

GASTRONOMIC CULTURE AND SOCIAL NETWORKS: THE IMPACT OF DIGITAL STRATEGIES ON THE PROMOTION OF TRADITIONAL COLOMBIAN CUISINE

Franklin CORDOVA-BUIZA^{*} 

Universidad Privada del Norte, Research, Innovation and Sustainability Department, Lima, Peru, e-mail: franklin.cordova@upn.edu.pe

Camilo Mauricio GRILLO-TORRES 

University Corporation of Asturias, Research Department, Researcher, Bogotá, Colombia, e-mail: camilo.grillo@asturias.edu.co

Catalina Rocío VEGA 

University Corporation of Asturias, Research Department, SUMATE Research Seedbed Monitor, Bogotá, Colombia,
e-mail: monitor.semillero@asturias.edu.co

Citation: Cordova-Buiza, F., Grillo-Torres, C.M., & Vega, C.R. (2025). Gastronomic culture and social networks: The impact of digital strategies on the promotion of traditional colombian cuisine. *Geojournal of Tourism and Geosites*, 59(2), 587–594. <https://doi.org/10.30892/gtg.59207-1439>

Abstract: In a context where cultural traditions face the risk of invisibilisation in the face of the advance of globalisation and the homogenisation of digital content, traditional gastronomy has become a field of symbolic dispute. In countries like Colombia, with a wide culinary diversity associated with regional, ethnic and popular identities, digitalisation processes represent an opportunity and, at the same time, a challenge for the preservation and promotion of this intangible heritage. However, local actors, such as traditional restaurants, often lack the resources, knowledge or strategies to position their cultural practices in digital environments dominated by globalised commercial and aesthetic logics. Given this problem, the aim of this research was to analyse the digital strategies employed by traditional Colombian restaurants to promote their cuisine on social networks, understanding these actions as contemporary forms of cultural representation. From a cultural studies approach, gastronomy was approached not only as an economic service, but also as a symbolic manifestation of collective memory and identity. The methodology applied was mixed, with a predominantly quantitative approach, based on the content analysis of 15 restaurants selected by non-probabilistic sampling. Variables such as presence on social networks, number of followers, frequency of publication, bilingual content, customer service mechanisms and use of technological tools were examined. The results show a strong presence on Facebook and Instagram (87%), but little use of platforms such as TikTok or YouTube (60%). Low frequency of posts (1-2 times per week), minimal bilingual content (8 %) and limited online complaint management (10 %) were identified. Only a few restaurants, such as Il Forno and Quebracho, showed more digital diversification. In conclusion, it can be observed that most traditional establishments have not yet managed to fully integrate digital tools that strengthen the dissemination and resignification of their cultural proposal. It is recommended to design intercultural, sustainable and participatory communication strategies that value traditional cuisine not only as a gastronomic offer, but also as a vehicle of identity and heritage in contemporary digital environments.

Keywords: social profiles, communication frequency, shared content, audience interaction, digital strategies

* * * * *

INTRODUCTION

Digital transformation has generated profound changes in various economic sectors, fundamentally reshaping the interaction between businesses and their customers (Cabrera-Cordova et al., 2023; Verma et al., 2023). Globally, the gastronomic industry has embraced digital marketing strategies to remain competitive in an increasingly connected and dynamic environment (Lee et al., 2022; Rafael-Baltazar et al., 2023). In this context, many restaurants have leveraged social media platforms such as Facebook, Twitter, Instagram, and TikTok to strengthen their online presence and foster deeper relationships with their audiences (Celimli & Adanacioglu, 2021). Current trends in the restaurant sector demonstrate a redefinition of marketing strategies, where direct and emotional engagement with customers through social platforms has become a vital component (Sung et al., 2023; Vaičiukynaitė & Gatautis, 2018; Zahoor, 2022; Asparrent Revollar et al., 2023). However, traditional food restaurants face unique challenges in this domain. Evidently, limited bidirectional engagement and a lack of innovation in their digital strategies hinder their ability to effectively connect with their target audience (Grillo et al., 2020; Kwayu & Abubakre, 2018; GrilloTorres, 2021).

In Latin America, the food service sector has begun adapting its digital communication and engagement strategies to establish stronger emotional and direct connections with customers through social media. This approach prioritizes the creation of tailored digital experiences, utilizing user-generated content to enhance consumer loyalty and engagement (Vásquez Reyes et al., 2023; Graciyal & Viswam, 2021). Furthermore, in this region, content digitization has emerged as a pivotal tool for addressing market transformations, significantly improving brand visibility and positioning (Fan,

* Corresponding author

2023). Coupled with emerging technologies like artificial intelligence and augmented reality, these strategies are redefining the competitive landscape (Maitri et al., 2023). In Colombia, these challenges are even more pronounced.

While fast-food chains have successfully utilized social media to amplify their digital marketing efforts (Kushwaha & Singh, 2020; Nuseir et al., 2022; Molina et al., 2023), traditional food restaurants encounter greater obstacles in adopting new technological and communicational trends. Technological globalization presents both opportunities and challenges, requiring these establishments to innovate in advertising, promotion, and product commercialization to maintain competitiveness (Moreno-Lopez et al., 2023; Olsen et al., 2022; He & Zhang, 2022; Grillo Torres, 2022).

