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The Study of Strategic Management and its Effect on Digital Marketing in Selected Fast-Food Chains of Kawit

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Abstract

Digital marketing is a promotional factor that uses electronic systems and gadgets for advertising what they are selling to the specific client understanding the most suitable location that can be accessed affordably. Strategic management is the control of the property of an association to accomplish the company's targets. The researchers assessed the managers and employees in the selected Fast-food chains with their experiences in Strategic management and digital marketing.

Furthermore, through assessment, they also identified the employee's and managers' strategic management and digital marketing levels. The researchers used the survey and interview to thirty (30) respondents for the quantitative phase and ten (10) for the qualitative in selected Fast-food chains. They used convenience sampling to collect and analyze data.

Keywords: Strategic Management, Digital Marketing, Fast-Food Chains, Kawit

Introduction

Digital marketing presents several difficulties in analyzing marketing attempts (Chaffey & Ellis-Chadwick, 2019). According to Kaur (2018), it provides the structures of a digital marketing operation for a business to achieve a goal. Because digital marketing can implement their ideas, it allows successful findings in managing products and services, growing financial advantage, and improving product quality. However, digital marketing will help in achieving the act of reaching customers by showing their capacity for goods and services. (Desai, 2019). Digital marketing has been established as an intended resource as one of the properties to become the natural science of a promising technology idea.

As specified by Hunger & Wheelen (2021), strategic management is the phase to portray an application made by a set of managerial decisions and actions known as strategic management. The involvement necessities include internal and outer features of reading swiftly to distinguish information related to the phenomenon, planning process in strategies, source of creating a system for strategy, the development of executing, the systematic of underlying assist for assessing the skills, and power to manage.

According to Fuentes *et al.* (2019), in the interest of developing approaches, a good measurement of something like the establishments that estimated the expectations, the analysis of the current situation, and the scheduling should be conducted. Whatever organization, regardless of scale, a suitable method, commercial operation, or home whereby it is training, should control a framework enabling a method to the business factor. In a study of Henry (2021), the researchers qualified the organization to determine whereby it can establish the balance between the unoriginally investigating its internal surroundings and the passions from the external sight. The strategic formulation can perform well in business with healthy negotiation and wise decisions. Its approaches can assist marketers in enhancing their performance and attracting their target audience members.

Implementation of strategic plan is well within the base's day-to-day operating processes (Bubenik *et al.*, 2022)^[4]. Throughout this phase, the researchers separated the strategic plan into operational and strategic arrangements that influence the institution's current tasks. Determining marketing techniques can be complicated, expensive, risky, sensitive, and unsuccessful if given many loads (Barrazo, 2020). Strategic evaluation encourages the examination of the preparation phase of digital marketing effectiveness and its perception to regulate its doubts.

Objectives of the Study

This study aims to assess the Strategic management and digital marketing of a selected Fast-food chain in Kawit, Cavite. Specifically, the researchers aim to (1) determine the level of strategic management and digital marketing in selected fast-food

chains on Kawit, (2) identify the correlation of the study of strategic management, and (3) determine its effect on digital marketing.

Methods and Materials

The researchers used an Explanatory Sequential Mixed-method research approach for this study. According to George (2021), the mixed method is a type of research that mixes two forms of research: qualitative and quantitative research methodology. The design includes two stages that define the quantitative and qualitative analysis methodology, gathering and analyzing systematically. This methodology will shape answering the identified research questions since it expresses the form that puts both methods. During the first phase, the researchers utilized the quantitative method to find the relationship between the variables of digital marketing and strategic management. Then, they used the qualitative procedure to create codes and themes with regards to the overall effect of the variables towards each other. The statistical analysis utilized in the quantitative analysis will then be connected to the data gathered in the qualitative research method (Creswell, 2018). Explanatory Sequential Design makes it easier for researchers to interpret specific questions by sending preparations for the facts provided.

