

# Customer's Perception on Social Media Marketing Strategies of Samgyeopsal Restaurants in Cavite during a Pandemic as a Buying Decision

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**Abstract:** This study focuses on the Customer's Perception on Social Media Marketing strategies of Samgyeopsal restaurants in Cavite during a Pandemic as their Buying decision. The purpose of this study is to identify what are the factors that affects the customer's buying decision during the pandemic and what are the least factors that influences their buying decision based on the factors we have given so we can make a recommendation on how to improve it. This study also tackled if there is a significant difference between the demographic profile and if it can influence their buying decision. A 4-point Likert scale is used in the research questionnaire to be answered by the study target's respondents which are people who experienced dining in at any Samgyeopsal restaurants in Cavite at least two times, respondents who has any social media accounts and following any Samgyeopsal branches in Cavite. There are 149 respondents in total and the data shows the demographic profile, the factors that the respondent's perception can be the basis of their buying decision, and if the demographic profile has a significant relationship with their buying decision. The results showed what are the factors that can influence to the basis of the customer's buying decision during the pandemic. The study also identified that respondents perceived the social media marketing strategies of Samgyeopsal Restaurants in Cavite's Content, Frequency, Responsiveness, Price of the Meal, and Ratings that it can influence their basis in buying decision in the factors mentioned.

**Keywords:** Samgyeopsal Restaurant, Restaurants, Korean, Social Media Marketing Strategies, Social Media, Cavite.

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## 1. INTRODUCTION

Social Media is one of the most accessible platforms wherein you can be updated in anything. There are a lot of things that you can acquire in here if you will read from reliable sources. You can see a lot of articles in here about business, celebrities, tips, and even customer's review. Social media is being used by a lot of businesses to promote their products and increase the awareness of their brand. Social platforms help businesses all over the world to boost their sales. Based on the statistics made by Tankovska. H (2021) social media platforms has over a billion of users. Facebook taking the lead with 2.6 million monthly active users, Youtube being the second with 2.2 million monthly active users, Whatsapp being at the third that has most monthly active users with 2 million. This only shows that most people are active online and there is a big possibility to expand and help small businesses in promoting their products thru social media platforms.

All their participants believed that social media primarily helps with advertising to gain exposure and generate interest among new customers. Overall, the study found that most small restaurants think of social media as a form of advertising to attract everyone. The study showed that most small restaurants substitute the traditional forms of advertising with posts on social media, to expand their reach and to build awareness among customers at a lower cost (Lepkowska-White, 2017).

In the food service industry, the new normal restaurants and small food businesses are giving their best to have a great social media marketing strategy that can attract their customers. Facebook is a primary social media tool that results in successful marketing strategies (Lupo & Stroman, 2020). Samgyeopsal or Korean barbeque became popular because of its unique concept that comes with various side dishes, samgyeopsal is also always presented in most K-Dramas. Salient promotion Korean cuisine is embedded in many Korean dramas, regardless of genre.

At the same time, K-pop fandom increases the phenomenology of Hansik (Korean food) popularity in the Philippines during the last two decades (Tupas & Lee, 2020).

The internet can feel like the Wild West, with images and videos suddenly going popular overnight. It is important to note, however, that trademark and copyright rules are the same for both social media and traditional marketing. When companies utilize social media to connect with their consumers, the content is considered "commercial," and brands cannot fight against intellectual property infringement or misappropriation. (Proof Strategies, ND)

Under the law of Copyright infringement in the Philippines copyright infringement happens when any of the copyright owner's exclusive economic or moral rights are violated. It may also include assisting or abetting such an infringement. The IP Code further makes a person liable if, at the time when copyright exists in a work, he has in his possession an object that he knows, or ought to know, is an infringing copy of the work for the following purposes:(a) selling or letting for hire, or by trade offering or exposing for sale or hire, the article; (b) distributing the article for trade or any other purpose to the degree that it prejudices the copyright owner's rights in the work; or (c) public trade exhibition of the item. (Federis Law, 2003)

### ***Background of the Study***

This study focuses on Social Media Marketing Strategy that provides businesses a way to connect with existing and future customers, by social media platforms such as Facebook, Twitter, Instagram, and Pinterest. Social media is powered by supply and demand. The demand for social media increased, because people have a lot of time due to this pandemic (Morgan & Chavez, 2020). Using Social Media Marketing, businesses will be able to have more followers and will be a way to track competitors' techniques through the content of their accounts. Facebook is used for marketing strategy as a social media tool and includes content such as service, etc. (Lupo & Stroman 2020). According to Asad K. (2019), social media marketing is the most important instrument in current times that can be utilized to analyze client feedback for their products, but also their feedback on other items. According to the study's findings, client expectations have a good association with social media marketing.