Recent research highlights the profound impact of social media profiles on restaurants' digital marketing strategies. For instance, Fernández Miguélez et al. (2020) demonstrate how online reviews enhance financial performance. Similarly, Gruss et al. (2020) indicate that building digital communities on platforms like Facebook significantly increases user engagement. Zia et al. (2022) underscore the influence of brand image perception and perceived value on customer loyalty. Meanwhile et al. (2022) analyze the impact of social media profiles on consumers' decision-making processes, while Bushara et al. (2023) examine the relationship between perceived value and purchase intention. According to Voorveld et al. (2018) and Dolan et al. (2019), creative and original posts are critical to boosting audience engagement. Prominent brands such as McDonald's, Starbucks, and KFC have implemented strategies that transcend mere product promotion, achieving notable impact across their digital platforms (Puspaningrum, 2020). Additionally, the growing use of video content and live streaming has opened new opportunities for personalized content and audience interaction (Yuan & Lee, 2023; Rein & Venturini, 2018). Despite these advances, a significant gap remains in the literature concerning the use of social media by traditional food restaurants in Colombia. Areas such as content quality, posting frequency, and audience interaction require further exploration (Seifert & Kwon, 2020; Song et al., 2022). Moreover, content personalization and timely responses to comments are critical factors that warrant more detailed analysis (Tafesse & Wien, 2018; Nasir et al., 2021).

LITERATURE REVIEW

Concept Digital Transformation on the Restaurant Industry

Digital transformation has reshaped consumer behavior in the restaurant industry, compelling establishments to adopt digital marketing strategies to stay competitive (Fabrizio et al., 2022). Traditional restaurants in Colombia face distinct challenges when integrating social media into their communication efforts to meet the expectations of a digitally savvy clientele (Gong et al., 2021). While platforms such as Facebook, Instagram, and TikTok are vital for visibility and customer engagement Celimli & Adanacioğlu (2021), success depends on businesses' ability to adapt to the rapidly evolving digital landscape (Haushalter et al., 2023; Chakraborty et al., 2023). Fast-food giants like McDonald's and Starbucks have successfully leveraged social media, moving away from traditional advertising to engaging content that builds a community (Dolan et al., 2019; Mouritzen et al., 2024). However, these resource-intensive approaches may not be suitable for smaller, traditional restaurants (Appel et al., 2020). The disparity between the digital strategies of large chains and smaller traditional establishments highlights a gap in the literature, particularly in understanding how small restaurants can scale digital efforts with limited resources. Social media's two-way communication has transformed business-consumer interactions, offering opportunities for personalized engagement (Peco-Torres et al., 2021; Blázquez-Resino et al., 2020; Wibowo et al., 2021).

Regular updates, exclusive promotions, and responsive feedback mechanisms have been shown to strengthen relationships (Lepkowska-White, 2017; Rautela, 2021; Kucharska, 2019). However, concerns about privacy and data management persist, especially for smaller restaurants that may lack the infrastructure to address these challenges (Wingate et al., 2021; Tsai et al., 2020). Further research is needed to explore how traditional restaurants can balance these concerns while ensuring customer satisfaction through digital interactions. Emerging technologies, such as live video streaming, present innovative ways to enhance customer experiences, but their adoption remains limited in traditional restaurants due to resource constraints (Lin et al., 2021; Nagele et al., 2021). The reliance on advanced digital tools, common among fast-food chains, may not be feasible for smaller restaurants that struggle with the financial and technological demands of such strategies (Huang et al., 2021; Bugeja & Grech, 2020; Vohra & Bhardwaj, 2019). This raises an important question: how can traditional restaurants adopt digital strategies that align with their scale without overextending their resources? Audience engagement is another critical aspect of social media strategies. Personalized content and timely interactions are essential for driving engagement Nasir et al. (2021), but sentiment analysis and data-driven marketing approaches pose ethical and technical challenges, particularly for smaller businesses (Seifert & Kwon, 2020). These difficulties highlight a gap in the literature regarding how traditional restaurants can implement customer engagement tools without the robust infrastructure available to larger chains.

Although the shift from one-way marketing to interactive, customer-focused strategies is well-documented (Sashi et al., 2019; Shahbaznezhad et al., 2021), traditional restaurants lag in adopting these methods (Bok et al., 2020). Research has predominantly focused on large chains, leaving a gap in understanding how smaller, independent establishments can incorporate digital marketing into their operations. As previous studies emphasize the importance of culturally relevant content Moreno & Tejada, (2019), traditional restaurants must navigate these strategies with limited capacity for content creation.

In conclusion, while the existing literature offers insights into digital marketing for large-scale establishments, there is a clear gap regarding the applicability of these strategies to smaller, traditional restaurants. Future research should focus on developing tailored digital marketing approaches that account for the unique limitations and opportunities faced by these businesses, enabling them to engage customers effectively without the extensive resources of fast-food giants.

AIM

In a context where digital marketing is key to competitiveness, traditional cuisine restaurants face significant challenges to optimize their online presence. In this sense, the objective is to analyse the digital presence and interaction strategies of

traditional Colombian cuisine restaurants, evaluating how these contribute to the promotion and preservation of gastronomic culture through the study of the nature, frequency and quality of communications with their public on social networks.

MATERIALS AND METHODS

This study adopts a mixed-methods approach, combining qualitative and quantitative analyses to examine the digital communication strategies and user engagement of traditional food establishments on social media platforms. The methodological framework is grounded in digital communication theories and consumer engagement models, as suggested by Ngai et al. (2015). These theories provide a foundation for analysing how traditional restaurants in Colombia interact with their audiences through digital channels, offering a comprehensive understanding of social media engagement and communication. The qualitative analysis evaluates the characteristics of restaurant websites and social media profiles, focusing on shared content, user interactions, and the degree of technological innovation in their digital communication. Engagement strategies were examined across 13 platforms, including Facebook, Instagram, Twitter, TikTok, and YouTube, to highlight how these restaurants use social media to connect with their audiences and enhance customer interaction. For the quantitative analysis, a binary classification system was applied to assess the effectiveness and reach of the restaurants' digital strategies. Statistical methods included logistic regression and binary decision trees, in line with standard procedures in social media research (Neuendorf, 2017).

These methods facilitated an objective analysis of the restaurants' performance, allowing for the identification of key factors that contributed to higher user engagement and better communication outcomes.