Table 1: Demographic Profile of the Respondents

Demographic Characteristic	Frequency	Percentage
Gender		
Male	12	40%
Female	18	60%
Total	30	100%
Age		
18-20	1	3.3%
21-25	15	50%
26-30	10	33.3%
31 and above	4	13.3%
Total	30	100%

The researchers gathered the samples of thirty (30) employees and managers from selected Fast-food chains in Kawit, Cavite, used for the study. For each fast-food chain, the researchers surveyed and interviewed ten (10) individuals. They considered the availability of each respondent and the Fast-food chain's participation.

The researchers used the Strategic management assessment by AMCES and Digital marketing level assessment by FMCG as the foundation for the survey of the conducted study. With this tool, the researchers were able to construct the data-gathering tool needed for the first phase of the study.

Researchers utilized the Mean, percentage, and frequency as a data analysis of the study. These descriptive statistical tools served as their starting point for data analysis techniques. According to Anaesth (2019), Descriptive

statistics is a method for validating and meaningfully describing data. It applies to statistical techniques. The researchers in this study used IBM SPSS statistics software for calculations. To check the relationship between the two variables, the correlational statistical method, specifically the Pearson Correlation Coefficient (r), is used.

After the researchers analyzed the quantitative phase and conclusions made, they used it as a basis for the interview questions of the instruments; with this, the researchers could support the quantitative findings in assessing their level of strategic management in digital marketing. The researchers made a lot of revisions and reconstructions of questions while applying the necessary validation through experts. They provided each participant in the qualitative phase with an interview question to obtain the necessary responses that may validate the study's quantitative findings. All responses are audio-recorded and were confidentially used to form different codes and themes.

The researchers used thematic analysis to analyze the qualitative data gathered from the structured interview, which is the instrument of qualitative data gathering in the study. According to Delve (2020), a qualitative data analysis technique called thematic analysis reads through a set of data, such as transcripts of in-depth interviews or focus groups. It looks for patterns in meaning to extract themes. The obtained data have gone through a series of steps in the selected tool; the researchers transcribe the data and encode it; after the code, they will separate it into different themes depending on the understanding of each data. They can determine through data patterns; then, as the themes, the researchers examine them through validation of data themes and if it is in the correct classification: after the themes were classified and reviewed, the necessary corrections were applied to finalize and arrange it, the researchers constructed a written report of the examined data. With the applied analysis tool and the process, the researchers can understand and identify the effects of strategic management on digital marketing.

After analyzing the responses, the researchers created the conclusions and summary of the study to support the quantitative findings strongly. The conclusions created with two phases, both quantitative and qualitative, provide firmer results and a more comprehensive understanding of the Strategic management of digital marketing assessment, thus, answering the research questions.

Results and Discussion

This part of the study thoroughly discusses the acquired results from the gathered data. It is divided into a two-part analysis and discussion anchored on sequential explanatory Design, where the quantitative data will be collected and analyzed first before gathering the qualitative data. The quantitative data results are computed through IBM.

Table 1: Strategic Management on Selected Fast-Food Chains

Questions	General Average	Rank	Interpretation
<i>Strategy Formulation</i>	4.37	1	Extremely High
▪ We have expressed a vision for the Association.	4.30		Extremely High
▪ Our vision statement is related to the activities of the Association	4.07		High
▪ I feel that my current mission statement is compatible with the activities of the Association	4.33		Extremely High
▪ Rate the participation in developing the mission statement of the membership and board of directors	4.40		Extremely High

