

An Insight of Internet Advertising of Coffee Shops in Iligan City

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Abstract

The rise of the Internet caused significant changes in a variety of fields, including advertising. Advertising, which was formerly defined as a kind of regulated communication that used a variety of strategies to persuade customers to buy or use specific products and services, faced a transition throughout the Internet age. This study was constructed by the AIDA Model Theory that was invented by St. Elmo Lewis in 1899. The respondents of the study were 30 coffee shop owners located in Iligan. The descriptive method was employed in the respondent's profile which involved the following variables: age, sex, and family monthly income of business. The Desire got the highest mean of 4.49 this means that among all the respondents the owners of the coffee shops have the desire to use Internet advertising. Meanwhile, Interest got the lowest mean of 4.39 According to a survey by Visual Objects, 38% of businesses are choosing not to use social media. And even though only 16% of those surveyed said they were unlikely to consider it in the future, that's still a lot of profitable businesses that are getting by without it. The recommendation for business owners is to consider partnering with a local marketing agency or freelancer with expertise in social media advertising for coffee shops. They can help you navigate the research process, craft winning campaigns, and track your success, allowing you to focus on what you do best.

Keywords: *Internet, Advertising, Coffee Shop, Social Media, Strategies.*

Introduction

This study aims to explore the Insight of Internet Advertising of Coffee Shops in Iligan City. Coffee shops could be found on seemingly every corner, so it was important for coffee shop owners to establish an identity for their establishments. This meant identifying the type of customers they wanted to attract. Since the rapid development of digital channels and the number of internet users, internet advertising has become

increasingly important and interesting to comprehend. It is also important to remember that nowadays people use multiple screen devices to perform their tasks, which may include a mobile device, a personal computer, or a television (Anugrah, E 2020).

The study's general objective was to assess the influence of Internet advertising on coffee shops in Iligan City based on the AIDA theory of Awareness, Interest, Desire, and Action. One of the primary goals of Internet advertising is to increase sales by persuading target consumers to make a purchase or take a specific action, such as patronizing the products or purchasing products from the shop.

There are challenges that Internet advertising for coffee shops is experiencing, one of which is to attract the target audience and how they can be influenced through social media. Poorly designed or irrelevant ads can detract from the user experience and damage brand reputation, making it essential for advertisers to produce high-quality, engaging content.

This goal, specifically aimed to identify the effects of internet advertising on coffee shop businesses and used it to help owners adjust their business operations to gain more strategies and opportunities. This study was conducted 2nd the semester Academic Year 2023-2024.

Literature Review

Internet Advertising has become an integral part of marketing in today's digital age. It is a powerful tool that allows businesses to reach a wider audience, attract potential customers, and establish a strong brand presence. The use of Internet advertising creates a cost-effective and ongoing relationship with consumers, providing them with product and service information whenever and wherever they want it. Furthermore, studies have shown that the long-term benefits of marketing contribute to the survival rate and financial performance of small businesses (Hub Spot, 2021). Internet advertising is a crucial aspect of modern-day marketing that offers a cost-effective and far-reaching way for businesses to promote their products and services. The use of social media and word-of-mouth strategies are also effective in establishing a positive brand image and attracting customers. By utilizing these marketing techniques, businesses can establish a loyal customer base and drive long-term success (Study Corgi, 2020) The International Journal for Research in Engineering Application & Management (Sascha Kraus, 2020). asserts that the world has transformed into a global marketplace, with dynamic, consumer-oriented, and competitive markets. The primary goal of marketing is to satisfy consumers better than competitors, achieved through the exchange of information between markets and consumers. This information exchange is facilitated by advertising, which is any paid non-personal presentation and promotion of ideas, goods, or services by an identified sponsor. The fundamental objective of advertising is to influence consumer behavior towards products and persuade them to make a purchase.

