

# Social Media Advertisement as Contributing Factor in Customers Buying Decision

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**Abstract**— The study was conducted to determine the effect of social media advertisement as a contributing factor in customers buying decision as a marketing strategy of selected food delivery services in Novaliches, Quezon City. The study aimed to identify the impact of social media advertisement that entices them to use food delivery services, the importance of using social media as a marketing strategy and how convenient it is to them, and the effect of social media advertisements in their digital lives. A random group was created to analyze the respondent's experience with the element of their purchase decision. The findings reveal that social media advertisements have an impact on customers' buying decisions. In terms of the contribution to customers' purchasing decisions. The study contributes to the existing literature by providing empirical evidence on the effectiveness of social media advertising strategies in influencing consumer purchasing behavior, offering practical implications for marketers aiming to optimize their digital outreach.

**Keywords**— social media advertisement, food delivery services, digital marketing, customers.

## I. INTRODUCTION

Social Media Advertisement is a digital marketing with various platforms such as Facebook, Twitter, Instagram, YouTube, and many more. Nowadays, numerous individuals widely utilize social media to advertise products or services. Social media has evolved as the most influential channel for consumers to decide on buying goods and services. Today's consumers are seeking more product information before deciding to buy a product or service. Social media is continuously changing and is an effective instrument for reaching out to potential customers. Many people are using social media advertisement as their marketing strategy, especially food business owners who use social media advertisement to market their products. Hence, this study will find out if social media affects customers buying decisions.

This study was to carry out the test of the effect of social media advertisement as contributing factor in customers buying decisions as a marketing strategy of selected food delivery services to determine the significance of that to all business owners and what benefits are provided to the customer's decision to encourage purchasing a product.

Online food delivery services were ideally suited to attract many new customers and retain existing customers by adapting their advertising to the unprecedented pandemic-era, which saw restaurants forced to restrict in-house dining and more people staying at home than ever before in recent memory. Due

to the coronavirus pandemic, the online food delivery sector experienced "its highest growth in five years in 2020" (Curry, 2022).

The entire shopping experience has radically changed the marketing and customer purchasing behavior scenario in the modern day as a result of the development of technology. Social media plays a significant role in the process of consumer buying behavior, which is now significantly influenced by peer evaluations, social networks, blogs, video blogs, etc. Customers' buying behaviors are not just driven by traditional channels, (Jacinto, 2021).

Social media has become a big factor in marketing, thus, creating an awareness that contributes to customers purchasing decisions. One of the factors that contribute is the importance of using social media as one of the marketing strategies.

Given that the consumer spends the majority of their time on social media, an advertisement, an article on the product, or the product itself may unintentionally or intentionally stimulate pre-purchase behavior in the consumer. Therefore, it becomes important for businesses to innovate the use of social media since social media marketing helps in raising awareness and, in the process, draws in new customers. It promotes customer curiosity. Social media marketing has evolved into the primary method of communication between the business and the customer. Whether or not the consumer has a need, it helps to create that need in their minds.

The general purpose of this study is to determine the effect of social media advertisement as a contributing factor in customers buying decisions as a marketing strategy of selected food delivery services. And has focused on the importance, impact, and significant effect of social media advertising on customers' buying decisions.

### ***Statement of the Problem***

This study aims to determine the effect of social media advertisement as a contributing factor in customers' buying decision as a marketing strategy of selected food delivery services in Novaliches, Quezon City. Specifically, it sought to answer the following questions:

- What are the importance of using social media as part of marketing strategies of selected food delivery service in Novaliches area?
- What are the impacts of social media advertisement in customers buying decision?
- Is there a significant effect on the importance of social media as part of marketing strategies and its impact to customers buying decisions?

## **II. METHODOLOGY**

### ***Research Design***

This study employed a Descriptive Research Design. Our general procedure is to study the contribution of social media advertising as a marketing strategy of selected food delivery services in Novaliches.

This research created a survey method to gather information from the respondents' profiles and their point of view by answering specific questions. Quantitative research methods focus on accurate measurements and the statistical, mathematical, or numerical analysis of data gathered from questionnaires, polls, and other types of research, in addition to manipulating statistical data that has already been obtained using computation methods.

The subject of the study was composed of one hundred (100) respondents, all from selected customers of food delivery services.