The sample consisted of 15 fast-food restaurants in Colombia, selected through a non-probability convenience sampling method, as outlined by Otzen & Manterola (2017). While this approach limits the generalisability of the findings, the specific selection criteria - such as digital presence and market position—ensured the inclusion of relevant cases. Although not fully representative, these findings offer valuable insights that can be applied to similar contexts within the traditional food sector in Colombia. Two coding databases were developed in Excel based on the methodologies of Badell (2015) and Neuendorf (2017). The first database focused on website characteristics and digital visibility, while the second assessed social media interaction through variables such as product reviews, photos, and video posts. This coding process provided a structured analysis of the restaurants' online activities, integrating both qualitative and quantitative data for a comprehensive evaluation. Data collection took place in two phases throughout 2023. In the first phase, websites and social media profiles were reviewed, and the information was categorised into the coding databases. The second phase involved integrating the qualitative and quantitative data using NVivo for content analysis and SPSS for statistical analysis. This integration enabled a robust evaluation of how traditional restaurants engage with their audiences, contributing to the growing body of literature on social media strategies in the food industry.

Rigorous procedures for data normalisation and validation were applied to ensure the reliability of the results. These procedures included cross-validation metrics and consistency checks, following best practices in social media research. Ethical standards were strictly maintained, with all user data anonymised and used solely for research purposes. Despite the limitations of the non-probability sampling method, the study provides significant insights into the social media practices of traditional food establishments in Colombia, offering a useful reference for similar cases in the region.

RESULTS

The analysis reveals that 87% of traditional cuisine restaurants in Colombia maintain a strong presence on Facebook and Instagram, which are the most widely used social media platforms. Additionally, 60% of these restaurants actively use TikTok and YouTube, primarily featuring video content such as recipes and behind-the-scenes footage. While 40% of restaurants utilize X (formerly Twitter) to engage directly with customers, it remains less favored compared to more visually oriented platforms. Notably, Pinterest, Snapchat, Vimeo, and Foursquare see no usage, representing untapped opportunities for expanding the restaurant's audience base.

Table 1. Social Media Participation of Traditional Food Restaurants

Social Media	Frequency	%
Facebook	13	87%
Instagram	13	87%
X (Twitter)	6	40%
TikTok	9	60%
YouTube	9	60%
Pinterest	0	0%
Snapchat	0	0%
Vimeo	0	0%
LinkedIn	5	33%
Foursquare	0	0%
Delicious	0	0%
BeqBe	0	0%
Spotify	0	0%

Table 1 provides a detailed breakdown of this distribution, comparing the use of these platforms. with less popular or inactive networks. In this context, 15 traditional food restaurants in Colombia were analyzed, with each using an average of four social networks. Il Forno and Restaurant Quebracho stand out for their notable online presence, each with five active

social media accounts. Regarding the general characteristics of these restaurants' websites, 87% have their own website, while 13% lack any online presence. Of those with websites, only 8% offer bilingual content (Spanish-English). Additionally, 50% of these websites include direct links to social media profiles, facilitating user access to these channels. In terms of interaction, 70% of the websites offer options for online inquiries, but only 10% provide a specific means for submitting complaints or claims.

The communication strategies of traditional food restaurants in Colombia reveal distinct patterns in the use of social media platforms. Instagram and YouTube each show a 5% participation rate, underscoring their role in fostering audience interaction. Facebook accounts for 4%, marking a slight decline compared to the rising popularity of newer platforms. TikTok and LinkedIn display lower engagement, with TikTok at 2% and LinkedIn at 3%. The underutilization of TikTok suggests untapped potential, while LinkedIn primarily serves business-related functions. Regarding content distribution, Instagram and Facebook stand out, each contributing 2%, emphasizing their importance in sharing audiovisual content. In contrast, X (formerly Twitter), TikTok, and YouTube account for only 1% each, indicating they are less emphasized in the overall digital strategy. Notably, no significant efforts toward innovation are evident across any of the platforms, as reflected by the 0% allocation in this area. The data presented in Table 2 further corroborates these findings, highlighting a strong focus on participatory communication and audiovisual content dissemination across all platforms.

Table 2. Communication of Traditional Food Restaurants on Social Media

Social media	Participation	Content
Facebook	4%	2%
Instagram	5%	2%
X (Twitter)	1%	1%
TikTok	2%	1%
YouTube	5%	1%
LinkedIn	3%	1%

Table 3. Communication for Collaboration Purposes

Social media	Product feedback %	Comments on activities %	Informative videos %	Post photographs%	Followers comment %
Facebook	1	1	1	1	1
Instagram	1	1	1	1	1
X (Twitter)	1	1	1	1	1
TikTok	1	1	1	1	1
YouTube	1	1	1	1	1
LinkedIn	1	3	1	1	1

Table 4. Disseminative Communication

Social media	Virtual access to the menu %	Virtual access to promotions %	Updated content%	Periodic publication %	Respond to users %
Facebook	5	5	11	12	12
Instagram	5	5	7	8	7
X (Twitter)	1	1	1	2	2
TikTok	1	1	3	4	4
YouTube	1	1	1	1	1
LinkedIn	1	1	1	1	1

The analysis of content focused on user engagement and collaborative communication highlighted the distribution of interaction metrics across social media platforms, as presented in Table 3. The data revealed a relatively even distribution across major platforms, including Facebook, Instagram, X, TikTok, YouTube, and LinkedIn. Each platform showed a 1% engagement for categories such as product feedback, comments on activities, informative videos, photographic posts, and follower comments. However, LinkedIn deviated from this pattern, displaying a higher interaction rate of 3% for the comments on activities category, making it a notable outlier compared to other platforms. No significant differences were observed across the remaining platforms in terms of these communication categories. The data also pointed to a limited use of features designed to encourage user-generated content. Elements like video and photo sharing, the use of tags, and dedicated mobile applications to enhance user interaction and information accessibility were scarcely employed.