▪ We conducted the SWOT Analysis	4.70		Extremely High
▪ SWOT Analysis is used when dealing with issues outside of strategic planning	4.53		Extremely High
▪ We establish long-term goals.	4.30		Extremely High
▪ Rate the Association's skill in developing strategies to deal with issues.	4.33		Extremely High
▪ Rate the importance of choosing solutions to address the issues facing my Association.	4.33		Extremely High
<i>Strategy Implementation</i>	4.11	3	High
▪ We maintain a policy manual.	4.37		Extremely High
▪ The relevance of my Association's policies to the Association's current activities	4.23		Extremely High
▪ The financial ability of my Association to implement strategies	4.20		Extremely High
▪ The commitment to providing financial resources to support the implementation of strategic membership initiatives	3.67		High
▪ The ownership took in implementing the executive's strategic initiatives director.	4.17		High
▪ The commitment and support of my board in implementing the strategy initiatives	4.03		High
▪ The performance of my board regarding the delivery of support to strategic initiatives	4.20		Extremely High
▪ The effectiveness of my current management model relative to the implementation of strategic initiatives	4.03		High
<i>Strategy Evaluation</i>	4.13	2	High
▪ My Association's current practices related to what is going on assessment of strategic initiatives	4.30		Extremely High
▪ We develop a set of key performance indicators or forms of responsibility to monitor the success of strategic initiatives	4.13		High
▪ Our ongoing strategic analysis practices initiatives	4.07		High
▪ Our success in identifying corrective action plans when strategic initiatives have failed or could be improved.	4.00		High
Total	4.22		Extremely High

The table above shows the total average of Strategic management. Researchers found that strategy formulation has the highest mean ($m = 4.37$). Furthermore, it was interpreted as extremely high. Strategic Management, on the other hand, was ranked second ($m = 4.13$). In contrast, the lowest mean score interpretation belongs to strategic implementation ($m = 4.11$) of all General averages combined ($m = 4.22$) and is interpreted as an extremely high mean score level. This indicates that the Strategic management in the selected fast-food chain general average of the Kawit is extremely high.

With the Mean of each description, Researchers found the general average in the strategic formulation phase ($x = 4.37$) in the extremely high range. Researchers present that the conducted SWOT Analysis has the highest Mean (4.70) and is interpreted as highly high. Researchers show that the least Mean is the vision statement related to the activities of the Association ($x = 4.07$) and is interpreted as high. Researchers stated the following themes during the qualitative phase to support the quantitative results. The first theme is the **conduct of SWOT Analysis**. The first theme is the **conduct of SWOT Analysis**. According to Benzaghta *et al.* (2021)^[2], examining advantages, disadvantages, possibilities, and dangers has become an essential tool for business strategy in organizations. They have been conducting assessments of SWOT for nearly six decades. Nevertheless, the public's knowledge of the SWOT assessment still needs to be seen. The SWOT field is investigated, studied, and generated, facilitating new philosophical perspectives and structures. Maintaining both in A SWOT Analysis is a successful method for preparing for the company's success by maintaining internal and exterior priorities and decisions to succeed in the target market by identifying difficulties and capabilities. Respondents confirmed that SWOT analysis is employed in their organization and that they have a solid track record in discovering advantages, disadvantages, possibilities, and dangers. The respondents responded: "Yes, we conduct it in our business, eh.", "Yes, it was developed

for determining spots of strength and monitoring company results.", and "It was formulated so that **the business could identify, improve, and respond to threats and weaknesses.**".

The researchers indicate that the second theme is **both internal and external factors**. The combination of both internal and external factors is critical to a successful SWOT analysis. They reduce misconceptions and create a path for formulating sufficiently detailed plans; each external and internal element comprising the SWOT analysis should be clearly defined in terms of AQCD (David *et al.*, 2019). The economic impact on the business, regardless of internal or external factors, has an encouraging effect due to the excellent development in its development for validation, especially whenever the company has a stated objective. Respondents decided on the contributing factors that represented their organization's success. It highlights how these contributing aspects benefit the business, demonstrating its success in its field of activity. Respondents responded: "Before we created the business, it was planned to help the business know the affecting factors and respond to them immediately.", "Of course, SWOT Analysis may help you determine what factors you must consider for your business since it influences it efficiently." "It was carried out to pinpoint the issues shaping our business, which can be investigated instantly for the business succession."

