

Rim El Khoury *Editor*

# Technology-Driven Business Innovation: Unleashing the Digital Advantage

Volume 2

# Studies in Systems, Decision and Control

Volume 540

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Rim El Khoury  
Editor

# Technology-Driven Business Innovation: Unleashing the Digital Advantage

Volume 2

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*Editor*

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# Digital Marketing in Tourist Restaurants: Promotional Strategies for the Consumer



Yoshie Mihashiro-Santamaria , Alisson Shantal Mantari-Quevedo ,  
Franklin Cordova-Buiza , and Heber Luis Olavarria-Benavides 

**Abstract** Since the launch of the social network Instagram in 2010, it has become a high-impact platform for gastronomy where we can get to know outstanding restaurants that subsist on the international scene. Currently, social networks allow us to know the international gastronomic scene through mobile devices. The purpose of the research is to analyse digital marketing strategies to improve the promotion of tourist restaurants. The methodology was descriptive, with a mixed approach, non-experimental and cross-sectional design; the sample consisted of 123 frequent customers and a survey with multiple choice questions and Likert scale was used as a data collection instrument; the data were processed with SPSS software and analysed using statistical methods. Among the results it is highlighted that 50.41% of the diners indicate that frequently internet advertising shows truthfully the attributes of the restaurant, also that 51.22% indicate that frequently the catering establishment keeps them informed about promotions; among the digital marketing strategies proposed are interaction, content updating, post typology and viral marketing. Finally, it is concluded that correctly applying digital marketing strategies allows progress regarding the 4 Fs. of digital marketing such as flow, functionality, loyalty and feedback.

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**Keywords** Digital marketing · Promotion · Marketing strategies · Restaurant · Tourist restaurants

## 1 Introduction

From a global perspective, the World Tourism Organization (UNWTO) reflects on the economic impact of the COVID-19 pandemic. In the same vein, the UNWTO has signed a strategic alliance with Facebook in order to promote the revival of tourism through digital marketing. UNICEF has expressed its concern in Latin America about the influence that the digital environment generates in children and adolescents causing bad eating habits, the same that marketing techniques have expanded considerably including product placement, the use of influencers, geo-locators, thus demonstrating that social networks manage to influence not only positively but also negatively [1].

In this sense, it has been demonstrated that customers consume high levels of information through social networks, which are an important factor in decision-making as they influence the forms of interaction between companies and customers [2]. In recent years, Peru has experienced a significant increase in its economic income thanks to tourism. However, currently, the tourism sector faced one of the most severe impacts due to the COVID-19 pandemic, which resulted in the suspension of all tourism activities and had a negative economic impact on the industry as a whole [3].

In this context, the Commission for the Promotion of Peru for Export and Tourism—PROMPERÚ warned about the lack of technological skills to increase sales in the tourism sector. As a solution, the strategy of training mypes through the course “Marketing and advertising on Facebook and Instagram for tourism” was proposed, promoting a massive didactic experience and automated evaluations [4]. In 2019, the Commission for the Promotion of Peru for Export and Tourism—(PROMPERÚ) presented the results of the Market Study for the analysis of gastronomic tourism in Peru, this study showed that 10% of vacationers who entered through Jorge Chávez International Airport had among the main travel motivations to visit our country, to try Peruvian cuisine [5]. Considering the above, the following question is asked: What are the digital marketing strategies that optimize the promotion of a tourist restaurant?

Digital marketing is the action that every company performs, using technology and information technology to provide its customers with exclusive benefits such as allowing them to make inquiries about the service they want to purchase or keep informed of news, offers or promotions that exist for him with commercial intent between a company and its customers or potential customers [6, 7].

Social media platforms are characterized as virtual environments with a social focus, in which users generate and share content under the Web 2.0 paradigm. Through social networks such as Instagram, Facebook, Twitter, TikTok among others. Marketing experts can access consumer information more quickly and without the

need for intermediaries. In the aforementioned social networks, strategies such as brand positioning stand out, an example of which is Instagram with viral marketing publications, reels and gastronomic reviews written by food influencers known as “foodies”. On the other hand, we have the positioning in search engines such as Google through the Google Maps application and interaction in blogs related to the gastronomic scene of the city in order to attract the attention of diners and potential customers [8, 9].

Likewise, there are strategies such as displaying the restaurant’s specialty in Instagram and Facebook feed publications, another powerful strategy is the publication of reels about events held in the restaurant, feed publications with the promotion of the week, as well as the chef’s recommendations. We also find experiential marketing, which is based on transmitting the sensory and affective experiences that generate the benefits of their products or services to customers, making these moments tools that serve for the loyalty process and to obtain new consumers. Marketing makes use of emotions and impacts the consumer through experiences that provide solutions to their problems [10, 11].