The content analysis from Table 4 shows that traditional food restaurants in Colombia focus on making their information easily accessible to users and consumers. Facebook and Instagram are the dominant platforms, with the highest activity percentages across several metrics, making them the primary channels for digital interaction. Updated content on Facebook and Instagram accounts for 11% and 7%, respectively, with user engagement rates of 12% and 7%. Both platforms also show a 5% presence in terms of providing virtual access to menus and promotions.

However, the frequency of content updates is moderate, typically occurring biweekly. There is also a need to increase the availability of both textual and audiovisual materials. Other platforms, such as X (Twitter), TikTok, YouTube, and LinkedIn, are significantly underutilized, with most engagement metrics not exceeding 4% and some hovering around 1%. This suggests these platforms are not fully leveraged by traditional food establishments.

The adoption of technological innovations remains limited, despite their potential to enhance user experiences. Tools such as interactive maps, QR codes, and NFC technology are often underutilized. Notable exceptions include Restaurante Quebracho, which updates its content weekly, and Il Forno, which effectively uses photo galleries to showcase products

and promotions. Regarding social media influence, Instagram emerges as the leading platform with 476,464 followers, followed by Facebook with 239,528 and TikTok with 65,125 followers. Among individual restaurants, Il Forno stands out with 139,000 followers and 138,000 "likes." Restaurante La Regata and Restaurante La Causa also show strong engagement, with 98,000 and 67,300 followers, respectively, and a high number of positive reactions. The data indicates that traditional food restaurants maintain a moderate level of activity, posting one to two times per week. User interactions, which typically range from one to three comments per post, are generally positive.

DISCUSSION

The study demonstrates that traditional cuisine restaurants in Colombia have made remarkable progress in establishing a presence on social media, particularly on Facebook and Instagram. However, their limited expansion into other platforms such as TikTok and YouTube—with only 60% of restaurants actively participating—highlights areas for growth, especially when compared to larger chains. Additionally, Twitter and LinkedIn show minimal integration, further emphasizing the challenges these restaurants face in expanding their digital footprint. While the findings align with previous research that underscores the growing importance of social media in the food industry's marketing strategies (Celimli & Adanacioglu, 2021), key differences emerge. Notably, traditional cuisine restaurants in Colombia exhibit a marked lag in adopting technological innovations that facilitate two-way interactions with users. This contrasts with major fast-food chains like McDonald's and KFC, which have successfully integrated interactive features such as live streaming (Blichfeldt & Faullant, 2021; Lin et al., 2023). This gap in utilizing advanced tools may stem from resource constraints or a lack of expertise in digital innovation, as noted by Gruss et al. (2020), Seifert & Kwon (2020), and Grillo Torres et al. (2023). However, cultural or technological barriers might also play a role, warranting further investigation into the challenges these restaurants face in implementing such innovations.

The results of this study reveal notable trends in the use of social media by Colombian traditional cuisine restaurants. A comparative analysis with existing literature identifies both convergences and significant gaps in the digital strategies employed. First, the predominance of Facebook and Instagram (87% adoption) among the restaurants analyzed aligns with global trends identified by Celimli & Adanacioglu (2021). However, the limited expansion into other platforms like TikTok and YouTube (60%) suggests a significant lag compared to major restaurant chains, which, according to Lin et al. (2021), have successfully diversified their digital presence. This gap may be attributed to resource limitations and a lack of technical expertise, as noted by Gruss et al. (2020) and Seifert & Kwon (2020). A concerning finding is the low level of bilingual content (13%) and the limited implementation of digital channels for complaint management (10%). This contrasts with studies by Peco-Torres et al. (2021), which highlight the importance of multilingual communication and efficient feedback management in enhancing customer experience. The limited adoption of these practices could negatively impact these restaurants' ability to attract international tourists and effectively manage customer satisfaction.

Regarding posting frequency, the results show moderate activity (1–2 posts per week), which falls below the recommendations by Tafesse & Wien (2018), who suggest a minimum frequency of 3–4 weekly posts to maintain engagement. This disparity may be explained by staffing and resource constraints typically faced by traditional restaurants, as noted by Moreno & Tejada (2019). In terms of technological innovation, the study reveals limited adoption of tools such as interactive maps and QR codes. This finding aligns with observations by Huarng et al. (2021) on the barriers small establishments face in implementing emerging technologies. However, it contrasts with trends identified by Chakraborty et al. (2023), which emphasize the growing importance of these tools in enhancing customer experience. A positive aspect is the level of engagement on Instagram, with an average of 476,464 followers among the analyzed restaurants. This supports findings by Bushara et al. (2023) on the effectiveness of this platform in building digital communities in the food sector. Nonetheless, low interaction on other platforms suggests a missed opportunity to diversify communication channels.

The comparative analysis with other studies reveals both similarities and differences. On one hand, this study supports previous research (Grillo Torres & Moreno López, 2022; Md Saad & Yaacob, 2021) that identifies platforms like Facebook, Instagram, and TikTok as key components of marketing strategies. On the other hand, it highlights discrepancies with studies emphasizing technological innovation in communication strategies (Lee et al., 2019; Cavusoglu, 2019), where Colombian traditional restaurants show a lag. These differences point to deeper economic, cultural, and logistical barriers that may hinder the adoption of these technologies, providing valuable insights into the digital transformation challenges faced by small or traditional businesses. The practical implications of this study are significant for advancing the sector. Traditional cuisine restaurants can enhance their social media strategies by establishing benchmarks such as responding to customer interactions within 24 hours and leveraging automation tools where appropriate. Additionally, they can learn from successful social media campaigns in the traditional gastronomy industry, where user-generated content and live streaming have proven effective. These actions would not only improve customer engagement but also help restaurants build a more dynamic and responsive online presence.