Research Questions

This study aims to determine the effectiveness of Internet Advertising and it tries to answer the following questions:

1. What is the demographic profile of the respondents in terms of:
 - 1.1 Age;
 - 1.2 Sex;
 - 1.3 Civil Status;
 - 1.4 Occupation; and
 - 1.5 Average Family Monthly Income?

2. What is the level of effectiveness of Internet advertising among business establishments in Iligan City using social media platforms in terms of:
 - 2.1 Awareness;
 - 2.2 Interest;
 - 2.3 Desire; and
 - 2.4 Action?

3. What were the study's findings, conclusions, and recommendations?

Theoretical and Empirical Background

This study is based on the theory - The AIDA Model - which stands for Awareness, Interest, Desire, and Action model. This is an advertising effect model that identifies the stages that an individual goes through during the process of purchasing a product or service. The AIDA model is commonly used in digital marketing, sales strategies, and public relations campaigns. This study was constructed by the AIDA Model Theory that was invented by St. Elmo Lewis in 1899.

Attention: This is where you grab the audience's eye and mind. It could be through a catchy headline, a stunning visual, or an intriguing statement.

Interest: This is the need to spark their curiosity and generate further engagement. Explain how your product or service solves a problem, fulfills a need, or improves their living.

Desire: Highlight the benefits and features that make it unique and desirable. Show how it's better than the competition and how it will make their lives better.

Action: Whether it's visiting your website, signing up for a newsletter, or making a purchase, make it clear and easy for them to take the next step. Offer incentives, limited-time deals, or guarantees to add a sense of urgency.

Analysis and Discussion

Table 1: Age of the Respondents

Age	Frequency	Percentage
12-18 years old	3	10
19-35 years old	23	77
36-55 years old	4	13
TOTAL	30	100

The result revealed that out of 30 respondents, 23 or 77 percent. This means that most owners of coffee shops are 19-35 years old. These are "homeowner" coffee shops where young and old go for the experience and ambiance provided. The owners and baristas live and breathe coffee and "have refined coffee to be more than just a caffeine boost and consider coffee is a way of life" (Franklin 2013).

Table 2: Sex of the Respondents

Sex	Frequency	Percentage
Female	20	67
Male	10	33
Total	30	100

The result revealed that 20 or 67 percent of the respondents are female and 10 or 33 percent of the respondents are male. Women tend to spend more money in coffee shops, according to research consultancy Allegra Strategies (2020). Men are more likely to visit in the mornings, while women are more likely to visit in the afternoons. Women typically devote several hours, often multiple times per week, to men who may visit a coffee shop regularly.

Table 3: Civil Status of the respondents.

Civil Status	Frequency	Percentage
Single	16	53
Married	14	47
Total	30	100

The result revealed that 16 or 53 percent of the respondents are single and 14 or 47 percent of the respondents are married. According to Zarrabi (2019) being single can provide a valuable opportunity to learn about your likes/dislikes, embrace your authentic self, and explore hobbies or activities you've been wanting to try.

Table 4: Occupation of the Respondents

Status	Frequency	Percentage
Student	5	17
Self-employed	15	50
Employed	10	33
Total	30	100

As represented, 15 or 50 percent of the respondents are self-employed. The result implied that most of the respondents are engaged in Internet advertising. Therefore, most of the respondents are self-employed and are more likely to engage on an Internet 24/7 basis. Various individuals including self-employed owners of coffee shops use the internet to advertise their meeting points to interact on social media. Most self-employed workers are unincorporated (Danson, 2021).

Table 5: Family monthly income of the respondents.

Monthly Income	Frequency	Percentage
Less than Php 11,690.00	3	10
Php 11, 690.00-Php 23,381.00	10	33
Php 23, 381.00-Php 46,761.00	12	40
Php 46,761.00-Php 81,832.00	5	17
TOTAL	30	100

It illustrates that 12 or 40 percent of the respondents have an average monthly income of Php 23, 381.00-46,761.00 According to the survey results of the Philippine Statistic Authority (2022) showed that the average annual family income of Filipino families was approximately 267 thousand pesos. Hence, Filipino families have savings of 52 thousand pesos in a year, on average. Therefore, it shows that most of the respondents have the enough capacity to build a starting business-like coffee shop.