Digital marketing strategies have gained a lot of importance among marketers to reach their target and improve their results. It tries to identify digital marketing tools based on the active-process-performance (APP) framework. The result indicates that social media, online branding, online ads and post-service quality have a significant impact on the competitiveness of the restaurant industry [12].

Cheyne [13] mentioned that digital marketing is the product in the current era based on information technologies, which in turn seek to understand the market, generate growth, continuity and survival of businesses in the restaurant industry [13]. In this context, Kanaan [14] affirms that the potential role of shared knowledge has a close relationship between digital marketing and innovation in the capacity and competence of hotel restaurants to increase their profits. Labanauskaitė [15] in his research expressed that currently, the goal of every company is to be able to generate attractive content that suits the needs of the target audience in that sense it is suggested to pay close attention to digital marketing tools; the success of tourism companies depends on adapting to the constant changes in technology, which is why it is mainly focused on the experience that can be offered to the target audience.

Analíc [16] justifying this idea, disaggregated that the persistent strategic elements in digital marketing are interaction, content updating, community creation, virality, community manager and web analytics. [16]. Belias [17] indicated that, at present, the most powerful tool for the development of digital marketing is the use of social networks. The most efficient strategy to implement a business social network is the promotion and advertising, currently the hiring of “influencers” is a priority, these are responsible for advertising the establishment either through videos, photographs, reviews published on various platforms such as Instagram, Facebook and Tik Tok.

Indeed, digital marketing is of relevant importance to improve the promotion of the restaurant industry against the competition; therefore, the main objective of this research is to analyse the digital marketing strategies in a tourist restaurant. To do this, the 4 Fs of digital marketing such as: functionality, feedback, flow and loyalty as marketing strategies should be taken into account.

Currently, catering establishments are seeking to improve their marketing strategies in order to understand the consumer they are targeting and thus offer the quality they are looking for, generating a good relationship and a significant increase in sales. The present research work shows a field little studied for the sector, seeking to find new strategies and knowledge that will allow us to obtain a result closer to the current situation, in order to achieve a more adequate alternative for the development of the problem that mainly motivated the present research.

## 2 Methodology

The type of research is descriptive with a mixed approach. According to the research design it is within the guidelines of a non-experimental research of cross-sectional nature according to the following considerations [18].

The population taken in this study is made up of employees who perform functions in the Marketing area in the selected restaurant in the district of Iquitos. It also consisted of 180 customers who visited the establishment during the month. The sample is made up of the employees who work in the Marketing area of the restaurant along with the 123 customers who frequently visited the restaurant during the month. The sample examined in this research will be a non-probabilistic convenience sample, taking into account the 123 customers who frequently visit the establishment. The unit of analysis is made up of diners over 18 years of age who visit the establishment frequently during the month and the restaurant’s employees.

Orellana [19] points out that the evolution of technology has transformed the way of researching, adapting to these changes we have gone from conducting interviews or face-to-face surveys, to interviews via Zoom platform, or surveys using Google forms. In fact, the techniques and instruments used in this research about the study variables Digital marketing and promotion are shown in Table 1.

The purpose of the instruments is to measure the level of perception of the dimensions such as advertising, public relations, sales promotion and experiential marketing received by customers about the promotion in a tourist restaurant through the questionnaire. These questions were written to be answered on a Likert scale where Never = 1, Almost Never = 2, Sometimes = 3, Almost Always = 4 and Always = 5.

In order to analyse the digital marketing strategies mentioned above, it was necessary to determine the level of compliance with the dimensions of Digital Marketing such as: functionality, feedback, flow and loyalty, which is managed in the restaurant. Therefore, it is directed to the collaborators involved in the area that perform

**Table 1** Techniques and instruments

| Technique | Instrument      |
|-----------|-----------------|
| Interview | Interview guide |
| Survey    | Questionnaire   |

functions in the restaurant, this population was selected because it is considered that they are involved with the problem and research topic.

To provide reliability to the quantitative instrument or questionnaire, it will be calculated through the SPSS software and the Excel spreadsheet. In the case of the qualitative instrument or interview, fidelity will be shown, which will be carried out by the students. In this paragraph we refer to be responsible and respectful of the results of this research. Likewise, we commit ourselves to safeguard the identity and the opinions expressed by the interviewees for the supreme purpose of searching for better research, maximizing the benefits and minimizing the damage and mistakes.

3 Results

*Quantitive Analysis*

The instrument used in the research work presents a rank of 0.91 (Table 2), which shows an “excellent” level of reliability according to Cronbach’s Alpha scale. In order to provide greater reliability to this research work, our instrument will be calculated through the SPSS program and Excel spreadsheet.