CONCLUSION

The objective is to analyse the digital presence and interaction strategies of traditional Colombian cuisine restaurants, evaluating how these contribute to the promotion and preservation of gastronomic culture through the study of the nature, frequency and quality of communications with their public on social networks. The findings reveal that while these establishments have achieved a significant presence on platforms like Facebook and Instagram, there is a marked lack of diversification into emerging social networks such as TikTok and YouTube. Furthermore, the limited availability of bilingual content and inadequate online complaint channels highlight shortcomings in customer experience management. These results emphasize the need for restaurants to focus not only on maintaining an active digital presence but also on improving bidirectional interaction and adopting technological innovations to engage more effectively with their audience.

This research contributes to the field of digital marketing by underscoring the critical role of content personalization and the responsiveness of restaurants in audience engagement. It identifies a lack of innovative communication strategies as a key obstacle to fostering deeper customer connections, suggesting that managers should adopt more dynamic and collaborative approaches. Such changes could help attract a younger demographic and encourage more meaningful interactions across diverse social media platforms. From a practical standpoint, the study recommends that traditional food restaurants integrate emerging technologies such as QR codes and interactive maps to enhance the user experience.

It also stresses the importance of diversifying digital platforms and tailoring content to align with the unique characteristics of each social network. By adopting innovative tools and regularly updating content, restaurants can significantly improve both their visibility and customer interaction. Moreover, the study's implications extend beyond the restaurant sector, illustrating how digitalization can aid in the preservation and promotion of traditional cuisines in a globalized world. Embracing technological advancements not only enhances competitiveness but also fosters a stronger bond between cultural traditions and younger generations. Future research should investigate the effects of advanced technologies, such as augmented reality and artificial intelligence, on the customer experience in traditional food establishments. Comparative studies across various countries could provide valuable insights into best practices for leveraging social media in the traditional gastronomy sector, enriching the global discourse on digital marketing strategies and cultural preservation. The limitations of the study include the relatively small sample size (15 restaurants) and its non-probabilistic nature, which may affect the generalizability of the results. Additionally, the absence of sentiment analysis in user comments and the lack of detailed demographic data from the audience limit the depth of the engagement analysis.

Author Contributions: Conceptualization, F.C., C.G. and C.V.; methodology, C.V. and C.G.; software, C.V. and C.G.; validation, C.V. and C.G.; formal analysis, F.C. and C.G.; investigation, F.C. and C.V.; data curation, F.C.; writing - original draft preparation, C.V. and F.C.; writing - review and editing, C.G., F.C. and F.C.; visualization, F.C.; supervision, C.G.; project administration, C.G. All authors have read and agreed to the published version of the manuscript.

Funding: Not applicable.

Institutional Review Board Statement: Not applicable.

Informed Consent Statement: Not applicable.

Data Availability Statement: The data presented in this study may be obtained on request from the corresponding author.

Acknowledgements: The research undertaken was made possible by the equal scientific involvement of all the authors concerned.

Conflicts of Interest: The authors declare no conflict of interest.

REFERENCES

- Appel, G., Grewal, L., Hadi, R., & Stephen, A. T. (2020). The future of social media in marketing. *Journal of the Academy of Marketing Science*, 48(1), 79-95. <https://doi.org/10.1007/s11747-019-00695-1>
- Asparrent Revollar, B. M., León Torres, R. E., Grillo Torres, C. M., & Cordova Buiza, F. (2023). A Comparative Analysis of the Career Perceptions of Tourism and Hospitality Students Before and During the Covid-19 Pandemic. *Geojournal of Tourism and Geosites*, 49(3), 911-918. <https://doi.org/10.30892/gtg.49308-1092>
- Badell, J. I. (2015). Museums in Catalonia on social networks: results of a research study [Los museos de Cataluña en las redes sociales: resultados de un estudio de investigación]. *Revista Interamericana de Bibliotecología*, 38(2), 159-164. <https://www.redalyc.org/articulo.oa?id=179038631007> (IN FILE)
- Blazquez-Resino, J. J., Gutiérrez-Broncano, S., Ruiz-Palomino, P., & Jimenez-Estevéz, P. (2020). Dealing With Human Resources in the Age of Consumer 4.0: Aiming to Improve Service Delivery. *Frontiers in Psychology*, 10, Article 3058. <https://doi.org/10.3389/fpsyg.2019.03058>
- Blichfeldt, H., & Faullant, R. (2021). Performance effects of digital technology adoption and product & service innovation – A process-industry perspective. *Technovation*, 105, 102275. <https://doi.org/10.1016/j.technovation.2021.102275>
- Bok, K., Ko, G., Lim, J., & Yoo, J. (2020). *Personalized content recommendation scheme based on trust in online social networks*. *Concurrency and Computation: Practice and Experience*, 32(18), e5572. <https://doi.org/10.1002/cpe.5572>
- Bugeja, M., & Grech, E. M. (2020). Using Technology and Gamification as a Means of Enhancing Users' Experience at Cultural Heritage Sites. In *Studies in Computational Intelligence* (Vol. 859, pp. 69-89). https://doi.org/10.1007/978-3-030-36107-5_4
- Bushara, M. A., Abdou, A. H., Hassan, T. H., Sobaih, A. E. E., Albohnayh, A. S. M., Alshammari, W. G., & Elsaied, M. A. (2023). Power of social media marketing: how perceived value mediates the impact on restaurant followers' purchase intention, willingness to pay a premium price, and e-WoM?. *Sustainability*, 15(6), 5331. <https://doi.org/10.3390/su15065331>
- Cabrera-Cordova, K. N., Paredes-Rivadeneira, E. D., Cordova-Buiza, F., Auccahuasi, W., Vega, C., Gutierrez-Aguilar, O., & Grillo-Torres, C. M. (2023). Experiential Marketing for Online Shopping Innovation: A Correlation in the Fashion Industry. In *18th European Conference on Innovation and Entrepreneurship*, Vol 1, pp. 153-163. <https://doi.org/10.34190/ecie.18.1.1711>
- Cavusoglu, M. (2019). An analysis of technology applications in the restaurant industry. *Journal of Hospitality and Tourism Technology*, 10(1), 45-72. <https://doi.org/10.1108/JHTT-12-2017-0141>
- Celimli, S., & Adanacioglu, H. (2021). Comparison of social media platforms in terms of marketing performances of food companies. *Italian Journal of Food Science*, 33(2), 54-62. <https://doi.org/10.15586/ijfs.v33i2.2031>
- Chakraborty, A., Prabhu, S., Mahmood, S. D., & Alkhayyat, A. (2023). Sentiment Analysis of Social Media Data to Identify Consumer Needs in the FMCG Food Sector. *AIP Conference Proceedings*. <https://doi.org/10.1063/5.0171149>
- Dolan, R., Conduit, J., Frethey-Bentham, C., Fahy, J., & Goodman, S. (2019). Social media engagement behavior: A framework for engaging customers through social media content. *European Journal of Marketing*, 53(10), 2213-2243. <https://doi.org/10.1108/EJM-03-2017-0182>

