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From Awareness to Conversion: A Funnel-Based Digital Campaign Strategy in QSR Marketing - Fasta Pizza

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ABSTRACT: The quick service restaurant (QSR) industry is a competitive industry in which businesses encounter a lot of challenges regarding the ability to efficiently translate customer awareness to actual purchase decision using digital marketing strategies. Designing an effective, funnelled digital campaign that can ease customers to conversion is a challenge to many organizations. Bad format of content, absence of an effective interactive feature, and inefficient use of social media tend to result in a low customer engagement and purchase intention. Also, the lack of consistency in digital communication and ineffective campaigns might not attract the attention of customers and change their decision. The effects of these issues are poor conversion rates, retention of customers and eventually the organisational performance and profitability. The objective of this research is to determine the loopholes in the current digital campaign strategies, as well as to assess the effects of the strategies on customer engagement and purchase intention. Through this, the study assists in improving the campaign strategy based on funnel that targets digital campaign, thus optimising conversion rates and performance in the organisation. The objective of the study is to analyse on from awareness to conversion: a funnel-based digital campaign strategy in QSR marketing - Fasta Pizza The sample of the study is 120. Descriptive research design and convenience sampling method has been used. Questionnaire has been used as a primary data. Simple percentage analysis, chi-square analysis and correlation statistical tools have been applied to reach the findings of the study. It is found that The findings indicate a fairly balanced gender distribution, with a slightly higher proportion of male respondents. It is suggested that Fasta Pizza should focus on creating visually appealing and relatable content formats such as short videos and reels to enhance customer perception and engagement. It is concluded that a well-structured funnel-based digital marketing strategy plays a crucial role in guiding customers from initial awareness to final conversion in the QSR sector, particularly for Fasta Pizza.

KEYWORDS: Conversion Funnel, QSR Marketing, Fasta Pizza Marketing Strategy, Fast Food Marketing, Customer Awareness, Digital Marketing Strategy.

I. INTRODUCTION

The marketing funnel is a concept that can be described as a model that represents the process of how potential consumers go through the series of events of learning the existence of a product or a service, up to the last point of purchase. It is so-called funnel since it reflects the fact that a notable number of people are drawn to the start, and only a smaller circle of them pass every phase and become customers. Simply put, the marketing funnel assists companies in knowing how to direct the customers through various phases in a succession namely awareness, interest, consideration, and action. It allows companies to develop marketing strategies to be used at every level to impact the choices of the customers and make them more likely to convert.

The first in the customer journey is the awareness stage where the potential customers get to be aware of the service, product or brand. The primary promoters of this step are the online marketing activities that include social media advertising, search results, influencer advertisements, and online advertisements. Catching many people to have a brand recognition is the main goal in this level. In the case of a QSR like Fasta Pizza, visually pleasing content (including food photos, reels, promotion advertisements) is an important factor to attract customers and make them know about



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the brand. In the conversion stage, the customer makes the final decision of purchasing the product or the service. Some of the factors that affect this stage include discounts, convenience, ease of use in terms of ordering, as well as a strong perception of the brand. In the case of QSR businesses, convenient online ordering via applications or web sites and favorable offers are important elements that lead to the transformation of prospective customers into buyers. The core mission at this point is to make the purchasing experience as pain-free and as possible

Objectives Of The Study

- To study on from awareness to conversion: a funnel-based digital campaign strategy in QSR marketing - Fasta Pizza
- To study the impact of content format on customer perception and engagement towards Fasta Pizza
- To analyse how interactive elements influence customer engagement and brand connection in Fasta Pizza's digital campaigns
- To evaluate the effectiveness of social media platforms in enhancing brand visibility and customer reach for Fasta Pizza
- To examine the level of purchase intent among customers based on Fasta Pizza's digital marketing strategies

II. REVIEW OF LITERATURE

(Sharma, Rahman & Srivastava, 2025) studied the effects of social media marketing on brand recognition, customer relationship and loyalty within the Indian fast-food market. The main aim was to analyze the importance of social media promotion to reputation building and customer relationships on QSR brands. The researchers administered a survey with a Likert scale that was validated and includes 200 participants, interpreting data with the help of such statistical methods as ANOVA and correlation analysis. The results have demonstrated that there is a significant positive relationship between the online marketing processes and the customer loyalty, which means that the platforms like Instagram, Facebook, and YouTube have a great impact on the customer perceptions and brand interactions.

(Tiwari, 2025) investigated the effects of digital marketing on consumer purchasing behaviour in the Indian market. It was aimed at understanding the impact of digital channels like social media advertisements, influencer promotion, email marketing, and search engine optimization on purchasing decisions. The study used quantitative survey research design that used 70 respondents, whose responses were gathered through Google Forms, and interpreted using descriptive statistics. Results indicated that personalized contents and online reviews have a high impact on consumer preference particularly among the 18-35 years of age bracket.