The researchers decided to conduct a study on Customer's perception on Social Media Marketing strategies of Samgyeopsal restaurants in Cavite during a pandemic as a buying decision to help advertise on getting exposure, retaining, and regaining customers by social media (Lepkowska-White, 2017).

The researchers wanted to help these businesses to survive this pandemic's effect by using social media marketing.

Prominent Samgyeopsal Restaurants in Cavite include Samgyupsalamat that has a lot of branches in the Philippines but there are only 4 branches in Cavite, which are in Bacoor, Imus, Tagaytay, and Dasmaringas. Romantic Baboy, another prominent restaurant that also has a ton of branches in the Philippines. There are only 3 branches in Cavite, located in Bacoor, Imus, and General Trias. All4U Unlimited Grill & Shabu-Shabu has 3 branches in Cavite, located in Dasmaringas, Imus and Tagaytay. Samgyup sa Bahay has 2 branches located in Bacoor and Imus.

### ***Research Paradigm***

The framework is being used as a paradigm to organize the ideas to achieve the purpose of the research study, and included in this section is the conceptual framework, which will guide the reader better in understanding the variables of this study.

The COVID 19 outbreak had a huge impact in the Hospitality Industry, and comprehending its impacts is important for its survival (Kaushal & Strivastava, 2020). State and local stay-at-home orders in the United States that started mid-March 2020 resulted in consumers clearing supermarket shelves to prepare to be at home for several weeks (Schuchat, 2020). The operations of independent restaurants have been greatly affected. According to a survey, only 28% have been able to rehire more than 75% of their pre-pandemic staff. Moreover, 65% said they would likely close their restaurants if COVID 19 guidelines remain (Brizek, M. G., Frash, R. E., McLeod, B. M., & Patience, M. O. 2021).

Mapping out from this framework, the researchers of the present study aimed to determine the social media marketing strategies that motivate the customers to consume the product from the Samgyeopsal Businesses and to explore what is the best social media marketing strategies for Samgyeopsal Businesses during pandemic situations where a lot of food businesses were forced out to either closed or sell their business in another person (Medeira et al. 2021).

The MMOO Social Equity Network theory includes a large body of research generated by marketing researchers on the dimensions and determinants of consumer interpersonal influence. MMOO Social Equity Network Theory or many-to-many, one-to-one social network online is a social tie that is created through links, sharing, or memberships. (Bearden & Etzel, 1982; Grimm, Agrawal & Richardson, 1999; Park & Lessig, 1977). According to researchers, whereas informational social impact is more substantial for cognitively motivating purchases, normative social influence is more substantial for effectively motivating purchases, particularly for visible objects and well-known businesses like Samgyeopsal Businesses' (Grimm, Agrawal & Richardson, 1999). As a result, businesses should use normative social advertising appeals for superior products that elicit emotive buying reasons just like Samgyeopsal Businesses because Samgyeopsal Businesses is an idea that originated in Korean drama or Korean influence through social media advertising, appeals products that elicit cognitive buying reasons and cravings (Zhang, 2016). Hence, the present study postulated a hypothesis of finding out the best social media marketing strategy for Samgyeopsal Business.

This theory also presupposes that the social network structure is homophilic, with solid mutual links, allowing for social connections through multiple social media such as Facebook, Twitter, YouTube, Instagram, and other platforms. However, Social advertising will be unsuccessful if a weak structure characterizes the social network and lacks an innovative idea of promoting business. So instead, the business should promote boundary-spanning operations to strengthen and homogenize the social network. Nevertheless, this theory pointed out that businesses should rely on electronic word-of-mouth and referral programs rather than social advertising when faced with a weak network structure. Mapping out from this framework, the researchers of the present study aimed to determine the social media marketing strategies that motivate the customers to consume the product from the Samgyeopsal Businesses and to explore what is the best social media marketing strategies for Samgyeopsal Businesses during pandemic situations where a lot of food businesses were force out to either closed or sell their business in another person (Medeira et al. 2021).