- Fabrizio, C. M., Kaczam, F., de Moura, G. L., da Silva, L. S. C. V., da Silva, W. V., & da Veiga, C. P. (2022). Competitive advantage and dynamic capability in small and medium-sized enterprises: a systematic literature review and future research directions. *Review of Managerial Science*, 16(3), 617-648. <https://doi.org/10.1007/s11846-021-00459-8>
- Fan, X. (2023). Social media marketing strategies. *Advances in Economics, Management and Political Sciences*, 23, 59-64. <https://doi.org/10.54254/2754-1169/23/20230353>
- Fernández Miguélez, S. M., Díaz-Puche, M., Campos-Soria, J. A., & Galán-Valdivieso, F. (2020). The impact of social media on restaurant corporations' financial performance. *Sustainability*, 12(4), 1646. <https://doi.org/10.3390/su12041646>
- Gong, Q., Chen, Y., He, X., Xiao, Y., Hui, P., Wang, X., & Fu, X. (2021). Cross-site prediction on social influence for cold-start users in online social networks. *ACM Transactions on the Web*, 15(2), Article 6. <https://doi.org/10.1145/3409108>
- Graciyal, D. G., & Viswam, D. (2021). Social Media and Emotional Well-being: Pursuit of Happiness or Pleasure. *Asia Pacific Media Educator*, 31(1), 99-115. <https://doi.org/10.1177/1326365X211003737>
- Gruss, R., Kim, E., & Abrahams, A. (2020). Engaging Restaurant Customers on Facebook: The Power of Belongingness Appeals on Social Media. *Journal of Hospitality and Tourism Research*, 44(2), 201-228. <https://doi.org/10.1177/1096348019892071>
- Grillo Torres, C. M. (2021). A look at the social media of museums in Cuba: an exploratory analysis [Una mirada a los medios sociales de los museos de Cuba: un análisis exploratorio]. In J. Sierra & A. Barrientos (Eds.), *Cosmovisión de la comunicación en redes sociales en la era postdigital* (pp. 293-308). McGraw-Hill Interamericana de España.
- Grillo Torres, C. M., Martínez Daza, M. A., & Valencia Quecano, L. I. (2023). Facebook, a social network for communication in South American art museums: an exploratory view [Facebook, red social de comunicación de los museos de arte suramericanos: una mirada exploratoria]. In J. Sierra & G. Bonales (Eds.), *Desafíos y retos de las redes sociales en el ecosistema de la comunicación* (Vol. 1, pp. 539-552). McGraw-Hill Interamericana de España.
- Grillo Torres, C. M., & Moreno López, W. (2022). Importance of digital marketing in Colombian universities with accredited quality: Contributions to the qualification of its use. *VISUAL REVIEW. International Visual Culture Review / Revista Internacional de Cultura Visual*, 10(2), 1-13. <https://doi.org/10.37467/revvisual.v9.3587>
- Grillo Torres, C. M., & Vega, C. (2020). Analysis of digital content and its contribution to the identity through social networks of dairy product companies in Colombia. [Análisis de contenidos digitales y su contribución a la identidad a través de redes sociales de las empresas de productos lácteos en Colombia.] In J. Sotelo & J. Gallardo (Eds.), *Comunicación especializada: historia y realidad actual* (pp. 145-160). McGraw-Hill Interamericana de España.
- He, J., & Zhang, F. (2022). Dynamic brand positioning: a firm-customer synergistic strategy of brand meaning cocreation in a hyperconnected world. *European Journal of Marketing*, 56(10), 2774-2803. <https://doi.org/10.1108/EJM-10-2021-0813>
- Haushalter, K., Pritschet, S. J., Long, J. W., Edwards, C. G., Boyland, E. J., Evans, R. K., & Masterson, T. D. (2023). User engagement with a popular food brand before, during and after a multi-day interactive marketing campaign on a popular live streaming platform. *Public Health Nutrition*, 26(4), 716-724. <https://doi.org/10.1017/S1368980023000083>
- Huang, K. H., Botella-Carrubi, D., & Yu, T. H. K. (2021). The effect of technology, information, and marketing on an interconnected world. *Journal of Business Research*, 129, 314-318. <https://doi.org/10.1016/j.jbusres.2021.03.004>