Table 6: Respondents Perception on the level of Awareness

Awareness:	Mean	Interpretation
1. I am aware that internet advertising could boost up our brands image.	4.50	Strongly Agree
2. I am aware that through internet advertising, it could potentially increase our sales and revenue.	4.43	Strongly Agree
3. I am aware that through internet advertising, It could strengthened our products and services.	4.40	Strongly Agree
4. I am aware that through internet advertising, it could spread in social media and boost our engagement to customers.	4.52	Strongly Agree
5. Internet advertising can assist in reducing the stress of consumer communication	4.30	Agree
6. I am aware that internet advertising can help us easily raise awareness of our product by engaging customers	4.53	Strongly Agree
7. I am aware that a large number of client use internet.	4.47	Strongly Agree
8. We may easily earn profit from internet advertising.	4.40	Agree
Total Weighted Mean	4.40	Strongly Agree

Table 6 illustrates the weighted mean of different statements under the Awareness. The statement 6 got the highest weighted mean of 4.53 which states “I am aware that internet advertising can help us easily raise awareness of our product by engaging customers”. Meanwhile, the lowest weighted mean got 4.30 concludes that “Internet advertising can assist in reducing the stress of consumer communication”. Lastly, the result implied that the overall mean score of the awareness is 4.40 which can be interpreted as strongly agree.

Table 7: Respondents Perception on the level of Interest Awareness

Interest:	Mean	Interpretation
1. I am interested to create a social media platforms to keep my customers updated for announcements.	4.47	Strongly Agree
2. I am interested to any kinds of critics to help me improve my start up business..	4.57	Strongly Agree
3. I am interested to conduct survey base on what are the wants and needs of my customers.	4.27	Strongly Agree
4. I am interested to create engaging social media platforms.	4.05	Strongly Agree
5. I am interested to making sure that our product can give greater satisfaction to all consumers	4.67	Strongly Agree
6. I am interested to invest in Web Designs to boost customer engagement.	4.27	Strongly Agree
7. I am interested to hold a contest and giveaways to attract potential customers.	4.30	Strongly Agree
8. I am interested to have discounted products to reduce excess products and old inventory.	4.23	Strongly Agree
9. I am interested to hire an influencer marketing to increase sales and brand awareness.	4.27	Strongly Agree
10. I am interested in having business partners to have a much richer capital.	4.10	Agree
Total Weighted Mean	4.39	Strongly Agree

Table 7 illustrates the weighted mean of a different statement under the Interest. Statement 5 states “*I am interested in making sure that our product can give greater satisfaction to all consumers*” which got the highest weighted mean of 4.67 having a high evaluation. Statement 10 states “*I am interested in having business partners to have a much richer capital.*” and got the lowest weighted mean of 4.10. Lastly, the result implies that the overall mean score of the interest is 4.39 which can be interpreted as strongly agree.

Table 8: Respondents Perception on the level of Desire

Action:	Mean	Interpretation
1. I will update our customers to increase engagement.	4.53	Strongly Agree
2. I create a discount to attract more customers for internet engagement.	4.37	Strongly Agree
3. I respond as quickly as possible on social media.	4.54	Strongly Agree
4. Providing customers action with the attention they deserve can increase their loyalty to us	4.52	Strongly Agree
5. Being professional by talking to customers.	4.51	Strongly Agree
6. Arrange a schedule by replying to customers.	4.30	Strongly Agree
7. Making sure that our product can give greater satisfaction to all consumers.	4.56	Strongly Agree
8. Not only to make a promise to our customers to give them satisfaction but also to take some action.	4.58	Strongly Agree
9. The page includes a greeting and be transparent with names or initials.	4.27	Strongly Agree
Total Weighted Mean	4.47	Strongly Agree

Table 8 illustrates the weighted mean of a different statement under Desire. Statement 2 which is “*I am building up the desire to get the consumer's attention through internet advertising.*” got the highest weighted mean of 4.58 having a high evaluation. Statement 4 which states “*I am building up the desire to use their products and services as a potential customer.*” got the lowest weighted mean of 4.40. Lastly, the result implies that the overall mean score of the interest is 4.49 which can be interpreted as strongly agree.