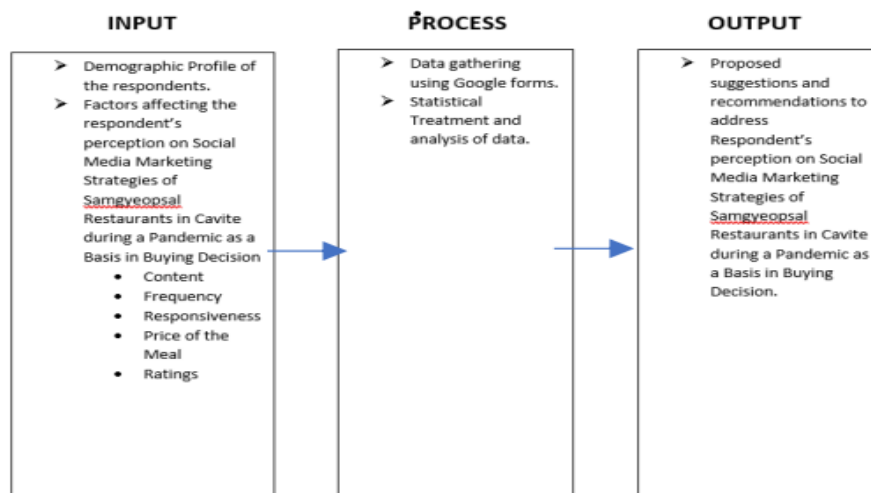


Fig.1

Figure 1 shows the input, process, and output of the study. The input of the study consisted of the independent variable, which aims to assess the demographic profile of the respondents, and what are the factors that can affect their buying decision in the given choices. Moreover, the output created from the findings stated the benefits of the dependent variable and respondents from this study. However, to establish a meaning finding, the process shows that the survey questionnaire and applying data treatment and analysis are needed in this study and address the hypothesis.

**Statement of the Problem**

**The study aims to answer the following questions:**

1. What is the demographic profile of the respondents?
  - 1.1 Age
  - 1.2 Gender
  - 1.3 Civil Status
  - 1.4 Occupation

- 1.5 Educational attainment
  - 1.6 Frequency of visit
  - 1.7 Budget/Allowance
2. How do the respondents' perception on the social media marketing strategies of samgyeopsal restaurants in Cavite terms of the following factors?
- 2.1 Content
  - 2.2 Frequency
  - 2.3 Responsiveness
  - 2.4 Price of the Meal
  - 2.5 Ratings
3. Is there a significant difference on the respondents' perception on the social media marketing strategies of samgyeopsal restaurants in Cavite according to their demographic profile?
4. Based on the results of the study, what suggestions, and recommendations can be proposed to address the Customers' perception on the Social Media Marketing Strategies of Samgyeopsal Restaurants in Cavite during pandemic as buying decision?

#### ***Statement of Hypothesis***

H0: There is no significant difference on the Customers' perception on the Social Media Marketing Strategies of Samgyeopsal Restaurants in Cavite during pandemic as buying decisions when grouped according to their demographic profile.

## **2. LITERATURE REVIEW**

According to the study of Lepkowska-White (2019), small businesses use social media more. They place a greater emphasis on social media marketing. The majority utilize social media to increase traffic to a restaurant and hence operate as calculative pragmatists. Stated by Tasheenia Bennett (2017), social media has transformed how businesses interact with their clients. Traditional means of connecting with clients have begun to dwindle since the rise of social media. Food retail organizations have realized the benefit of social media marketing techniques since it helps them to assess customers' feedback, have a direct discussion with consumers, and develop a good brand value (Bae & Zamrudi, 2018).

The study of Mohammad & Mentari (2020), revealed that product openness in content marketing would benefit the local restaurant's social media marketing. It has a favorable impact and has earned the trust of Taiwanese and Singaporean customers. Social media, in the form of online reviews (ORs), has become a vital component for restaurant consumers, offering credible and unbiased information based on other consumers' eating experiences. Social media is not only an important phenomenon for restaurant strategy, but also for their companies. (Fernández P. et al, 2020). Our pandemic situation made it challenging for us to build our business and how we can use social media marketing strategies effectively. Based on the article of Alexeyevich, Anatolievich, Nikolaevich & Nikolaevna (2021), The nature of social media marketing (SMM) as an effective tool for overcoming the temporary crisis of the restaurant business is specified. The analysis showed the target market breakdown of restaurant visitors by marital status and by age groups. The importance of marketing use in social networks by restaurant owners is justified. Even in a stable situation, if every restaurant wanted to be competitive and profitable, they had to have social media marketing strategies to communicate with their customers to encourage them to try out new dishes.

There can be a lot of factors present that can influence the consumer's buying decision, in the study of Ashofteh, I. & Dehghanan, H. (2017) He mentioned that personal factors such as age, education, wealth, and so on influence a person's purchasing decisions. As a result, providers that can identify the personal qualities of their target society and their influence on their purchasing behavior are better positioned than their competitors to build a successful marketing plan. Based on the study of Namin, A. (2017) their study discovers evidence that customer satisfaction may be increased by improving service quality, food quality, and price-value ratio, which would provide an indirect road toward improving behavioral intentions in this business. In addition, one of the possible reasons affecting customer's buying decision is the atmosphere, Due to the high level of competition in the culinary industry, each café and restaurant must have their own distinct identity and characteristics to attract customers. One method is to create an appealing store environment and

increase brand image to influence purchase decisions and customer satisfaction. According to the study's findings, the effect of Store Atmosphere on Purchase Decisions is 9.1 percent, whereas the influence of Brand Image on Purchase Decisions is 58.1 percent. The Store Atmosphere and Brand Image had a substantial effect on Purchase Decision, accounting for 37.6 percent. Purchase Decision has a 64.7 percent effect on Customer Satisfaction. Suryawardani, B. et al, 2018)