The Table 3 shows that 50.41% of diners surveyed in a tourist restaurant indicate that “frequently” online advertising shows the attributes of the restaurant in a truthful way. This is because they have an Instagram and Facebook page in which they upload content related to the establishment and its restaurant services. On the other hand, 24.39% of them indicate that “occasionally” they perceived the establishment’s advertising, since the staff already carried out a traditional type of advertising such as handing out flyers. Likewise, there are 3.25% who indicate that they “rarely” perceive advertising by the restaurant. This allows inferring that the company’s Internet advertising shows the establishment’s attributes in a truthful manner

Table 4 shows that 51.22% of the diners surveyed indicated that the restaurant “frequently” keeps them informed about its promotions. This is due to constant publications related to the service provided, indicating the promotions of the day. On the other hand, 26.02% of them indicate that “occasionally” they can visualize the establishment’s promotions since they visit the restaurant frequently and the staff tells them about the promotions of the day. Likewise, 16.26% indicate that “very frequently” and 1.63% indicate that “rarely” because they do not have profiles on social networks, while 4.88% indicate that never. This allows inferring that the tourist restaurant keeps its customers informed about promotions.

**Table 2** Cronbach’s Alpha values of the questionnaire

| Reliability statistics |                 |
|------------------------|-----------------|
| Cronbach’s Alpha       | No. of elements |
| 0.91                   | 15              |

**Table 3** Perception of advertising

| Perception of whether the restaurant truthfully displays the restaurant's services |    |      |
|------------------------------------------------------------------------------------|----|------|
| Alternatives                                                                       | N  | %    |
| Never                                                                              | 1  | 0.8  |
| Rarely                                                                             | 4  | 3.3  |
| Occasionally                                                                       | 30 | 24.4 |
| Frequently                                                                         | 62 | 50.4 |
| Very often                                                                         | 26 | 21.1 |

**Table 4** Level of perception of the information provided by the restaurant

| Does the company keep you informed about promotions? |    |      |
|------------------------------------------------------|----|------|
| Alternatives                                         | N  | %    |
| Never                                                | 6  | 4.9  |
| Rarely                                               | 2  | 1.6  |
| Occasionally                                         | 32 | 26.0 |
| Frequently                                           | 63 | 51.2 |
| Very often                                           | 20 | 16.3 |

According to Table 5, 54.47% of diners surveyed in a tourist restaurant indicated that “frequently” the restaurant shows a bond of trust and welcome with its customers. This is due to the fact that each diner lives a unique experience in the restaurant, in addition to the treatment they receive from the restaurant staff who make them feel at home. On the other hand, 25.20% say “very frequently” and 17.89% of them say “occasionally”. Likewise, 2.44% said “never”. This allows inferring that the establishment generates a bond of trust and welcome with its customers.

In Table 6, 55.28 and 30.89% of the diners surveyed in a tourist restaurant indicate that they “frequently” perceive the restaurant as a pleasant place. This is because it offers a different theme from other establishments in the surrounding area and you can even find historical relics as part of the decoration that make you learn a little more about the past. On the other hand, 13.01% of them say “occasionally”, while 0.81% say never. This allows inferring users perceive the restaurant as a pleasant place.

**Table 5** Level of perception between the restaurant and the diner

| Do the company's relationships with its customers show a bond of trust and welcome? |    |      |
|-------------------------------------------------------------------------------------|----|------|
| Alternatives                                                                        | N  | %    |
| Never                                                                               | 3  | 2.4  |
| Occasionally                                                                        | 22 | 17.9 |
| Frequently                                                                          | 67 | 54.5 |
| Very often                                                                          | 31 | 25.2 |

**Table 6** Level of diner perception of the restaurant environment

| Do you perceive the restaurant to be a nice place? |    |      |
|----------------------------------------------------|----|------|
| Alternatives                                       | N  | %    |
| Never                                              | 1  | 0.8  |
| Occasionally                                       | 16 | 13.0 |
| Frequently                                         | 68 | 55.3 |
| Very often                                         | 38 | 30.9 |

**Table 7** Degree of satisfaction of diners when visiting the restaurant

| Do you get in a good mood every time you visit the restaurant? |    |      |
|----------------------------------------------------------------|----|------|
| Alternatives                                                   | N  | %    |
| Never                                                          | 1  | 0.8  |
| Occasionally                                                   | 20 | 16.3 |
| Frequently                                                     | 60 | 48.8 |
| Very often                                                     | 42 | 34.1 |

The Table 7 shows that 48.78% of the respondents indicate that “frequently” they get in a good mood when visiting the restaurant is a pleasant place due to the good attention of its staff, the atmosphere that is propitiated with good music and themed events. It is worth noting that this perception is enhanced by the presentation of renowned singers who not only belong to the local scene but also to the national scene and are brought with the intention of providing unforgettable experiences. 16.26% of them say “occasionally”, while 0.81% say never. This allows inferring that users perceive the establishment as a pleasant place.

