there is no correlation between Facebook self -presentation and brand preference as indicated by the coefficient ($B=-3.93, P >0.05$).

The fifth objective aim to identify was the relationship between Facebook psycho-social aspect of socialization and fast food restaurant brand trust .However, the findings revealed that there is negative relationship between Facebook socialization and brand trust as indicated by the coefficients ($B=-0.14, P >0.05$)

The sixth objective aimed to assess the connection between the Facebook psycho-social factor of socialization and brand preference in the fast-food sector. The results indicated an absence of a significant relationship, as reflected by the

coefficient value ($B = -9.41, P > 0.05$).

The seventh objective aim to determine the relationship between Facebook psycho-social aspect of addiction and fast food restaurant brand trust .However, the findings suggested that there is positive relationship between Facebook addiction and brand trust. The findings of the study indicated statistically insignificant association between Facebook addiction and brand trust, supported by the coefficients ($B=0.54, P<0.05$)

The eighth objective aim to determine the relationship between Facebook psycho-social aspect of addiction and fast food restaurant brand preference .However, the findings suggested that there is no correlation between Facebook addiction and brand preference as indicated by the coefficient ($B=-2.26, P >0.05$).

The ninth objective aims to determine the correlation between brand trust and purchase intention .The findings suggested a positive correlation between brand trust and purchase intention as showed by coefficients of ($B=0.79, P< 0.001$).

The tenth objective aims to determine the relationship between brand preference and purchase intention .The findings stated a positive correlation between brand preference and purchase intention as indicated by coefficients of ($B=0.19, p < 0.05$).

5.2 Conclusion

Overall, the findings highlighted that brand trust and preference shows a significant role in enhancing consumer purchase intention, particularly in urban area like Kadoma CBD. The fast food restaurant, Chicken inn must maintain service quality, promotions and affordable prices to drive their purchase intention. However, Facebook psycho-social aspects are important, need to be utilized by fast food restaurant for communication, but not all that influence the brand trust or preference towards purchase intention of fast food.

5.3 Recommendations

1. Enhance Interactivity on social media

Encourage active engagement through interactive content such as polls, quizzes, and live sessions. Interactive features have been shown to positively affect brand engagement and, subsequently, purchase intention in the fast-food industry.

2. Focus on content informative and relevance

Marketers should share informative content that is relevant to your target audience, such as nutritional information, sourcing of ingredients, and looks at food preparation .Informative and relevant content enhances brand trust and influences purchase decisions.

3. Build emotional connections through storytelling

Utilize storytelling to create emotional bonds with consumers, such as sharing customer testimonials or community involvement stories. Emotional connections foster brand preference and can lead to increased purchase intention.

4. Monitor and manage Facebook usage to prevent negative effects

Businesses must be cautious to content strategies that may contribute to excessive Facebook usage, as Facebook addiction does not have a positive relationship with brand preference. Focus on quality over quantity in content posting to maintain a healthy brand-consumer relationship.

By implementing these recommendations, fast-food brands can effectively utilize Facebook psycho-social aspects to enhance brand trust, preference, and ultimately, purchase intention.

5.4 Suggestions for future research

Future research should explore the influence of other social platforms such as Instagram, twitter and tik tok can influence fast food brand trust, preference and thereby increasing purchase intention of fast food. They need to assess demographic differences such as age or location and apply qualitative approaches such as in-depth interviews.

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APPENDICES
APPENDIX 1: QUESTIONNAIRE



Dear Participants

My name is Privellege Machava. I am a student at Bindura University OF Science Education .Iam conducting a study titled “Examining the role of Facebook psycho-social aspects on fast food restaurant brand trust, preference and purchase intention” .The research will focus on fast food restaurant in KADOMA CENTRAL BUSINESS DISTRICT .This study is partially fulfillment of my Bachelor `s of Honor’s Degree in Marketing.

I sincerely appreciate your participation in this study. The questionnaire is divided into four sections and requires you to respond by ticking the appropriate options. All responses you provide are neither proper nor wrong. All information provided will be used solely for academic purposes and will be kept strictly confidential.

For any further clarification feel free to contact me on 0774985764 or get in touch with me on my email account privellegemachava@gmail.com

SECTION A: DEMOGRAPHIC INFORMATION

This section is aimed to know the respondent's age, level of education and status. Please kindly tick in the appropriate box provided to show your response. **DO NOT INCLUDE YOUR NAME**

1. Have you ever used Facebook?

HF1	Yes	1
HF2	No	2

Gender

Female	1
Male	2

2. AGE

AG1	Below 18 years	1
-----	----------------	---

AG2	18 - 30 years	2
AG3	31 - 40 years	3
AG4	41 - 50 years	4
AG5	50 and above	5

3. LEVEL OF EDUCATION

LE1	O`level	1
LE2	A `level	2
LE3	Diploma	3
LE4	Graduate	4
LE5	Post graduate	5

4. MARITAL STATUS

MS1	Married	1
MS2	Single	2
MS3	Widowed	3
MS4	Divorced	4

5. How Often Do You Go for shopping fast food after see advert on Facebook.

FB1	More Than Once a Week	1
-----	-----------------------	---

FB2	Once A Month	2
FB3	Once A Week	3
FB4	Less Than Once A Month	4
FB5	2-5 Time A Month	5

6 .OCCUPATION

OP1	Employed	1
OP2	Unemployed	2

SECTION B: PSYCHO-SOCIAL ASPECT S OF FACEBOOK USE.