Since we are in a pandemic there are a lot of people who are afraid to risk their health by going out, the research findings show that 14% of the participants will only feel comfortable on face-to-face dining in a restaurant when their communities' ability to test, trace, and isolate COVID-19 cases is significantly improved. Around 18% of the participants will only feel comfortable to travel to a destination and stay at a hotel when that destination has very few COVID-19 cases and can test, trace, and isolate COVID-19 cases. These findings clearly suggest that they need further research on factors that can drive customers back to the hospitality businesses. (Chi & Gursoy, 2020)

Samgyeopsal Restaurants has been popular in the Philippines and According to Blas and Erestain (2020), the influence of the Hallyu culture has been almost three decades in the Philippines. Through the rise of K-pop music, dance, fashion, style, accessories, beauty care, Korean food and language, the Korean culture and the Philippine culture has been a fusion that can be highly observed. Because of this, the Korean cuisine slowly appeared and was served in malls like the restaurant Samgyupsalamat, a restaurant that offers unlimited Samgyupsal or grilled pork belly.

Koreans make meat in several ways, but the most popular is Samgyeopsal. The meat is cooked at the center of the table. It can either be cooked by a server or more often you can cook it on your own. Samyeopsal are often eaten with lettuce or perilla and can be topped with other seasonings and condiments like marinated onions, garlic, samjang and many more (Bocskay, J. 2017).

According to the study of Sangurde (2019), out of the 233 respondents that he had, 122 respondents that are 18 - 24 years old agreed that social media influences their buying decision. Women are typically more active on social media than males. Females, for example, are 55 percent more engaged on Facebook than males. Furthermore, approximately 55% of women are more inclined to buy items or services from businesses with whom they interact on Facebook (Jones 2022). Based on the article of DePaulo (2019) said that single folks have more friends and a larger social network than married people, they go out of their way to maintain relationships with friends, relatives, neighbors, and coworkers. They also gain greater enjoyment and emotional fulfillment from spending time with their friends and family. This means that single people are more active on social media than married people. In comparison to the study of Ali-Hassan et al.(2015), Social media use that is socially oriented, such as informal talks, can result in easier social interactions and enhanced social capital awareness.

According to the study, individuals with a higher degree use social media more frequently than those with basic education. Higher educational attainment in a family is unquestionably beneficial. It enhances the possibility that the family will use the Internet in 2000, but those who use it in 2009 have a lower chance. The least educated people are left behind. Mann et al. (2017). Based on the study of Blas and Erestain (2020), the influence of the Hallyu culture has been almost three decades in the Philippines. Through the rise of K-pop music, dance, fashion, style, accessories, beauty care, Korean food, and language, the Korean culture and the Philippine culture have been a fusion that can be highly observed. Most of the students have an allowance of 2000-2900 and 4000-4900 followed by 3000-3900 and 5000-5900. Meaning that they only have the exact budget/ allowance when eating out (Dimaala et al., 2020).

Based on the study of Lee (2018) the result of their study discovered that including widely used brand personality content, such as humor and emotion, is correlated with increased levels of customer engagement (Likes, comments, and shares) with a message. Logical and emotional arguments have diverse impacts on social media participation behavior. Despite the social and interactive nature of the digital media landscape, rational appeals in social media have a superior effect in terms of facilitating active and passive engagement among social media users, whereas emotional appeals facilitate passive rather than highly active engagement behavior (Dolan et.al., 2019). Almohaimmed, (2017)'s findings of what can contribute to the buying decision of a customer are the following: food quality (taste, freshness of meals and amount of food), hygiene (clean dining area and clean staff), responsiveness (prompt service) and menu (display, variety, and knowledge of items), all of the restaurant-quality attributes studied had a substantial and positive effect on customer satisfaction.

According to the study of Namin (2017) their study discovers evidence that customer satisfaction may be increased by improving service quality, food quality, and price-value ratio. This supports the result of this data that when they see that

the food is fresh respondents often see this as their basis in buying decisions. Based on the findings of Aureliano-Silva (2021), online reviews with better online ratings and emotional appeal resulted in increased restaurant visit intention. The influence of internet evaluations on restaurant visit intention was greatly mitigated by review appeal. Emotional remarks had a greater influence on customers with limited restaurant participation than functional ones.