- Kucharska, W. (2019). Online brand communities' contribution to digital business models. *Journal of Research in Interactive Marketing*, 13(4), 437-463. <https://doi.org/10.1108/JRIM-05-2018-0063>
- Kushwaha, B., & Singh, R. (2020). Integrating Social Media and Digital Media as new Elements of Integrated Marketing Communication for Creating Brand Equity. *Journal of Content, Community and Communication*, 11(6), 52-64. https://www.amity.edu/gwalior/jccc/pdf/june_05.pdf
- Kwayu, S., Lal, B., & Abubakre, M. (2018). Enhancing Organisational Competitiveness Via Social Media - a Strategy as Practice Perspective. *Information Systems Frontiers*, 20(3), 439-456. <https://doi.org/10.1007/s10796-017-9816-5>
- Lee, C., Hallak, R., & Sardeshmukh, S. R. (2019). Creativity and innovation in the restaurant sector: Supply-side processes and barriers to implementation. *Tourism Management Perspectives*, 31, 54-62. <https://doi.org/10.1016/j.tmp.2019.03.011>
- Lee, K., Hyun, J., & Lee, Y. (2022). Fast food consumption value: examining the moderating role of process value. *International Journal of Contemporary Hospitality Management*, 34(12), 4729-4747. <https://doi.org/10.1108/IJCHM-04-2022-0455>
- Lepkowska-White, E. (2017). Exploring the Challenges of Incorporating Social Media Marketing Strategies in the Restaurant Business. *Journal of Internet Commerce*, 16(3), 323-342. <https://doi.org/10.1080/15332861.2017.1317148>
- Lin, J., Kim, W. G., & Choi, H. M. (2021). Effectiveness of social media marketing on enhancing performance: Evidence from a casual-dining restaurant setting. *Tourism Economics*, 27(1), 3-22. <https://doi.org/10.1177/1354816619867807>
- Lin, F. L., & Ku, T. H. (2023). Effect of digital brand experience on luxury fashion brand authenticity, attachment and lo. *South African Journal of Business Management*, 54(1), Article a3583. <https://doi.org/10.4102/sajbm.v54i1.3583>
- Maitri, W. S., Suherlan, S., Prakosos, R. D. Y., Subagja, A. D., & Ausat, A. M. A. (2023). Recent trends in social media marketing strategy. *Jurnal Minfo Polgan*, 12(1), 842-850. <https://doi.org/10.33395/jmp.v12i1.12517>
- Md Saad, N. H., & Yaacob, Z. (2021). Building a Personal Brand as a CEO: A Case Study of Vivy Yusof, the Cofounder of FashionValet and the dUck Group. *SAGE Open*, 11(3). <https://doi.org/10.1177/21582440211030274>
- Molina, J. J. R., Mass, R. C. O., Gómez Espinosa, C. P., Grillo Torres, C. M., & Laverde, W. E. M. (2023). Historical Development of The Usability of Audiovisual Resources (Digital Networks), As A Study and Learning Technique, By Engineering Students at Colombian Universities. *Journal of Namibian Studies*, 35, 2266-2277. <https://namibian-studies.com/index.php/JNS/article/view/3971>
- Moreno-Lopez, M. I., Cordova-Buiza, F., Grillo Torres, C. M., & Auccahuasi, W. (2023). Influencers and the Purchase Decision: A Correlation in the Personal care Products Sector. In *European Conference on Innovation and Entrepreneurship* (pp. 651-R25). <https://doi.org/10.34190/ecie.18.1.1352>
- Moreno, P., & Tejada, P. (2019). Reviewing the progress of information and communication technology in the restaurant industry. *Journal of Hospitality and Tourism Technology*, 10(4), 673-688. <https://doi.org/10.1108/JHTT-07-2018-0072>
- Mouritzen, S. L. T., Penttinen, V., & Pedersen, S. (2024). Virtual influencer marketing: the good, the bad and the unreal. *European Journal of Marketing*, 58(2), 410-440. <https://doi.org/10.1108/EJM-12-2022-0915>
- Ngai, E. W., Tao, S. S., & Moon, K. K. (2015). Social media research: Theories, constructs, and conceptual frameworks. *International journal of information management*, 35(1), 33-44. <https://doi.org/10.1016/j.ijinfomgt.2014.09.004>
- Nagele, A. N., Bauer, V., Healey, P. G. T., Reiss, J. D., Cooke, H., Cowlshaw, T., Baume, C., & Pike, C. (2021). Interactive Audio Augmented Reality in Participatory Performance. *Frontiers in Virtual Reality*, 1, Article 610320. <https://doi.org/10.3389/frvir.2020.610320>