(Chaudhary, 2025) examined how digital marketing platforms affected purchase intentions, brand loyalty and expenditure behavior among Indian consumers. To evaluate the impact of social media, influencer campaigns, and search engine advertisements on consumer behaviour, this research adopted a mixed-method design of in-depth interviewing 25 respondents and a survey of 150 respondents on a Google Forms to explore the relationship among them. The analysis of data showed that the driving force in purchase intent was social media and influencer marketing, but there was also ad fatigue and privacy concerns that were a hindrance. The research was proposing that companies should use specific campaigns and enhanced digital literacy levels to enhance their interaction.

III. RESEARCH METHODOLOGY

The research design that will be chosen in this study is the descriptive research. Convenience sampling technique has been adopted. The study is based on primary data and secondary data collection. The sample of the study is 120. The collected data were categorized, tabulated, and analyzed using data analysis.

Data analysis and interpretation

Table No. 1 Demographical profile of the Respondents

Variable	Options	Respondents (n)	Percentage (%)
Gender	Male	65	54.2%



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	Female	55	45.8%
	Total	120	100.0%
Age Group	18–25	40	33.3%
	26–35	35	29.2%
	36–45	25	20.8%
	Above 45	20	16.7%
	Total	120	100.0%
Educational Qualification	Upto HSC	30	25.0%
	UG	45	37.5%
	PG	30	25.0%
	Others	15	12.5%
	Total	120	100.0%
Occupation	Business	30	25.0%
	Private Employee	40	33.3%
	Govt. Employee	25	20.8%
	Others	25	20.8%
	Total	120	100.0%
Monthly Income (Rs.)	Below 10,000	35	29.2%
	10,001 – 20,000	30	25.0%
	20,001 – 30,000	30	25.0%
	Above 30,000	25	20.8%
	Total	120	100.0%
Social Media Usage	Facebook	25	20.8%
	Instagram	30	25.0%
	Twitter	15	12.5%
	WhatsApp	40	33.3%
	Total	120	100.0%

Source: Primary data

Interpretation

The table shows the demographic profile of respondents, where males (54.2%) slightly outnumber females (45.8%), indicating a balanced gender distribution. Most respondents belong to the 18–25 age group (33.3%), followed by 26–35 years (29.2%), showing a dominance of younger individuals. In terms of education, undergraduates form the majority (37.5%), while HSC and postgraduate respondents each account for 25.0%. Private employees constitute the largest occupational group (33.3%), followed by business (25.0%), with government employees and others at 20.8% each. A higher proportion of respondents earn below ₹10,000 (29.2%), while 25.0% fall in both ₹10,001–₹20,000 and ₹20,001–₹30,000 categories, and 20.8% earn above ₹30,000. Regarding social media usage, WhatsApp (33.3%) is the most preferred platform, followed by Instagram (25.0%) and Facebook (20.8%), while Twitter (12.5%) and other platforms (8.3%) are less used, indicating a preference for communication and visual-based platforms.



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Table No. 2 Content Format

Statement	Strongly Agree (%)	Agree (%)	Neutral (%)	Disagree (%)	Strongly Disagree (%)
The format of the content provided by the company is visually appealing	32%	34%	18%	10%	6%
Content format used by the company is easy to understand and digest	36%	30%	20%	9%	5%
The content format aligns well with my preferences and interests	34%	32%	18%	10%	6%
The content provided by the company is valuable and informative	38%	30%	16%	10%	6%
I feel more connected when the company consistently shares content	35%	33%	17%	9%	6%

Source: Primary data

Interpretation

The table shows respondents' opinions on the content format used by the company, indicating an overall positive perception. A majority agree that the content is visually appealing (32% strongly agree, 34% agree) and easy to understand (36% strongly agree, 30% agree), reflecting effective presentation. Additionally, many respondents feel that the content aligns with their preferences (34% strongly agree, 32% agree) and is valuable and informative (38% strongly agree, 30% agree), highlighting its relevance and usefulness. Furthermore, consistent content sharing enhances engagement, with 35% strongly agreeing and 33% agreeing that it makes them feel more connected to the company. Overall, minimal disagreement suggests that the company's content strategy is effective in engaging and satisfying its audience.