## ***Qualitative Analysis***

Considering that the interview was conducted in the midst of the Covid-19 pandemic in 2021, the manager agreed to provide an interview via videoconference. It is considered that the greatest point of attention are the national artists that it convenes to offer recitals for the public, it is at this time where they receive more digital traffic on social networks and interactions, letter requests, ticket prices, letters and special orders among others. It was indicated that they update the information on the website with advertising content such as photo of the dish of the week, promoting regional food since it is a hotel for tourists. They motivate consumers to visit the restaurant through special offers and invitations to concerts with well-known national artists. The restaurant makes sure to promote through Facebook truthful information since its reputation and image is at stake, the General Manager of the restaurant and the hotel must be much more careful with the information provided in each publication, and to be consistent in content and reality since the strategy of “word of mouth” prevails. They encourage customers through Facebook through sweepstakes, mentions in

comments, “asking to follow the page to win online sweepstakes”, through following, flyer advertising of artists recognized regionally and nationally. The tourist restaurant is positioned in the consumer’s mind as a restaurant and cultural meeting point, within its most outstanding features are the quality of service, privileged location to the Itaya River, spot reference of regional and national cuisine.

## 4 Discussion

The objective of this research was to analyse digital marketing strategies to improve promotion in a catering establishment. After analysing the results obtained from the interviews and surveys conducted, some contrasts found in this research will be discussed.

After the quantitative results obtained, 4.9% of the diners indicated that the restaurant does not keep them informed about the offers. In the same sense, it is verified that they are related to what Paz [20] sustains, where it is pointed out that swimwear stores do not adequately apply digital marketing strategies, since on several occasions customers do not receive immediate information and response. In their results, a negative trend can be observed regarding the indicator of an interactive website, because their customers do not perceive a good communication by the stores through social networks. On the other hand, workers mention that the use of advertising to communicate their product to their followers should be improved. It is worth noting that our interviewee mentioned that it is important to use different methods in publications to generate good interactivity. The results of the qualitative research refer that having good tourist infrastructure and quality in the service improves the tourist indexes generated through digital marketing, this verifies that they are related to what Ramos [21] sustains pointing out that for a good promotion the Spanish autonomous communities use digital marketing in social networks in regards of touristic promotion. It should be noted that Internet users and tourists are the true pillar of digital marketing, since their comments and evaluations give the true value to the service; this is reflected in the feedback received based on the response rate. Following the qualitative results obtained in this research, the general manager indicates that frequent publications have managed to generate traffic on social networks, these are related to what Llontop [22] says that digital marketing has managed not only to capture the attention of potential customers from social networks, but thanks to advertising to generate interactivity among users and achieve a perception of sensory marketing to customers.

The quantitative results obtained in this research indicate that 54.5% of diners who visit the restaurant have generated a positive link to the establishment in question, these are related to what Andrade [23] says, pointing out that one of the highly effective digital marketing strategies is the creation of a digital identity, since this is formed with navigation or functionality and communication regarding public relations. It is recommended that a digital identity is created from the participation in different social networks and that they are consistent with the product and services

to improve the promotion of this. In the interview with the manager, he indicates that through the Facebook page he shows attractive content such as offers and promotions in addition to special events held in the restaurant. The digital marketing strategy proposed in his establishment seems to be an effective combination of attractive visual content, these elements together can motivate consumers to visit the restaurant and become repeat customers. In addition, the inclusion of recognized artists increases the prestige and excitement to the offer, which can generate even greater interest from the public. In this way, it is verified that they are related to what Ortiz [24] says, that web pages should have detailed information, as well as photographs and videos of excellent quality so that this induces a greater appreciation and awareness of the products to be offered. This refers to the flow strategy developed in this research work, which refers to value and interactivity.

## 5 Conclusions

The premise of this research is to analyze digital marketing strategies to improve promotion in a tourist restaurant. Digital marketing strategies to improve promotion in a restaurant establishment were analyzed through four dimensions. In the same sense, **the functionality** of the Facebook page should allow navigation has to be intuitive and easy for the user, when contrasting this premise with the strategies used by the hotel, we warn that they do not have updated information such as phone number, and WhatsApp direct contact number adhered to the platform. **The feedback** defines interactivity with the internet user to build a relationship of trust with him, creating an integrated digital ecosystem using Facebook, Instagram, WhatsApp with uniform and constant content fosters the growth of trust. Flow triggers the expectations should feel attracted by the interactivity generated by the site and go from one place to another as planned. We notice that the publications that are made on Facebook do not follow any kind of patterns, and there is evidence of a lack of content planning. There are also comments from users without responding, which denotes the inadequate one-to-one care of the interaction. **Loyalty** is achieved with the delivery of attractive content for the user, which is generated by enhancing sensory stimuli through experiential marketing, noticing the desire to celebrate the day of the Creole song by displaying advertising on Facebook, for the concert that generated full capacity.