### 3. METHODOLOGY

This chapter includes the research design, research locale, respondents, research sampling, research paradigm, research instrument, data gathering procedures that the researchers will use, data treatment and analysis that will be used in the study.

#### Research Design

The study will generate quantitative research as the selected research design wherein it focuses on statistical information that will be appropriate for the study. It will circulate on the Customers' perception on Social Media Marketing Strategies of Samgyeopsal Restaurants in Cavite during a pandemic as a buying decision. 4-point Likert scale will be used to rank people's judgment of objects, events, or other people from low to high. With the use of the said research design, the data which will be collected from the respondents can determine the Customers' perception on Social Media Marketing Strategies of Samgyeopsal restaurants in Cavite during a pandemic as a buying decision as a basis for suggestions and recommendations.

#### Research Locale

Due to the implementation of GCQ/MECQ, the researchers will conduct the study online to the target respondents residing in Cavite.

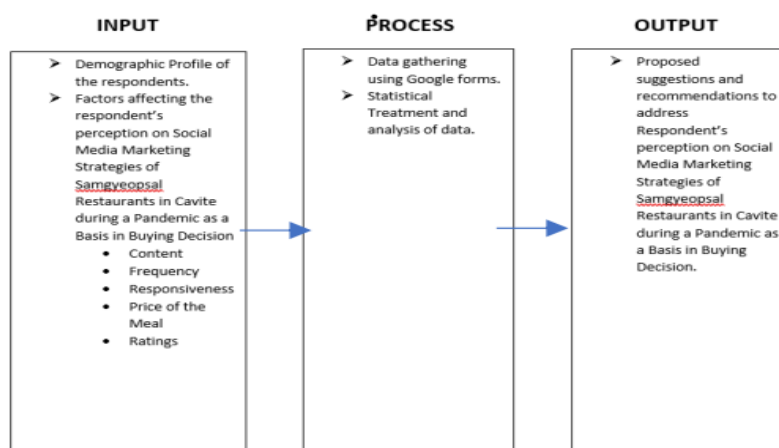
#### Participants of the Study

The respondents of this study encompass one hundred (100) participants from Samgyeopsal Restaurants customers in Cavite. This sample size was estimated prior to utilizing the Purposive sampling. The participants should have experienced dining in any Samgyeopsal Restaurants in Cavite. The respondents should have a social media account (Facebook, Twitter, or Instagram).

#### Research Sampling

The researchers will use Purposive sampling and the criteria that the respondents need to meet are the following: A consumer who already experienced dining at any Samgyeopsal restaurants in Cavite. Second criterion is that they should have dine in at least twice in any samgyeopsal restaurant. Third, they must have any social media accounts (Facebook, Twitter, Instagram etc.). Lastly, they should be residing in Cavite.

#### Research Paradigm



#### Research Instrument

The researchers will produce a 4-point Likert scale questionnaire that can be answered by the respondents through google forms. A Likert scale is a unidimensional scale used by academics to gather respondents' attitudes and views. This psychometric scale is frequently used by researchers to better understand the attitudes and perceptions of a brand, product, or target market. (QuestionPro, ND) 4-point Likert scale is an even Likert scale meaning there is no neutral in the option. According to (Hopper J, 2016) Four-point scales can be evenly divided into two categories: top-two-box vs. bottom-two-box. You can record how many people agree vs how many disagree, how many are interested vs. not interested, how

many are likely vs. not likely, and so on. This makes it simple and straightforward to present a single number without deceiving your audience.

#### **Data Gathering Procedures**

The researchers will prepare a 4-point Likert scale questionnaire to be answered by the target respondents to determine the social media marketing strategies that motivate the customers to consume the product from the Samgyeopsal Businesses in Cavite. The researchers will then analyze the raw data and present it in a table with corresponding interpretations.

#### **Data Treatment and Analysis**

The researchers will utilize ANOVA for the statistical treatment. The ANOVA test allows a comparison of more than two groups at the same time to determine whether a relationship exists between them. (Kenton, 2021). In this study, the researchers will use ANOVA to determine differences in the means. In this way, the researchers can understand how different groups respond with the assumed null hypothesis, whether there is a connection or none.

### **4. RESULTS AND DISCUSSION**

This section of the study will present the results of the data collected and the demographic profiles of the respondents in terms of their age, gender, civil status, employment status, and educational attainment. It will also provide the results of the data collected about the factors that may affect the perception of the customers in social media as a basis in buying decision.