- Nasir, V. A., Keserel, A. C., Surgit, O. E., & Nalbant, M. (2021). Segmenting consumers based on social media advertising perceptions: How does purchase intention differ across segments?. *Telematics and Informatics*, 64, Article 101687. <https://doi.org/10.1016/j.tele.2021.101687>
- Neuendorf, K. A. (2017). *The content analysis guidebook* (2 ed.). Sage Publications.
- Nuseir, M. T., Aljumah, A. I., & El-Refae, G. A. (2022). Digital marketing and public relations: A way to promote public relations value. *International Journal of Data and Network Science*.
- Olsen, L. E., Meling Samuelsen, B., Pappas, I., & Warlop, L. (2022). Broad vs narrow brand positioning: effects on competitive brand performance. *European Journal of Marketing*, 56(3), 799-816. <https://doi.org/10.1108/EJM-02-2021-0090>
- Otzen, T., & Manterola, C. (2017). Sampling Techniques on a Study Population.[Técnicas de Muestreo sobre una Población a Estudio. *International Journal of Morphology*, 35(1), 227-232. <http://dx.doi.org/10.4067/S0717-95022017000100037>
- Peco-Torres, F., Polo-Peña, A. I., & Frías-Jamilena, D. M. (2021). Revenue management and CRM via online media: The effect of their simultaneous implementation on hospitality firm performance. *Journal of Hospitality and Tourism Management*, 47, 46-57. <https://doi.org/10.1016/j.jhtm.2021.02.004>
- Puspaningrum, A. (2020). Social Media Marketing and Brand Loyalty: The Role of Brand Trust. *Journal of Asian Finance, Economics and Business*, 7(12), 951-958. <https://doi.org/10.13106/JAFEB.2020.VOL7.NO12.951>
- Rafael-Baltazar, A. C., Menacho-Ortega, J. R., Cordova-Buiza, F., Vega, C., & Auccahuasi, W. (2023). Social media in retail: an application in the baby clothing sector. *Proceedings of the LACCEI international Multi-conference for Engineering, Education and Technology*. <https://dx.doi.org/10.18687/LACCEI2023.1.1.712>
- Rein, K., & Venturini, T. (2018). Ploughing digital landscapes: How Facebook influences the evolution of live video streaming. *New Media and Society*, 20(9), 3359-3380. <https://doi.org/10.1177/1461444817748954>
- Rautela, S. (2021). Social Media for New Product Launch: A Study of Social Media Platforms Across the RACE Planning Framework. *International Journal of Interactive Mobile Technologies*, 15(5), 187-204. <https://doi.org/10.3991/ijim.v15i05.18147>
- Sashi, C. M., Brynildsen, G., & Bilgihan, A. (2019). Social media, customer engagement and advocacy: An empirical investigation using Twitter data for quick service restaurants. *International Journal of Contemporary Hospitality Management*, 31(3), 1247-1272. <https://doi.org/10.1108/IJCHM-02-2018-0108>
- Shahbaznezhad, H., Dolan, R., & Rashidirad, M. (2021). The Role of Social Media Content Format and Platform in Users' Engagement Behavior. *Journal of Interactive Marketing*, 53, 47-65. <https://doi.org/10.1016/j.intmar.2020.05.001>
- Seifert, C., & Kwon, W. S. (2020). SNS eWOM sentiment: impacts on brand value co-creation and trust. *Marketing Intelligence and Planning*, 38(1), 89-102. <https://doi.org/10.1108/MIP-11-2018-0533>
- Song, C., Zheng, L., & Shan, X. (2022). An analysis of public opinions regarding Internet-famous food: a 2016–2019 case study on Dianping. *British Food Journal*, 124(12), 4462-4476. <https://doi.org/10.1108/BFJ-05-2021-0510>
- Sung, K. S., Tao, C. W., & Slevitch, L. (2023). Do strategy and content matter? Restaurant firms' corporate social responsibility communication on Twitter: A social network theory perspective. *Tourism and Hospitality Research*, 23(2), 200-212. <https://doi.org/10.1177/14673584221103177>
- Tafesse, W., & Wien, A. (2018). Implementing social media marketing strategically: an empirical assessment. *Journal of Marketing Management*, 34(9-10), 732-749. <https://doi.org/10.1080/0267257X.2018.1482365>
- Tsai, H., Lee, Y. P., & Ruangkanjanases, A. (2020). Understanding the Effects of Antecedents on Continuance Intention to Gather Food Safety Information on Websites. *Frontiers in Psychology*, 11, Article 579322. <https://doi.org/10.3389/fpsyg.2020.579322>
- Vásquez Reyes, B. J., Bravo Martinez, F. J., Coral Morante, J. A., & Cordova Buiza, F. (2023). Inbound marketing strategy on social media and the generation of experiences in fast food consumers. *Innovative Marketing*, 19(2), 143-154. [https://doi.org/10.21511/im.19\(2\).2023.12](https://doi.org/10.21511/im.19(2).2023.12)
- Vaičiukynaitė, E., & Gatautis, R. (2018). How hotel companies can foster customer sociability behaviour on facebook?. *Journal of Business Economics and Management*, 19(4), 630-647. <https://doi.org/10.3846/jbem.2018.5691>
- Verma, S., Rojhe, K. C., Horská, E., Sharma, S., & Šedík, P. (2023). Consumer Decision-Making Rules for FMCG Products—Study of Rural in North India. *Economies*, 11(1), Article 26. <https://doi.org/10.3390/economies11010026>
- Voorveld, H. A. M., van Noort, G., Muntinga, D. G., & Bronner, F. (2018). Engagement with Social Media and Social Media Advertising: The Differentiating Role of Platform Type. *Journal of Advertising*, 47(1), 38-54. <https://doi.org/10.1080/00913367.2017.1405754>
- Vohra, A., & Bhardwaj, N. (2019). From active participation to engagement in online communities: Analysing the mediating role of trust and commitment. *Journal of Marketing Communications*, 25(1), 89-114. <https://doi.org/10.1080/13527266.2017.1393768>
- Wibowo, A., Chen, S. C., Wiangin, U., Ma, Y., & Ruangkanjanases, A. (2021). Customer behavior as an outcome of social media marketing: The role of social media marketing activity and customer experience. *Sustainability (Switzerland)*, 13(1), 1-18, Article 189. <https://doi.org/10.3390/su13010189>
- Wingate, T. G., Jones, S. K., Khakhar, M. K., & Bourdage, J. S. (2021). Speaking of allergies: Communication challenges for restaurant staff and customers. *International Journal of Hospitality Management*, 96, 102959. <https://doi.org/10.1016/j.ijhm.2021.102959>
- Yarış, A., & Aykol, Ş. (2022). The impact of social media use on restaurant choice. *Anatolia*, 33(3), 310-322. <https://doi.org/10.1080/13032917.2021.1931379>
- Yuan, C. W., & Lee, Y. H. (2023). Examining Different Viewer Engagement Patterns for Social Capital on Streaming Communities. *Social Science Computer Review*, 41(6), 2055-2072. <https://doi.org/10.1177/08944393221131930>
- Zahoor, S. Z. (2022). Analysing the Effect of Social Media on Customer Equity: A Study of Fast-food Restaurants. *Vision*. <https://doi.org/10.1177/09722629221107228>
- Zia, S., Khan, A., Tufail, M. M. B., Ismat, J., & Idrees, A. (2022). Impact of social media marketing on consumer-based brand equity. *Journal of Marketing Strategies*, 4(1), 120-139. <https://doi.org/10.52633/jms.v4i1.188>