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# Corporate Social Responsibility and Consumer Behavior: A Correlation in the Fast-Food Industry



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**Abstract** The present research is carried out, since, it has been seen that there was an increase of companies that wish to be socially responsible, due to the deterioration of the environment that is increasing more and more due to the pollution generated by the companies and the abandonment of the low-income population by the state. Therefore, the general objective of the research was to explain the relationship between Corporate Social Responsibility and Consumer Behavior in the company Burger Cri. The population consisted of 108 customers, who were the target of the study for data collection and census statistics were used. The study was conducted with a quantitative approach, the type of research was applied with a correlational level and a non-experimental design. Subsequently, for data collection the technique used was the survey and the questionnaire as an instrument. The statistical test was Cronbach's Alpha, which showed a result of 0.944, demonstrating a perfect level of reliability. The results were a Spearman's Rho of 0.684 indicating an average positive correlation and a bilateral significant value of 0.000. In conclusion, it was possible to explain the influence between Corporate Social Responsibility and Consumer Behavior in Burger Cri.

**Keywords** Influenza · Corporate social responsibility · Buying behavior · Restaurants

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# 1 Introduction

In recent years, concern and indignation over the deterioration of the environment has increased on the planet, due to alarming information and environmental crises, such as forest fires that were recorded, according to estimates by the Friends of Nature Foundation (FAN), that in 2019 reached 6,435,226 hectares burned nationwide and “as of September 2020, more than 2.3 million hectares were recorded”.

There are many studies, in which consumers make their purchasing decisions not based on objective reality, but on what they perceive based on their wants and needs. In this case, companies need to compete for the best consumer perceptions. CSR is not a burden for the company but an instrument of competitiveness, so it should not be used only for image reasons but for being morally correct [1].

As a result, a new way of thinking about the role that consumers expect companies to play is emerging. Corporate involvement in social problems is increasingly seen as legitimate, and public pressure is growing for greater government regulation of corporate behavior. A growing majority of citizens worldwide are becoming aware of what corporate social responsibility means, so they are paying more attention to socially responsible behavior and are voicing opinions that companies should go beyond their role of making money, paying taxes and complying with the law [2].

There is also a new tool, the Metaverse, which is a new virtual reality with the potential to act as a catalyst for the achievement of the Sustainable Development Goals (SDGs). These are immersive and interactive technologies that can promote education, healthcare and other services, while supporting inclusion and empowerment of all people [3]. In the same way, the restaurant industry, being a service provider, requires CSR practices. In a study carried out in Puerto Rico in fast food franchises, it was observed that social responsibility is very important for consumers, as well as for those who carry it out [4].

In the Burger Cri store in Lima, Peru, which is a fast-food business, a problem has been detected about the lack of quick attention to each customer, since in the kitchen area there is only one cook, thus saturating the order of customers. With respect to Corporate Social Responsibility, before the pandemic they had already implemented it, such as the selection of waste such as plastic, paper, glass and cardboard, so that they can then be recycled, and since the beginning of the pandemic they have been doing social work with low-income children on special dates.

This research is carried out for reasons of the current situation in which we find ourselves, since it has been seen that there has been an increase of companies that want to be socially responsible, thus generating a positive impact as an example for society and the environment. Due to this, since the beginning of the pandemic, several social problems have been generated and one of them is the lack of commitment of companies towards citizens. Based on this problem, the research question was posed: To what extent is Corporate Social Responsibility related to consumer behavior in the Burger Cri store, Lima, Peru, 2022?

The literature review presents various theories on corporate social responsibility and consumer behavior. In relation to Corporate Social Responsibility, it is argued

that the main objective pursued by CSR is the positive impact associated with the actions in all areas where the company interacts, as well as with the agents involved in its activity (shareholders, customers, suppliers, employees, environment, society). On the other hand, a well-managed CSR policy can contribute to positioning the brand in the market, achieving greater identity and customer loyalty; likewise, it will improve the corporate image, which can be beneficial in attracting shareholders and capital [4].

They also believe that corporate social responsibility or CSR refers to an active and voluntary contribution by the company to improve the economic, social, and environmental aspects of society, as well as to improve its competitive situation and define its positioning. Nowadays, CSR is becoming more and more important as consumers are more informed, which provides them with prior values when choosing which products to own [1].

Therefore, the company's strategy and activity must adapt to the changes produced in the external environment. Likewise, the company's behaviors or activities must meet the requirements of sustainability and interrelation with stakeholders, to whom it offers services in this context, since socially responsible organizations can obtain a solid position with respect to their competition by having a series of competitive advantages in the market by establishing their relevance to the environment [5].