#### **1. What is the demographic profile of the respondents?**

**Table 1.1: Age**

<b>Age</b>	<b>Freq.</b>	<b>Percent</b>	<b>Rank</b>
18 - 24 years old	132	88.59	1
25 - 35 years old	14	9.4	2
36 years old & above	3	2.01	3
<b>Total</b>	<b>149</b>	<b>100</b>	

Table 1.1 shows the demographic profile of the respondents according to their age, the majority of the respondents are between 18-24 years old, corresponding to 88.59% of the total number of respondents. On the other hand, the least is 36 years old and above, corresponding to only 2.01% of the total number of respondents.

This indicates that young adulthood with the age 18 - 24 years old are more likely to base their buying decision on social media or it affects their buying decision because of social media marketing strategies. Young adults are typically more into social media than the other age group, because they connect with others through social media like Facebook, Twitter, Instagram.

According to the study of Sangurde, R. (2019), out of the 233 respondents that he had, 122 respondents that are 18 - 24 years old agreed that social media influences their buying decision.

**Table 1.2: Gender**

<b>Sex</b>	<b>Freq.</b>	<b>Percent</b>	<b>Rank</b>
Female	117	78.52	1
Male	32	21.48	2
<b>Total</b>	<b>149</b>	<b>100</b>	

Table 1.2 shows the demographic profile of the respondents according to their gender, the majority of the respondents are female, corresponding to 78.52% of the total number of respondents. On the other hand, the least is male, corresponding to 21.48% of the total number of respondents.

This indicates that the female respondents are more engage in social media than the male respondents. Based on the articles and studies we have read women are more active in social media and they are engaged in it because they like that it is accessible, while men are active in online games.

According to Jones, M. (2022) in a recent Mashable article, women are typically more active on social media than males. Females, for example, are 55 percent more engaged on Facebook than males. Furthermore, approximately 55% of women are more inclined to buy items or services from businesses with whom they interact on Facebook.

**Table 1.3: Civil Status**

Civil Status	Freq.	Percent	Rank
Married	4	2.68	2
Separated	1	0.67	3
Single	144	96.64	1
<b>Total</b>	<b>149</b>	<b>100</b>	

Table 1.3 shows the demographic profile of the respondents according to their civil status; the majority of the respondents are single, corresponding to 96.64% of the total number of the respondents. On the other hand, the least is separated, corresponding to 0.67% of the total number of respondents.

This indicates that 96.64 percent of our respondents are single. This data shows that people who are single engages or is more active in social media than married people. Single people tend to spend more time on the internet since it is their way to connect with their friends or loved ones. It also gives them happiness when they are browsing social media.

Based on the article of DePaulo, B. (2019) said that single folks have more friends and a larger social network than married people, they go out of their way to maintain relationships with friends, relatives, neighbors, and coworkers. They also gain greater enjoyment and emotional fulfillment from spending time with their friends and family. This means that single people are more active in social media than married people.

**Table 1.4: Occupation**

Occupation	Freq.	Percent	Rank
BPO	1	0.67	5
Freelancer	1	0.67	5
Private Employee	14	9.4	2
Professional	4	2.68	3
Student	123	82.55	1
Unemployed	3	2.01	4
With business	3	2.01	4
<b>Total</b>	<b>149</b>	<b>100</b>	

Table 1.4 shows the demographic profile of the respondents according to their occupation. The figure shows that 123 out of 149- or eighty-two point fifty-five percent (82.55%) of the respondents are students. While the category that got the lowest number of respondents is others such as BPO and Freelancer who each got 1 out of 149 - or zero point sixty-seven (0.67%) of the population.

The data shows that students have the most time spent on social media. Every student's life revolves around social media. Accessing information, providing information, and communicating via social media is frequently easier and more convenient.

In comparison to the study of Ali-Hassan et al.(2015), Social media use that is socially oriented, such as informal talks, can result in easier social interactions and enhanced social capital awareness.

**Table 1.5: Educational Attainment**

Educational Attainment	Freq.	Percent	Rank
Basic Education (Primary - High School)	48	32.21	2
Higher Education (Bachelor's Degree, ..	96	64.43	1
N/A	5	3.36	3
<b>Total</b>	<b>149</b>	<b>100</b>	



Table 1.5 presents the demographic profile of the respondents according to their educational attainment. Most of the respondents belong to the category of Higher Education with 96 out of 149- or sixty-four-point forty-three percent (64.43%). While the category that received the lowest number of respondents is N/A with 5 out of 149 or three-point thirty-six (3.36%) of the population.

This data shows that people with higher degree utilizes social media more than those who are in basic education. They are more active and possible engaging in social media activities. People with higher education use social media more to connect and engage with their peers.

According to the study, individuals with a higher degree use social media more frequently than those with basic education. Higher educational attainment in a family is unquestionably beneficial. It enhances the possibility that the family will use the Internet in 2000, but those who use it in 2009 have a lower chance. The least educated people are left behind. Mann, B. A., Smith, W. C., & Baker, D. (2017).