### ***Research Locale and Respondents of the Study***

This study will be conducted in San Bartolome, Novaliches, Quezon City, focusing on local delivery service providers, including food, courier, grocery, and parcel delivery services. The locale was selected due to the increasing reliance on online ordering and the competitive presence of small and medium-sized

delivery service businesses that actively use social media platforms such as Facebook, Instagram, Tiktok, and WhatsApp to reach their customers.

The chosen locale offers a diverse population, and an active digital economy, making it an ideal environment for evaluating the impact of social media marketing strategies. Additionally, the area has a high rate of internet and smartphone usage, which supports the viability and relevance of social media marketing in the delivery service sector.

The research will gather data from delivery businesses operating within the locale and customers who engage with these businesses through social media channels.

### ***Data collection***

The researchers used purposive sampling. It is a form of non-probability sampling that is chosen based on population characteristics and the study's objective (Crossman, 2022). This sampling method relies on the researcher's judgment when identifying and selecting the individuals, cases, or events that can provide the best information to achieve the study's objectives (Nikolopoulos, 2022). The researcher concentrated on the respondents who may potentially correlate to the purposes of the study.

### ***Ethical Consideration***

The research data gathering procedure will strictly adhere to ethical standards. Participants will get information regarding the research's objective, their entitlement to withdraw at any point, and the confidentiality of their answers. Prior to completing the questionnaire, all participants will be required to provide informed consent.

## **III. STATISTICAL TREATMENT OF DATA**

Several statistical techniques were used to analyze the data. In organizing numerical and alphanumeric data, the following were used.

Frequency Distribution – This was used in describing the effect of social media advertisement as a contributing factor in customers buying decision as a marketing strategy of selected food delivery services in Novaliches, Quezon City.

Percentage Distribution – This was used to analyze distribution of the effect of social media advertisement as a contributing factor in customers buying decision as

a marketing strategy of selected food delivery services in Novaliches, Quezon City.

The Likert Scale, the tool which is the most used scale in quantitative research. It is designed to find and identify the opinion of the subject, and it contains several statements with a scale after each word.

Formula:  $P = F/N \times 100$

Where: P - % is the percentage

F- is the frequency

N - is the total number of respondents

100- is a constant value

Ranking- This was used to describe the interval/ category occurs the most number.

Weighted Mean - It was utilized to assess potential problem solutions. To improve the data's accuracy

Where: WM = weighted mean

$WM = (\sum fXw) / n$

F - is sum of all respondents

Xw – is scale used by the respondents

N – number of respondents

## IV. RESULT

*Table 1. Profile of the Respondent in term of Age*

Age Group	Frequency	Percentage	Rank
13-23	60	60%	1
24-33	28	28%	2
34-43	8	8%	3
44-53	2	2%	4.5
54 & Above	2	2%	4.5
Total	100	100%	

Table 1 presents the profile of the respondents according to age. The table shows that 60% belong to the 13-23 age group, followed by 28% belong to the 24-23 age

group, followed by 8% belong to the 34-43 age group, and 2% belong to 44-53 age group and 54 and above age group.

*Table 2. Profile of the Respondents in term of Sex*

Sex	Frequency	Percentage	Rank
Female	47	47%	2
Male	53	53%	1
Total	100	100%	

Table 2 presents the profile of the respondents according to sex. The table shows that out of 100 respondents, 53% are Male, while the remaining are Female, with 47%.

## FORMULA

T-test - is used when one is looking at a numerical variable and then comparing the averages of two separate populations groups.

Where: t = the t-value

$x_1$  and  $x_2$  = the means of the two groups being compared

$s_2$  = the pooled standard error of two groups

$n_1$  and  $n_2$  = the number of observations in each group

This implies that most customers of food delivery services are between the ages of 13-23. It means that Gen Z to Millennials are most of the respondents.

This implies that majority of customers of food delivery services are male, and only a few are female. This means that males dominate the number of food delivery service customers in Novaliches.

*Table 3. Profile of the Respondents in term of Monthly Income*

Monthly Income	Frequency	Percentage	Rank
100-3,000	37	37%	1.5
3,100-5,000	9	9%	3

5,100–8,000	7	7%	4
8,100–10,000	10	10%	2
10,100–30,000	37	37%	1.5
<b>Total</b>	100	100%	

Table 3 presents the profile of respondents according to monthly income. The table shows that out of 100 respondents, 37% belong to ₱ 100-3,000 and ₱10,100-30,000 monthly income, followed by 10% belonging to

₱8,100-10,000 monthly income, followed by 9% belongs to ₱3,100-5,000 monthly income, and 7 % belongs to ₱5,100-8,000 monthly income.