The researchers indicate that the third theme is **beneficial effects**. They point out the beneficial effects of SWOT analysis in companies that apply the ITIL model, resulting in most observations through clarity, mobility, and low costs but maintaining good productivity, accurate forecasting, and identifying dissatisfaction with business (Granulo & Tanović, 2020). SWOT Analysis benefits businesses in addressing problems, possibilities, strengths, etc., to determine the state of business success in external and internal operations. Respondents emphasized the need for SWOT Analysis in tracking factors that may positively

impact the company. Respondents responded: *"Yes, it is useful, especially where they prioritize maintaining the strengths and weaknesses of the business while addressing risks and weaknesses to improve competitiveness."*, and *"Yes because the SWOT analysis is important when running the business."*

The researchers indicate that the fourth theme is **monitoring**. According to Kabeyi (2019) [16], because of this, establishing a strategic approach cannot guarantee success; as a substitute, a well-crafted, imaginative, and original strategy executed effectively ensures success. A successful strategy must start with a SWOT analysis, allowing the company to maximize its strengths and regulate or monitor its weaknesses and risks. Tracking organizational risks and shortcomings is essential in developing an effective plan that engages customers, managers, and employees. The respondents emphasize that monitoring the organization using SWOT Analysis can contribute to strengthening the advantages and possibilities of the business while solving its weaknesses and problems by developing improved strategies for providing enjoyment to others. Respondents responded, *"To analyze the lack, improvement, and preparation for such threats, strengths, and weaknesses in the business."* and *"Yes, the business must be observed by applying it to know your business boundaries can succeed and requires planning according to your ambitions."*

The researchers organized theme sections to support the themes further. A SWOT Analysis was conducted to support the Association's themes. The first theme is the conduct of SWOT Analysis; the researchers discovered that the development and formulation of SWOT Analysis help to see the circumstances of the business. The second theme is both internal and external factors. Researchers have discovered that their internal and external elements can shape and affect the company successfully because they quickly engage in variables that matter. The third theme is beneficial effects; the researchers determined that emphasizing the SWOT analysis while dealing with each challenge that can affect the business's success is essential because it is one of the perks that should be considered for every strategic manager. The fourth theme is monitoring. According to the researchers, business monitoring plays a vital role because it addresses all the challenges in the company and applies the advantages and possibilities while discussing the risks and weaknesses of the company.

The researchers will provide supporting themes for the vision statement related to the Association's activities for the Qualitative phase. The researchers will generate general themes from the qualitative information received from those who responded, and they will use the quantitative survey results (the maximum and minimum Mean) as an initial basis for the interview approach. The researchers created the following themes: a long-term sustainability plan, excellent service, and profitability. They will evaluate the topics in this section to ensure that the vision statement is relevant to the operations and mandate of the Association, and they will use the qualitative and quantitative phases to ensure that their answers are compatible.

The first theme is a **long-term sustainability plan**. According to Kantabutra (2020), the long-term business sustainability plan should be developed following a long-term concept where the emphasis cannot be on developing short-term income or mental health for individuals or only a

company in a wide range of stakeholders. The sustainable development vision declares that business executives are sincerely concerned about strategic viability. In basic terms, sustainability includes the integration of environmental and social variables into the goals of the company, society, and activities, implying that a change in culture and perspective must be achieved as a future target. Including goals for the future in the vision statement improves the development of the strategic plan that builds on the visions of the entire company. Respondents highlight long-term goals related to the associations' responsibilities. Respondents responded: *"The vision statement is relevant since both were planned with long-term objectives."*, *"They have relevance in how they operate because they want to accomplish their potential objectives."*, *"The vision statement is relevant because you see the business status since you are forecasting the progress and identifying long-term objectives."* and *"Because of the objectives given, it is determined where the company wants to go, which gives awareness to the employees to do their responsibility accordingly."*

The second theme is **excellent service**. Nurhaida *et al.* (2023) state that a vision is an idea that outlines what an entity is trying to achieve. As a result, it engages all organization members and makes them feel they are a part of it. Academic teaching has attempted to offer excellent service while following their responsibilities and duties. Providing outstanding service that tracks the vision statement and the Association's operations is a good starting point for the organization. It can face many challenges, motivate staff members, and achieve success through its suitable formulation. The respondent indicates that the service can be described in a vision statement related to the Association's responsibilities. The respondent responded as follows:

The third theme is **profitability**. According to Ssemugenyi *et al.* (2020), The broad scoresheet first appeared and has since become a widespread monitoring device ensuring many profitable businesses' fulfillment. The balance sheet is a strategic management tool that allows one to organize and compare a firm's main operating elements. Furthermore, it enables translating a company's strategy through consistent performance metrics, which characterize intangible inventory as an evolving known operator in the digital age when combined with additional management instruments. The respondents indicate that a vision statement linked to the Association with the company can boost its profitability in outstanding results in its roles. Respondents responded: *"We value the vision statement because it may lead to a profitable company due to the contract."* and *"So, it is linked to the actions and orders related to the franchising model and our implied goals for profitability because the vision statement is a big factor in establishing a good flow."*

To support the themes of the vision statement related to the Association's activities. The researchers put forward an organized theme. The first theme is a long-term sustainability plan; the researchers determined that establishing long-term goals related to the activities in their organization's vision statement allows them to predict the state of the business and have a successful result because of doing it with purpose. The second theme is excellent service; the researchers found that delivering outstanding customer service in a company can boost profitability by drawing their attention to the duties of their jobs and by

shaping their operations to align with the vision statement. The third theme is profitable entities. Researchers show that profitability for their vision statement and the company's actions can improve performance. Applying their expressed efforts for the company can boost profitability while remaining focused on the vision.

The researchers will generate general themes from the qualitative information components from those who responded, and they will employ the quantitative survey results (the maximum and minimum Mean) as the backbone for the interview. The researchers developed the following themes: improvement outputs, clear goals, good management, and teamwork. They reviewed the theme structure to verify if the replies had been considered and were compatible with the Association's current practices regarding the recent evaluation.

The first theme is **improving output**. They outline a corporate strategy for helping small businesses achieve skills that produce improved outcomes. By assessing the shift in ethical business practices, small businesses can more quickly change the corporate stage. Organizations and associations of professionals can support small businesses in making a change by implementing specific strategies that address the enablers and barriers indicated (Caldera *et al.*, 2019). Improvements in organizational methods have the potential to establish expanding markets, strengthen worker skills, add professionalism to corporate operations and people environments, and more. Modifications are required in companies to have effective initiatives for strategy. Respondents suggest improvements in their impressions of the Association's current interpreters regarding ongoing analysis of its strategic efforts. It indicates that the adjustments can help the company succeed in its investigation. Respondents responded: *"We perform quarterly performance appraisals and provide comments on our strengths and areas for improvement."*, *"Not all strategic initiative evaluations in a corporation are particularly good or faultless; each needs improvement."*, *"We update our strategic plan for better satisfying our customers more, which could result in a development."*

The second theme is **clear goals**. Drakvik *et al.* (2020) [8] state that clear goals can lead to more reliable and balanced strategies, avoiding fragmentation, overlap, and lack of activities. Focused, organized, and crossover studies are essential to contribute to a broader understanding of regulatory problems and new insights. Clear objectives in strategic decision-making demonstrate that there is an effective practice for continuous assessment of strategic tasks. The respondent explains the current rules of the Association of clear goals and how they relate to the ongoing evaluation of strategic initiatives. The respondent responded: *"There are clear objectives for the project to accomplish after the initiative has been carried out, as well as efficient allocation of resources."*

"There are target markets and track when customer demands are fulfilled by utilizing strategic decisions to achieve larger goals."

