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***“Improving Brand Visibility and Sales of Koreawalay Korean Cuisine in the Federal Capital
Using Digitals Tools”***



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Abstract:

The growth of technology has really changed how people behave as consumers and how businesses market themselves in the food industry. This project looks at how digital marketing can help Koreawalay Korean Cuisine in Islamabad, Pakistan be more visible and sell more.

Digital marketing includes things like media working with influencers, online ads creating content and engaging with customers with people into Korean culture and food platforms like Instagram, TikTok, Facebook and YouTube are great ways to attract and engage customers.

Visual content, reviews and chatting with customers are all important. The project uses numbers and data to understand how digital marketing, customer engagement, brand awareness and buying behavior are all connected. The goal is to give food businesses tips on how to improve their online presence. By doing this businesses can build relationships with customers and grow sustainably in Pakistan's competitive digital market. The digital marketing includes media marketing, influencer collaborations, online advertising, content creation and customer engagement the online platforms used are Instagram, TikTok, Facebook and YouTube.

1.1 Introduction

Digital Marketing and Changing Consumer Behavior

The internet and social media have changed the way companies sell their products and talk to customers. Companies do not use ways like newspapers, billboards and television ads as much as they used to. Now companies can talk to customers through the internet. Today people use media to find new restaurants look at menus compare prices read what other people think and decide if they want to go to a restaurant. This is a change in how people behave when they are buying things. Because of this companies have to use marketing to compete. Nielsen in 2011 found that 60% of people find out about companies through social media before they buy something. Kaplan and Haenlein said in 2010 that social media helps companies talk to customers in a way. They can have a conversation with customers of just sending them ads. Shamim and Azam said in 2024 that social media has completely changed how companies sell things talk to customers and influence what people buy.