**Table 4.** *The Importance of Using Social Media as Part of Marketing Strategies of Selected Food Delivery Service in Novaliches, Quezon City*

Importance	Mean	Verbal Interpretation	Rank
I often see advertisements of food delivery services when I am scrolling through social media platforms.	4.23	Strongly Agree	3.5
I quickly see food delivery services' promos through their advertisements on social media.	4.31	Strongly Agree	1
Social media allows me to explore foods that I haven't tasted yet.	4.27	Strongly Agree	2
I often see interactive posts of food delivery services on social media.	4.09	Agree	4
I often see interesting design layout posts of food delivery services on social media.	4.23	Strongly Agree	3.5
<b>AVERAGE WEIGHTED MEAN</b>	<b>4.23</b>	<b>Strongly Agree</b>	

Table 4 shows the importance of using social media as part of marketing strategies of selected food delivery service wherein the table revealed the 4.31 with a verbal interpretation of Strongly Agree quickly see food delivery services' promos through their advertisements on social media. It is followed by 4.27 with a verbal interpretation of Strongly Agree social media

This implies that most of the respondents of the customer of food delivery services have monthly income of ₱100-3,000 and ₱ 10,100- 30,000, and only a few of ₱ 5,100- 8,000 income per month. allows to explore

foods that have not tasted yet. Then 4.23 with a verbal interpretation of Strongly Agree often see advertisements of food delivery services when I am scrolling through social media platforms, and often see interesting design layout posts of food delivery services on social media.

Lastly, 4.09 with a verbal interpretation of Agree often see interactive posts of food delivery services on social media. The average weighted mean is 4.23, with a verbal interpretation of Strongly Agree.

**Table 5.** *The Impact of Social Media Advertisement in Customers Buying Decision*

Impacts	Mean	Verbal Interpretation	Rank
The foods in the advertisements of food delivery services are appetizing in the eyes.	4.27	Strongly Agree	3.5
Promo codes advertised by food delivery services are enticing.	4.11	Agree	4
Social Media Advertisement give me satisfaction through the feedback in food delivery services.	4.32	Strongly Agree	1
A unique, creative and witty remarks used in promoting makes it more interesting to buy a product in food delivery services.	4.31	Strongly Agree	2
A word-of-mouth promotion in social media platform increases my curiosity to buy a product.	4.27	Strongly Agree	3.5
<b>AVERAGE WEIGHTED MEAN</b>	<b>4.26</b>	<b>Strongly Agree</b>	



Table 5 shows the impacts of social media advertisement on customers buying decisions, wherein the table revealed the 4.32 with a verbal interpretation of Strongly Agree social media advertisement gives satisfaction through the feedback in food delivery services. It is followed by 4.31 with a verbal interpretation of Strongly Agree which denotes that

unique, creative, and witty remarks used in promoting makes it more interesting to buy a product in food delivery services. Then 4.27 with a verbal interpretation of Strongly Agree word- of-mouth promotion in social media platform increases my curiosity to buy a product, and foods in the advertisements of food delivery services are appetizing in the eyes.

**Table 6.** *Testing the Significant Effect on the Importance of Social Media as Part of Marketing Strategies and its Impact to Customers Buying Decision*

Variable	Mean	Computed t-Value	p-value	Decision	Interpretation
<b>Importance of using social media as part of Marketing Strategy</b>	4.23				
<b>Impact of Social Media Advertisement in Customers buying Decision</b>	4.26	-0.56574	0.293543	Accept Ho	Not Significant

Note: p-value (0.293543) is greater than the level of significance (0.05)

Lastly, 4.11 with a verbal interpretation of Agree promo codes advertised by food delivery services are enticing. The average weighted mean is 4.26 with a verbal interpretation of Strongly Agree. It implies that most customers agreed that social media advertisement gave satisfaction through the feedback on food delivery services on their buying decisions.

It implies that most respondents agreed that promos from food delivery services on social media are one of the effective marketing strategies.

Table 6 presents testing the significant effect on the importance of social media as part of marketing strategies and its impact to customers' buying decision.