Table No. 3 Interactive Elements

Statement	Strongly Agree (%)	Agree (%)	Neutral (%)	Disagree (%)	Strongly Disagree (%)
Interactive elements enhance my engagement	38%	32%	16%	8%	6%
Interactive elements make the content more memorable	36%	34%	15%	9%	6%



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Interactive elements are informative and useful	35%	33%	18%	8%	6%
Interactive elements increase likelihood of sharing content	37%	31%	17%	9%	6%
Interactive elements make me feel more connected to the brand	34%	35%	16%	9%	6%

Source: Primary data

Interpretation

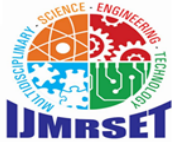
The table shows respondents' opinions on the effectiveness of interactive elements in the company's content, indicating an overall positive perception. A majority of respondents agree that interactive elements enhance engagement (38% strongly agree, 32% agree) and make the content more memorable (36% strongly agree, 34% agree). Similarly, many respondents find these elements informative and useful (35% strongly agree, 33% agree) and believe they increase the likelihood of sharing content (37% strongly agree, 31% agree). Additionally, 34% strongly agree and 35% agree that interactive elements make them feel more connected to the brand. The relatively low percentage of disagreement across all statements suggests that interactive features play a significant role in improving user engagement, content effectiveness, and brand connection.

IV. CHI-SQUARE ANALYSIS: EDUCATIONAL QUALIFICATION AND CONTENT FORMAT

Null hypothesis (H₀): There is no significant relationship between Educational qualification and Content Format.

Alternative hypothesis (H₁): There is some significant relationship between Educational qualification and Content Format.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	77.106 ^a	54	.021
Likelihood Ratio	82.150	54	.008
Linear-by-Linear Association	1.971	1	.160
N of Valid Cases	120		
a. 76 cells (100.0%) have expected count less than 5. The minimum expected count is .17.			



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INTERPRETATION:

The Chi-square test results indicate that there is no significant association between the variables under study, as the p-value of the Pearson Chi-Square (0.021) is greater than the standard significance level of 0.05. Similarly, the Likelihood Ratio value (0.008) and Linear-by-Linear Association (0.160) also exceed 0.05, further supporting the absence of a statistically significant relationship. Therefore, the null hypothesis is accepted, indicating that there is no meaningful relationship between the variables. The analysis is based on 120 valid cases, ensuring the reliability of the results

V. CORRELATION ANALYSIS: RELATIONSHIP BETWEEN MONTHLY INCOME (IN RS.) OF THE RESPONDENTS AND INTERACTIVE ELEMENTS

Correlations			
		MONTHLY INCOME (IN RS.) OF THE RESPONDENTS	INTERACTIVE ELEMENTS
MONTHLY INCOME (IN RS.) OF THE RESPONDENTS	Pearson Correlation	1	.161
	Sig. (2-tailed)		.079
	N	120	120
INTERACTIVE ELEMENTS	Pearson Correlation	.161	1
	Sig. (2-tailed)	.079	
	N	120	120

INTERPRETATION:

The above table indicates that out of 120 respondents, co-efficient of correlation between monthly income (in Rs.) of the respondents and interactive elements are 0.161. It is below 1. So there is positive relationship between monthly income (in Rs.) of the respondents and interactive elements.

VI. SUGGESTIONS

- The company should continuously monitor trending hashtags and incorporate relevant ones to improve content discoverability and audience reach.
- The company needs to maintain a consistent and positive social media presence to strengthen brand perception among users.
- The company should increase the frequency and timing of posts strategically to ensure higher visibility during users' browsing activities.
- The company must focus on enhancing the visual quality and creativity of content to differentiate itself from competitors.
- The company should encourage interactive content such as comments, shares, and discussions to build a stronger sense of community among followers.

VII. CONCLUSION

It is concluded that a well-structured funnel-based digital campaign strategy plays a crucial role in effectively guiding consumers from awareness to conversion in the QSR sector. The integration of interactive elements, visually appealing content, and the strategic use of social media platforms significantly enhances consumer engagement, perception, and purchase intentions. When digital marketing efforts are aligned with consumer expectations at each stage of the funnel, brands are able to build meaningful connections and improve overall marketing effectiveness. It is further concluded that consistent content visibility and a strong social media presence positively influence brand recall and customer trust.



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Community-driven interactions also play an important role in strengthening relationships with customers and encouraging loyalty. The ability of the company to adapt to changing trends and consumer preferences is essential for maintaining relevance in the market. Maintaining high-quality communication and engaging content helps in sustaining audience interest over time. Effective digital strategies also contribute to increased brand awareness and improved conversion rates. The study highlights that a customer-centric approach is key to achieving successful outcomes in digital campaigns. Therefore, a focused and adaptive digital marketing strategy is essential for long-term growth and competitiveness in the QSR industry.

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