Table 9: Respondents Perception on the Level of Action

Desire:	Mean	Interpretation
1. I am building up the desire to strengthen our products and services through internet advertising.	4.53	Strongly Agree
2. I am building up the desire to get the consumers' attention through internet advertising.	4.58	Strongly Agree
3. I am building up the desire to create ads for the product that appeal to a consumer's curiosity.	4.40	Strongly Agree
4. I am building up the desire to use their products and services as a potential customer.	4.41	Strongly Agree
5. I am building up the desire to boost up our sales and revenues through internet advertising.	4.43	Strongly Agree
6. To analyze effective advertising campaigns to target our audience.	4.50	Strongly Agree
7. Establish and manage media platforms.	4.53	Strongly Agree
8. Create engaging and relevant content to use for media platforms.	4.47	Strongly Agree
9. To influence the audience's perception of my brand or product.	4.51	Strongly Agree
10. Provide valuable, genuinely helpful information to consumers for free to create a relationship with them based on trust.	4.50	Strongly Agree
Total Weighted Mean	4.49	Strongly Agree

Table 10 illustrates the weighted mean of the different statements under the action. Statement 8 states “ *Not only to make a promise to our customers to give them satisfaction, but also to take some action.*” got the highest weighted mean of 4.58 having an high evaluation. While the statement 9 state “*The page includes a greeting and be transparent with names or initials.*” got the lowest weighted mean of 4.27. Lastly, the result implies that the overall mean score of the interest is 4.47 which can be interpreted as strongly agree.

Table 11: Summary Table

Summary Table for AIDA Theory	Total Mean	Interpretation
Awareness	4.40	Strongly Agree
Interest	4.39	Strongly Agree
Desire	4.49	Strongly Agree
Action	4.47	Strongly Agree

Legend: 4.20 - 5.00 - Strongly Agree 2.60 - 3.39-Neutral 1.00 - 1.79 -Strongly Disagree
 3.40 - 4.19 - Agree 1.80 - 2.59 – Disagree

Table 11 shows the summary and result of the evaluation from the survey of An Insight of Internet Advertising of Coffee Shops In Iligan City. Among the results, it is desire has the highest mean of 4.49 while interest has the lowest mean of 4.39. The Desire got the highest mean of 4.49 this means that among all the respondents the owners of the coffee shops have the desire to use Internet advertising because Internet advertising allows them to find, reach, and engage people who are likely to be interested in their business without spending money on an overly broad audience. Internet advertising offers granular audience information, so you can focus your efforts effectively. Meanwhile, Interest got the lowest mean of 4.39 According to a survey by Visual Objects, 38% of businesses are choosing not to use social media. And even though only 16% of those surveyed said they were unlikely to consider it in the future, that's still a lot of profitable businesses that are getting by without it. Many small businesses don't embrace social media marketing's importance.

Conclusion

The discussion of the results of the study, shed light on the coffee shop owners’ perspectives regarding the insight of internet advertising of coffee shops in the selected different cafe shops in Iligan City. All the data were derived from the questionnaire that they answered, including the AIDA theory. The Desire category obtained the highest overall mean of 4.49, indicating that among all the respondents who were coffee shop owners, they had the desire to use internet advertising. This is because internet advertising allowed them to find, reach, and engage people who were likely to be interested in their business without spending money on an overly broad audience. Internet advertising is one of the most effective ways for businesses of all sizes to expand their reach and find new customers. Meanwhile, the Interest category obtained the lowest mean of 4.39, suggesting that some of the coffee shop owners were not interested in using internet advertising on social media.

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