The following dimensions of the independent variable corporate social responsibility are 3 [6] Economic responsibility refers to the fact that every organization must generate profitability by carrying out its activities in a committed manner. Some actions that arise from this concept are the importance of being profitable by achieving benefits to the members of the organization and their families. In addition, organizations must be competitive and efficient in the production of their products and/or services [7]. On the other hand, ethical responsibility is the actions performed by companies that are not necessarily codified by law, as they go beyond it. They mean being fair and reflect respect and protection towards their consumers, employees, shareholders and community. An important example considered in this item are social values such as environmental care [7]. Likewise, ecological responsibility has been developing over time, since it has been possible to notice the claim of environmental movements in the face of the threats posed by the manufacture of toxic substances, the deterioration of ecosystems and landscapes, as well as the dumping of waste generated by companies into the sea and land [8].

Purchasing behavior refers to the fact that a socially responsible consumer is one who makes his or her consumption decisions, whether they are for the purchase of a product, its use and/or disposal, based on the desire to reduce the negative impact that could be caused to society or seeking to increase the positive impact on the environment [9]. It is also mentioned that nowadays, consumers are more analytical and conscious when deciding which products or services to buy, and even ecological consumer movements have already been organized, which are born out of the conviction of their associates that it is necessary to correct market failures and reject unethical positions, seeking a balance between suppliers, consumers and the environment [10]. Therefore, they affirm that the consumer now not only considers environmental and ethical aspects, but in the act of consumption involves specific

aspects such as the social responsibility of companies, their socioeconomic and cultural context, or information beyond the goods and services themselves [11].

The following dimensions of the dependent variable consumer behavior are 3, [6] In the Cultural aspect, they indicate that one of the main cultural factors is closely related to the decisions that are made at the time of acquiring a product, in other words, when making a purchase, it is here where they are usually influenced by consumer behavior. However, it is necessary to carry out a previous analysis [12]. Likewise, the social aspect is influenced by several aspects that have determined knowledge throughout history. It is here where it is given to know as the main item to the economic status, lifestyle, age and others. From all this it can be inferred that these elements add up to a high responsibility to measure events that can develop in a given time and place [12]. Equally important, in the psychological aspect, reference is made to the purchase decision of a person that also adopts the predominance of four main psychological factors: perception, learning, motivation and beliefs and attitudes [12]. Likewise, it is commented that the forces of psychology in real cases shape human behavior, which mostly belong to a large part of the unconscious being of the human being [13].

Several previous studies on corporate social responsibility and consumer behavior are presented, which indicate how consumer generativity moderates the effect of CSR on consumer behavior through two studies. Study 1 showed how generativity influences Purchase Intention. Study 2 showed that if a company's commitment to CSR affects both generative and non-generative consumers [14]. Similarly, a significant relationship between corporate social responsibility (CSR) attributes and some of the corporate competencies (CC) on consumer purchase behavior in the city of Bogota was demonstrated, because they show that the probability of purchase by consumers of sneakers increases if the manufacturing company meets certain characteristics in its management: commitment to the environment, good treatment of workers, support for programs to combat poverty, product quality and attractive and innovative product offerings [15].

They also mentioned that responsibility activities moderate the link between sustainability marketing and brand image, and that the association is stronger at higher levels of corporate social responsibility [16]. On the other hand, they found that low-fit initiatives negatively impact consumers' beliefs, attitudes, and intentions regardless of the company's motivation, and that high-fit initiatives that are motivated by profit have the same impact. Thus, consumers consider the timing (proactive vs. reactive) of the social initiative as an informative signal, and only proactive and high-fit initiatives led to an improvement in consumer beliefs, attitudes, and intentions [17]. In addition, CSR activities can increase both consumers' intentions to purchase cosmetic products provided by companies involved in CSR and increase long-term customer loyalty to the companies. The research also provided evidence of a strong brand trust mediation effect for both sides of customer behavior. This illustrates that when brand trust is higher the effect of CSR initiatives on customer behavior increases [18, 22].

On the other hand, it is mentioned that companies can benefit from the environmentally friendly practice. These benefits comprise that the brand is sustainable,

incorporating into a socially responsible corporate and better business performance. The second key theme discusses the systematic perspective for food and beverage companies, in which they promoted understanding and changing the environmental behavior of their customers [19, 21, 23].

The structure of the research is composed of the introduction where the problematic reality, the theoretical framework and the objective of the research are presented; the methodology indicates the methods used in the formulation of the study; the results present the data obtained from the respondents; and finally, an analysis of the study is made in the discussion and conclusions. The research objective is what is the relationship between corporate social responsibility and purchasing behavior in a fast-food company. The hypothesis is that there is a significant and positive relationship between corporate social responsibility and purchasing behavior in a fast-food company.

## 2 Methodology

The research approach was quantitative, with a non-experimental design and a cross-sectional study, in which the variables are not manipulable. This research focused on the customers of Burger Cri, Lima, Peru, which used probability sampling, where the number of people to whom the survey was conducted was determined, for this we must know the total number of customers, which were 150 weekly customers who attend the fast food establishment, and with this data we then proceeded to perform the formula for the finite population size, which resulted in 108 people to be surveyed.