The third theme is **good management**. According to Stević & Brković (2020) [25], good management that outlines adequate strategies is necessary to evaluate organizational

expenses spent on carrying out various transportation-related tasks. When considering company workflow, management planning in small businesses can do surprises. Human resources assessment is essential because it informs the definition and Design of company procedures. Good management of strategic reviews can support business performance by reviewing their goals and identifying their accomplishments and deficiencies that harm the company. Respondents identify current practices in association management and how they relate to the ongoing evaluation of strategic initiatives. Respondents responded as follows: *"We assure successful operation and management."*, *"Very well, we take the initiative in organizing ourselves strategically to attain our established objectives and planned vision, particularly by providing our best service while selling successfully to clients."* and *"The practices are excellent. We comply with moral standards by being committed to business practice and having better management to make more informed decisions."*

The fourth theme is **teamwork**. According to Getchell *et al.* (2022), artificial intelligence technologies are increasingly used to enhance teamwork and cooperative effectiveness. Experts continue to investigate how they can use A.I. to highlight discussions, gather details about session topics, and generate agenda items efficiently. These instruments could be better, but they improve accuracy and performance. Assistive tools in the development can use team discussion tapes and documents to assess the quality of solving problems together, analyze the difficulties in solving the problem's challenge, and offer recommendations to team members on improvement. However, the emphasis on planned objectives, AI-based or traditional strategic directors with enhanced collaboration as current methods can create an impression of unity, engagement, and enthusiasm among all individuals in the company. According to the respondents, teamwork is one of the aspects suggested in the current practice linked to the continuous review of strategic objectives. The respondents responded as follows. *"We perform well as a team for important tasks and roles by following the company's requirements and how the strategic initiatives are progressing effectively."*, *"Because of the assigned work, collaboration is important because it allows both workers to have new experiences."*

To support the themes in the current practices of the Association as they pertain to the constant evaluation of organizational goals. The researchers created a well-organized subject matter. The first theme is improvement output, owing to the outcomes, maintaining an ongoing practice of updates, and executing tasks to help indicate what must be improved in the firm. The second theme is clear objectives. According to Calabrese (2019), making a strategic decision has essential benefits. This will help remain successful and competitive so that businesses can have good growth. For fast-food chains with clear goals, it can be said that clear goals need to be set to accomplish something in their activities for their work; having a strategic decision will achieve the company's goals properly. The third theme is good management. There will be good management if robust strategies are maintained for the company to fulfill its objectives. In addition, it can be said that there is also good management if the companies' standards are followed and maintained correctly. Moreover,

the last theme is teamwork. According to Hayat *et al.* (2019), human capital benefits from collaboration, which increases employees' dedication to the company. It is stated that using group activities to implement all workers' learning, skills, and abilities is very important for associations. Additionally, teamwork improves human capital, which increases organizational commitment. The results also show that corporate growth significantly benefits human capital, affecting organizational commitment. It can be said that teamwork helps the organization if everyone carries out their role for the company, and they have more new experiences when everyone works together on activities and projects.

The researchers will develop general themes from the respondents' qualitative information, using the quantitative survey results (the maximum and minimum Mean) as the backbone for the interview methods. The researchers established the following themes: identifying failures and strategic goals. The main problem the researchers looked at was whether the strategic initiatives supported by the corrective action plan were successful.

The first theme is **identifying failures**. The failure of construction firms has tremendous implications for authorities, the economy, proprietors, lenders, and financial institutions because it leaves behind incomplete projects and obligations. Previous research on construction company failure has depended on random or data-based causes of bankruptcy. Many have demonstrated the importance of a comprehensive framework for identifying failures in the construction industry. The authorities, financial institutions, and others can say that the loss of the construction of businesses due to abandoned projects has been disturbed. It can be shown that identifying the failure (corrective action plan) will help entrepreneurs repeat the issues in the business. In the following Mean, the respondents said that identifying failures in the company helps to know if the strategic initiatives have been successful. The respondents responded: *"It is essential to know or highlight mistakes to*

avoid in the future.", *"Our association has methods; we can easily know what needs to be improved and what is failing so that we can easily deal with it."*, *"When something fails, we implement plans and monitor several performances."*, *"Good. Our company has that action plan as a backup whenever a problem is received so that we can give it a prompt response."*, *"We implement corrective action plans to identify weaknesses and, depending on the root cause to know what needs to be improved."*, *"Ah, when our association identified issues in the company, we worked to find solutions that would strengthen the business and reduce its failings."* and *"As the business was experiencing several issues, strategic initiatives were accomplished by monitoring it and improving strategies."*