**Table 1.6: Frequency of Visit**

Frequency	Freq.	Percent	Rank
Always	8	5.37	4
Often	27	18.12	3
Seldom	38	25.5	2
Sometimes	76	51.01	1
<b>Total</b>	<b>149</b>	<b>100</b>	

Table 1.6 presents the demographic profile of the respondents according to their frequency of visit. The figure shows that 76 out of 149 or fifty-one point one percent (51.01%) sometimes visit any Samgyeopsal Restaurants in Cavite. While 8 out of 149 or five-point thirty-seven percent (5.37%) always visit any Samgyeopsal Restaurants in Cavite.

The data shows the frequency of visits of the respondents in any Samgyeopsal Restaurants in Cavite monthly. It shows that there are 51.01% of respondents chose “sometimes”. Korean grill or Samgyeopsal has been a hit in the Philippines since the day it was introduced in the country. Many Filipinos have seen this in K-Drama which affected their decision in trying the Samgyeopsal Restaurants.

Based on the study of Blas and Erestain (2020), the influence of the Hallyu culture has been almost three decades in the Philippines. Through the rise of K-pop music, dance, fashion, style, accessories, beauty care, Korean food, and language, the Korean culture and the Philippine culture have been a fusion that can be highly observed

**Table 1.7: Budget/Allowance**

Budget/ Allowance	Freq.	Percent	Rank
1001 - 2000 pesos	18	12.08	2
2001 - 5000 pesos	10	6.71	3
500 - 1000 pesos	119	79.87	1
5001 pesos and higher	2	1.34	4
<b>Total</b>	<b>149</b>	<b>100</b>	

Table 1.7 presents the demographic profile of the respondents according to their budget or allowance. The figure shows that 119 out of 149 or seventy-nine point eighty-seven percent (79.87%) have a Budget/Allowance of 500-1000 pesos. While 2 out of 149 or one points thirty-four percent (1.34%) have a Budget/ Allowance of 5001 pesos and higher.

The data shows that the budget or allowance of the respondents for Samgyeopsal Restaurants in Cavite ranges between 500 - 1000 pesos. Usually, the price of Samgyeopsal Restauarants are 500 pesos to 700 pesos per head in the Philippines.

According to the study of Dimaala, John Axel & Gregorio, Romilyn & Pamil, Adrian Jake & Vanzuela, Cindy. (2020), most of the students have an allowance of 2000-2900 and 4000-4900 followed by 3000-3900 and 5000-5900. Meaning that they only have the exact budget/ allowance when eating out.

## 2. How do the respondents' perception on the social media marketing strategies of Samgyeopsal restaurants in Cavite terms of the following factors?

**Table 2.1: Content**

Content	Mean	Std. Dev.	Verbal Interpretation	Rank
1. I engage more in a post in social media when the content is good.	3.56	0.608	Strongly Agree	3
2. It interests me when a page posts interesting content.	3.72	0.448	Strongly Agree	1
3. One of the bases of my buying decision is when I see quality content.	3.72	0.466	Strongly Agree	2
4. I find it interesting if the content gains a lot of reactions or likes.	3.48	0.722	Slightly Agree	4
5. The content is long and informative.	2.91	0.735	Slightly Agree	5
<b>Composite Mean</b>	<b>3.48</b>	<b>0.411</b>	<b>Good</b>	

In terms of the content, the table shows that the item with the highest mean response is item number 2, based on ranks. The mean response is 3.72. This implies that the respondents strongly agree that it interests them when a page posts interesting content. On the other hand, the item with the lowest mean response is the last item (number 5). The mean response is 2.91. This implies that the respondents slightly agree that the content is long and informative. Overall, the composite mean is 3.48, which means that the content of Samgyeopsal is good. In terms of standard deviation, the item with the highest value of 0.735 is also item number 5. This means that the respondents have varied opinions regarding long and informative content. The item with the lowest SD of 0.448 is item number 2 implying that the respondents have a consistent opinion about page posts of Samgyeopsal.

This indicates that the customers, target customers, or people who can see the content online engage more when they see that the post has good content, they more like want to interact with it. There are also people whose buying decision is influenced when they see good content in social media posts of businesses especially when the post can seek the attention of the target customers for example when they base it on humor or emotions.

Based on the study of Lee, D. et. al, (2018) the result of their study discovered that including widely used brand personality content, such as humor and emotion, is correlated with increased levels of customer engagement (Likes, comments, and shares) with a message.