As a technique, the survey was used for data collection for both variables in the research of the Burger Cri store, and as a measurement tool the Likert scale, which comes from the research called Corporate Social Responsibility and consumer behavior in Burger King, by the authors [6], which obtained as a result 0.932 which means a perfect degree of reliability. Because it was performed by Cronbach's alpha statistical test which obtained a validation of 80%. Therefore, to calculate the reliability of the instrument, this test was used, which to be considered reliable should have a level of 0.70 on a rating scale from 0 to 1, because of this the SPSS will be used to find this result.

This survey was applied to 150 weekly customers of both sexes in Lima, Peru, to determine the relationship between the variables of the study. The procedures began with the elaboration of the title of the empirical research, which has certain requirements to be validated, followed by the statement of the problem, objectives and general and specific hypotheses on both sides, justification of the research, the theoretical framework, the international and national antecedents related to the research variables, together with their dimensions. For the methodological part, the approach, design, type, number of populations, technique and research instrument were identified. Also, for the correlational statistical analysis, spearman was performed. Finally, the results, discussion and conclusion will be developed.

**Table 1** Reliability statistics

| Cronbach's alpha | N° of elements |
|------------------|----------------|
| 0.944            | 36             |

*Note* With a result of 0.944 in Cronbach's Alpha, the applied instrument is in an acceptable range

In the methodology we find the research design, population, sample, unit of analysis, techniques, instruments for data collection and data analysis.

**3 Results**

***Cronbach's Alpha***

The reliability results obtained with IBM SPSS software are presented below. The instrument was subjected to a reliability test using Cronbach's alpha coefficient, and it is known that this coefficient should be above 0.7. Thus, according to the results presented in Table 1, a Cronbach's alpha coefficient of 0.944 was obtained, which determines a good reliability of the instrument used.

***Influence of Corporate Social Responsibility on the Consumer Behavior of the Company Burger Cri***

In order to determine the correlation between the variables under study: Corporate Social Responsibility and consumer behavior, Spearman's correlation coefficient  $\rho$  (rho) was applied. This selection was made considering that it is a non-parametric test, used when the data does not have a normal distribution, as is the case of this research, which when the normality test was performed, the significance level was less than 0.05. Spearman's Rho coefficient measures the degree of correlation: Spearman's correlation coefficient was found to be  $\rho=0.783$ . From the result obtained, it could be inferred that there is a positive and direct relationship between both variables: Corporate social responsibility and consumer behavior. When analyzing the degree of significance, it was seen that it is 0.000, which means that it is less than 0.05 and even less than 0.01, which indicates that the correlation that has been established is very probably true.

As can be seen in the results of Table 2, Spearman's correlation coefficient is  $\rho=0.783$ . From the result obtained, it can be inferred that there is a positive and direct relationship between both variables: Corporate social responsibility and consumer behavior. When analyzing the degree of significance, we see that it is 0.000, which

means that it is less than 0.05 and even less than 0.01, which indicates that the correlation that has been established is very probably true.

The results in Table 3 show that Spearman’s correlation coefficient is  $p=0.770$ . From the result obtained, we can deduce that there is a positive and direct relationship between both variables: Economic social responsibility and consumer behavior. When analyzing the degree of significance, we see that it is 0.000, which means that it is less than 0.05 and even less than 0.01, indicating that the correlation established is very probably true.

The results in Table 4 show that Spearman’s correlation coefficient is  $p=0.514$ . From the result obtained, we can infer that there is a positive and direct relationship between both variables: Social ecological responsibility and consumer behavior. When analyzing the degree of significance, we see that it is 0.000, which means that it is less than 0.05 and even less than 0.01, which indicates that the correlation that has been established is very probably true.

Table 5 shows that Spearman’s correlation coefficient is  $p=0.684$ . From the result obtained, we can deduce that there is a positive and direct relationship between both

**Table 2** Correlation between study variables

|                 |                                |                         | Economic social responsibility | Consumer behavior |
|-----------------|--------------------------------|-------------------------|--------------------------------|-------------------|
| Rho de Spearman | Economic social responsibility | Correlation coefficient | 1.000                          | 0.770**           |
|                 |                                | Sig. (bilateral)        |                                | 0.000             |
|                 |                                | N                       | 108                            | 108               |
|                 | Consumer behavior              | Correlation coefficient | 0.770**                        | 1.000             |
|                 |                                | Sig. (bilateral)        | 0.000                          |                   |
|                 |                                | N                       | 108                            | 108               |

\*\*The correlation is significant at the level of 0.01 (bilateral)

**Table 3** Correlation between economic social responsibility and consumer behavior

|                 |                                 |                         | Corporate social responsibility | Consumer behavior |
|-----------------|---------------------------------|-------------------------|---------------------------------|-------------------|
| Rho de Spearman | Corporate social responsibility | Correlation coefficient | 1.000                           | 0.783**           |
|                 |                                 | Sig. (bilateral)        |                                 | 0.000             |
|                 |                                 | N                       | 108                             | 108               |
|                 | Consumer behavior               | Correlation coefficient | 0.783**                         | 1.000             |
|                 |                                 | Sig. (bilateral)        | 0.000                           |                   |
|                 |                                 | N                       | 108                             | 108               |