The second theme is **strategic goals**. Hieu & Nwakchukwu (2019) advise businesses to implement a thorough strategic analysis. The strategy will allow them to recognize if their strategic goals have failed to succeed or can be strengthened through steps to correct them. Strategic goals are essential for the corrective action plan because businesses will experience failures or shortcomings. To achieve strategic goals, businesses need to implement a corrective action plan. This happens to identify the problem so that it can be solved and not repeated. They will have additional concepts to realize their company's goals through a corrective action plan, and they will have the knowledge and skills to create a way to identify if there are problems or improved performance. The respondents outline strategic goals for achievement in determining whether the corrective plan of strategic initiatives is successful. The respondents responded, *"Our strategic plans will be used to track our success as we address business issues."*, *"We have a plan that if there is a new business interruption issue, we will evaluate it first for business performance."* and *"Our Association has developed strategies since we are committed to our goals. We can better understand handling challenges as they arise and strengthen our overall methods."*

Table 2: Digital Marketing in Selected Fast-Food Chains

Questions	General Average	Rank	Interpretation
The influence of interactive digital media has a positive effect when I search for information about a product on the Internet	4.57		Extremely High
The influence of mobile marketing had a noticeable impact when I received the information about the product the product	4.67		Extremely High
The influences of search engines have a significant impact	4.50		Extremely High
The influences of social networks have a significant impact when I search for information about the product	4.63		Extremely High
The influence of advertising is the main factor when I explore information about the product	4.53		Extremely High
The general characteristics of advertisements attract me	4.67		Extremely High
The Design of the advertisement attracts me	4.63		Extremely High
Quality content ads inspire me	4.77		Extremely High
Brand loyalty is the main factor as I evaluate ads	4.70		Extremely High
General Average	4.63	1	Extremely High

The table above shows the total average of Digital Marketing. Researchers found that strategy formulation was the highest Mean in Digital marketing (x= 4.63). Furthermore, they interpreted it in the range of extremely high. This indicates that the Digital Marketing in the selected fast-food chain general average of the Kawit is

extremely high. The researchers will derive overall themes from the qualitative information provided by those who stated, and the quantitative survey outcomes (the maximum and minimum Mean) will serve as a starting point for the comprehensive interview tactics. The researchers created the

following themes: engagement and product information. They will locate the piece to assess whether the feedback matches the excellent content of the promotion or if they were motivated while looking for details regarding an item on the Internet.

The first theme is **engagement**. According to Dabbous & Barakat (2020), developing social networking sites has changed how businesses communicate and find their target clients. This rapidly growing marketing medium attracts Internet users and offers unique opportunities for brand awareness. Taking advantage of high-quality information when searching for products online can motivate executives and employees to develop their digital marketing strategies by being informed on how to market their companies. Respondents indicate the interaction of promotional content quality with digital or online inspiration while searching for product details on the Internet.

Conclusion

The fact that the included respondents were employees and managers indicates that they are at a low level in the population. However, the respondents' responses suggest that learning strategic management and digital marketing significantly impacts the respondents. Strategic management and related sections, including strategy formulation, implementation, and evaluation, significantly affect their Association and how specific strategies are prepared for selected fast-food chains to achieve their stated goals. That goal, especially since it indicates that it is at a very high level. Its significant influence on digital marketing shows that several factors significantly influence the employees of selected fast-food chains by having good quality.

According to the study findings, there is a positive relationship between strategic management and digital marketing. To check if they have a positive connection, the interpretation of those two variables must be the same to a very high degree. According to the research results, the researchers discovered that the produced output, which is the training, will no longer be held due to its high level of interpretation of strategic management and digital marketing.

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