In this section, focuses on how Facebook psycho- social aspects of compensation, self-presentation, socialization and addiction can enhance brand trust, preference and influence purchase intentions on Chicken inn products.

Kindly indicate the extent to which you agree or disagree. The scale is as follows 1=strongly disagree, 2=disagree, 3=neutral, 4=agree, 5=strongly agree.

CODE	STATEMENT	1	2	3	4	5
	COMPENSATION					
C8	I have more fun on Facebook than socializing offline.					
C10	I find it easier to communicate with people on Facebook than in face to face.					
C31	On Facebook I feel less pressured to be what others want me to be.					

C32	On Facebook I feel more accepted and appreciated than I do offline.					
C34	I communicate more freely on Facebook than I do offline.					
C35	I find it easier to communicate on Facebook, because I don't have to think about how I look.					
	SELF- PRESENTATION					
SP 16	When I post information about myself on Facebook I think about how I would like others.					
SP21	I care about the impressions others form me when they see my profile.					
SP22	I pay a lot of attention to details of my Facebook profile, because I want to make a good impression on those who view it.					
SP24	I try to present myself positively on my Facebook profile especially for those people who do not know me well.					
SP41	I try to make a good impression on others by the things I post on my timeline.					
SP42	Before I post anything on Facebook, I think about how others might perceive it.					
	SOCIALISATION					
SC12	I have initiated face to face contact with a person whom I have got to know through Facebook.					

SC14	I like to flirt with people on Facebook					
SC15	Facebook is a way to meet new and interesting people.					
SC36	I spend time on Facebook chatting with people who I do not know very well in my offline life.					
SC37	Sometimes I communicate via phone, sms, skype, etc. with people who I first met on Facebook.					
	ADDICTION					
A2	I often put off my other obligations for activities on Facebook writing messages ,browsing, posting links or photos ,etc.					
A3	Some of the people around me have told me that I spend too much time on Facebook.					
A4	I have tried many times to reduce the time I spend on Facebook but have never succeeded.					
A38	Sometimes I lose sleep because I spend long periods of time on Facebook.					

SECTION C: BRAND TRUST AND PREFERENCE

Focuses on how brand trust and preference influence consumer purchase intentions of fast food from Chicken inn restaurant. Kindly indicate the extent to which you agree or disagree

The scale is as follows 1=strongly disagree, 2=disagree, 3=neutral, 4=agree, 5=strongly agree

BRAND TRUST

Code	Statement	1	2	3	4	5
BT1	The brand meets my expectation.					
BT2	I feel confident in the brand.					
BT3	The brand never disappoints me.					
BT4	The brand guarantees satisfaction.					

BRAND PREFERENCE

Brand preference influence consumer purchase intention of CHICKEN INN products.

Kindly indicate the extent to which you agree or disagree

The scale is as follows 1=strongly disagree, 2=disagree, 3=neutral, 4=agree, 5=strongly agree.

Code	Statement	1	2	3	4	5
BP1	If other brands are better, it is logical to always select products from this brand.					
BP2	This is the first brand that comes to mind.					

BP3	I will buy this brand`s product next time.						
-----	--	--	--	--	--	--	--

SECTION D:How the use of Facebook influence the Intention to Purchase from fast food restaurant (Chicken inn).

Kindly indicate the extent to which you agree or disagree. The scale is as follows
1=strongly disagree, 2=disagree, 3=neutral, 4=agree, 5=strongly agree

PURCHASE INTENTION

Code	Statement	1	2	3	4	5
PIN1	I will buy Products that are advertised on Facebook in the near future.					
PIN2	I desire to buy food from fast food restaurant that are promoted on Facebook					
PIN3	Advertisements on Facebook have a positive influence on my purchase decisions.					
PIN4	I would buy the products that are advertised on Facebook if I had the money.					
PIN5	I likely to buy some of the products that are promoted on Facebook.					
PIN6	I plan to purchase the products that are advertised on Facebook					

Thank you for participation!!!

ORIGINALITY REPORT

7%

SIMILARITY INDEX

4%

INTERNET SOURCES

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PUBLICATIONS

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STUDENT PAPERS

PRIMARY SOURCES

1

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