As shown from the table 8 the null hypothesis as stated that there is no significant effect on the importance of social media as part of marketing strategies and its impact to customers buying decision was accepted because the computed p-value of 0.293543 is greater than the 0.05 level of significance, therefore there is no significant effect on the importance of social media as part of marketing strategies and its impact to customers buying decision.

## NULL HYPOTHESIS

Ho- There is no significant effect on the importance of social media as part of marketing strategies and its impact to customers buying decision.

## V. CONCLUSION

The following conclusions were drawn based on the gathered data of the researchers:

The world has become more competitive. Countries have already adapted modern measures to compete globally. In the field of food industry and service, one famous measure that is widely perceived as a benefit to the growth of the business, rampantly being practiced by food companies today, is the food delivery service. This type of service used by most fast-food chains and restaurants is thought to be highly customer-centered in nature. However, this was developed to benefit both the business and the customers. In this study, the customers' perception on the effects of social media advertisement as contributing factor on their buying decision as a marketing strategy in food delivery services is discovered. The study has gathered responses from 100 random customers of food delivery services.

These data indicate that most people that engage with food delivery services are youths who study in college, and with low and minimum incomes. Underlying factors that made the type of service in the discussion, appealing to this profile of people are also found in the data that is further provided by the respondents. Primarily, it can be assumed that people of this profile spend more time on social media, leading them to engage with advertisements of food businesses on the platform. Moreover, the gathered data show that most of the responses from the respondents indicate seeing advertisements about promos and discounts on food deliveries from food businesses.

The results indicate that social media advertisements have contributing factor to customers' buying decisions. Researchers found that social media advertising is important since it influences the purchasing decisions of all customers in Novaliches. Most consumers based

their decisions to buy food delivery services only on the special offers and discounts they come across on social media. The researchers discovered that customers value promotions in the food industry since they save money and even impact their purchasing decisions. Furthermore, social media advertising influences purchasing decisions. The researchers conclude that feedback from other customers who have purchased food delivery influences the customer's decision to buy services. The researchers discovered that having feedback on social media influences the sense that people might obtain satisfaction when they read positive feedback on social media. Most consumers are enticed to buy things because of the positive response of other customers to food delivery.

In summary, the study has found out that marketing strategies for a food delivery service in social media influences the customers' buying decisions, especially those that find this more convenient and cost-effective, in consideration of the respondents' profile. This is caused by effective advertisements which includes promos and discount that also directs customers' appetite and curiosity.

However, the statistic of this study reveals that marketing the food delivery service on social media has no significant effect on the customers' buying decision. Therefore, this strategy may appeal to most of the population, especially younger, low, and minimum earners, the overall population of the respondents does not necessarily perceive an impact and effect of the strategy on their buying decisions.

Researchers discovered that the majority of consumers are interested in purchasing a product with special offers and witty promotion for customers. Additionally, social media advertisement is beneficial for those looking to launch a small food business because, according to the result, the majority of consumers, especially millennials, are interested in ordering food online and having it delivered.

## VI. RECOMMENDATION

This study recommends that food delivery services must utilize the use of social media advertisements and engage in innovation to improve the quality of their services. And the food delivery services can expand social media advertisement by creating videos and photos with good content that can attract more consumers. Food delivery services should use short, innovative videos that reflect their brand concept. The

food delivery services should focus on customer engagement strategies that may deepen customer connection. This recommendation will benefit them with brand loyalty and create better customer satisfaction. As well that food delivery services must build relationships with social media influencers. When customers receive recommendations from someone they trust, they are more inclined to purchase. Famous figures and celebrities inspire their audience and affect their purchasing decisions.

The researchers would like as well to suggest in creating an interesting strategy and generating more engagement – the secret to success on social media is consistently providing interesting, compelling content. It will help give a trustworthy appearance and demonstrate that one values engaging with your customers and have current information to share. The algorithms will see that your postings deserve to appear in various newsfeeds if you focus on producing consistent, pertinent material, which will ultimately draw users to your page.

Another recommendation to introduce social media and draw users to social media accounts is to create a marketing campaign. The campaigns should concentrate on increasing brand recognition, promoting a positive brand image, and generating "noise" in the internet market. To encourage consumer brand engagement and consumer conversations about the company, the campaign must be engaging and appealing to consumers. New insights will then be gained because of this.

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