\*\*The correlation is significant at the level of 0.01 (bilateral)

**Table 4** Correlation between social ecological responsibility and consumer behavior

|                 |                                  |                         | Ecological social responsibility | Consumer behavior |
|-----------------|----------------------------------|-------------------------|----------------------------------|-------------------|
| Rho de Spearman | Ecological social responsibility | Correlation coefficient | 1.000                            | 0.514**           |
|                 |                                  | Sig. (bilateral)        |                                  | 0.000             |
|                 |                                  | N                       | 108                              | 108               |
|                 | Consumer behavior                | Correlation coefficient | 0.514**                          | 1.000             |
|                 |                                  | Sig. (bilateral)        | 0.000                            |                   |
|                 |                                  | N                       | 108                              | 108               |

\*\*The correlation is significant at the level of 0.01 (bilateral)

variables: Ethical Social Responsibility and Consumer Behavior. When analyzing the degree of significance, we see that it is 0.000, which means that it is less than 0.05 and even less than 0.01, indicating that the correlation established and is very probably true. The present research formulated the General Hypothesis: Corporate Social Responsibility is positively related to consumer behavior in Burger Cri store, 2022. Likewise, as specific hypotheses they formulated the following: Corporate Social Responsibility in its economic dimension is positively related to consumer behavior in the Burger Cri store, 2022. Corporate Social Responsibility in its ecological dimension is positively related to consumer behavior in the Burger Cri store, 2022. Corporate Social Responsibility in its ethical dimension is positively related to consumer behavior in the Burger Cri store, 2022.

**Table 5** Correlation between social ethical responsibility and consumer behavior

|                 |                               |                         | Ethical social responsibility | Consumer behavior |
|-----------------|-------------------------------|-------------------------|-------------------------------|-------------------|
| Rho de Spearman | Ethical social responsibility | Correlation coefficient | 1.000                         | 0.684**           |
|                 |                               | Sig. (bilateral)        |                               | 0.000             |
|                 |                               | N                       | 108                           | 108               |
|                 | Consumer behavior             | Correlation coefficient | 0.684**                       | 1.000             |
|                 |                               | Sig. (bilateral)        | 0.000                         |                   |
|                 |                               | N                       | 108                           | 108               |

\*\*The correlation is significant at the level of 0.01 (bilateral)

## 4 Discussion

After analyzing the results by means of the instrument (survey) applied to the population (108 customers), it is evident that with respect to the Corporate Social Responsibility variable in its Economic Responsibility dimension, that the customers like the attention given to them thanks to the activities carried out to reduce the delivery time of the products and thus avoid errors, adding to this that the products are of quality which go according to the price. With respect to the Ecological Responsibility dimension, it was observed that the company showed interest in the environment, and that various notable activities were successfully carried out, creating a positive impact on consumers. Finally, the Ethical Responsibility dimension, in which its values as a company are aligned with its commercial activities, thus providing assertive communication to both employees and customers.

On the other hand, the Consumer Behavior variable, in its Social dimension, it was observed that customers tend to be informed on social networks of the news offered by the company before going to the establishment in person and Regarding the cultural dimension, it was observed that the company is preferred over the competition, so they visit the store frequently, since the service it provides is adequate. Finally, the psychological dimension, in which customers feel identified with the company with respect to social responsibility, since this drives the growth of a company, both economically and in terms of positioning.

The result obtained was 94.4, which coincides with the results of [20] which obtained a value of 96.796 from statistical calculations with SPSS software, obtaining a significance level of 0.000, considering the significant value of the F test, it was found that the value of sig F is less than the value of 0.05. This means that the variables attitude and CRS have a simultaneous and significant influence on the decisions of consumers. According to the results obtained, customers mention that they are almost always made aware of the environment, this coincides with [9] which mention, that the company's commitment to CSR, influences both generative and non-generative consumers, has a more general impact on the purchase intention than on the significance of the product. This seems reasonable both because there is greater awareness of CSR than of product significance and because it is easier to transmit information about CSR activities than about product significance, which is an intangible attribute.

It was also found that the company always gives talks to customers and employees about environmental care, which leads to trust in the company and its employees, this coincides with [18] who mentioned that the results of the study illustrate the favorable effect of social responsibility on consumer reactions carried out by companies in the cosmetic industries, trust in the brand is a factor that enhances the effect of ethical, philanthropic, environmental and consumer-conscious activities on consumer behavior.

As a result, the present study is subject to several limitations. First, the research focused on the correlation between CSR and CC in the fast food industry. Second,