**Table 2.2: Frequency**

Frequency	Mean	Std. Dev.	Verbal Interpretation	Rank
1. The post or an advertisement shows up on my timeline frequently.	3.09	0.677	Slightly Agree	3
2. The restaurant posts stories frequently.	3.03	0.730	Slightly Agree	4
3. The restaurant post once a week.	2.98	0.683	Slightly Agree	5
4. The restaurant posts regular updates regarding their guidelines and promos.	3.58	0.605	Strongly Agree	1
5. The restaurant posts consistently.	3.42	0.617	Slightly Agree	2
<b>Composite Mean</b>	<b>3.22</b>	<b>0.421</b>	<b>Good</b>	

In terms of the frequency, the table shows that the item with the highest mean response is item number 4, based on ranks. The mean response is 3.58. This implies that the respondents strongly agree that the restaurant posts regular updates regarding their guidelines and promos frequently. On the other hand, the item with the lowest mean response is the number 3. The mean response is 2.98. This implies that the respondents slightly agree that the Samgyeopsal restaurants post once a week. Overall, the composite mean is 3.22, which means that the frequency of posts of Samgyeopsal Restaurants on their social media is good. In terms of standard deviation, the item with the highest value of 0.730 is item number 2. This means that the respondents have varied opinions regarding the frequent story post of Samgyeopsal Businesses on social media. The item with the lowest SD of 0.605 is item number 4 implying that the respondents have a consistent opinion about the frequency of the restaurant's regular updates about their promos and guidelines posts.

The data show that when Samgyeopsal restaurants regularly post updates on promotions and guidelines, customers interact more, which influences their buying decisions. When the restaurant has a good plan on how frequently they are going to post their content and when they have good quality content which results in influencing the customer in their buying decision, they are going to have a good engagement in social media.

Based on the findings in the study of Dolan, R. et.al., (2019) logical and emotional arguments have diverse impacts on social media participation behavior. Despite the social and interactive nature of the digital media landscape, rational appeals in social media have a superior effect in terms of facilitating active and passive engagement among social media users, whereas emotional appeals facilitate passive rather than highly active engagement behavior.

**Table 2.3: Responsiveness**

<b>Responsiveness</b>	<b>Mean</b>	<b>Std. Dev.</b>	<b>Verbal Interpretation</b>	<b>Rank</b>
1. There is an auto-generated message regarding the information of the restaurant.	3.43	0.680	Slightly Agree	4
2. The restaurant answered my chat in a short wait of time.	3.44	0.672	Slightly Agree	3
3. They have provided all the information that I need to know in a short time.	3.60	0.592	Strongly Agree	1
4. They engage to the comments in their posts about the inquiries.	3.50	0.633	Slightly Agree	2
5. They respond quickly to the comment section.	3.32	0.773	Slightly Agree	5
<b>Composite Mean</b>	<b>3.46</b>	<b>0.447</b>	<b>Good</b>	

In terms of responsiveness, statement 3 “They have provided all the information that I need to know in a short time” gained the highest rank and has a mean of three-point sixty (3.60) which can be interpreted as Strongly Agree. On the other hand, the statement that received the lowest rank is statement 5 “They respond quickly to the comment section” with a mean of three-point thirty-two (3.32) which can be interpreted as Slightly Agree. This implies that the customers strongly agree that the staff can provide all their needed information in a short amount of time. However, the respondents slightly agree that the staff can respond quickly in the comments section.

This data shows that when Semgyeopsal Restaurants responds quickly and provided all the information to the customer’s inquiries in a short time, it has a big effect on their basis in buying decision because it can make them feel that they are being provided with good quality service when their questions are being answered in a short wait of time or if the Samgyeopsal Restaurants are responsive to the queries of the customers.

Almohaimmeed, B. (2017)’s findings of what can contribute to the buying decision of a customer are the following: food quality (taste, freshness of meals and amount of food), hygiene (clean dining area and clean staff), responsiveness (prompt service) and menu (display, variety, and knowledge of items), all of the restaurant-quality attributes studied had a substantial and positive effect on customer satisfaction.

**Table 2.4: Price of the Meal**

<b>Price of the Meal</b>	<b>Mean</b>	<b>Std. Dev.</b>	<b>Verbal Interpretation</b>	<b>Rank</b>
1. The food was fresh, and it has a good value for the price.	3.75	0.433	Strongly Agree	1
2. Prices are competitive.	3.48	0.653	Slightly Agree	3
3. The price is cheaper compared to another restaurant.	3.41	0.717	Slightly Agree	4
4. One of the most things I consider before dining in or consuming the food is its price.	3.58	0.689	Strongly Agree	2
5. Price does not influence my buying decision.	2.40	1.089	Slightly Disagree	5
<b>Composite Mean</b>	<b>3.32</b>	<b>0.390</b>	<b>Good</b>	

For the price of the meal, table 2.4 reveals that the statement that received the highest rank is statement 1 “The food was fresh, and it has a good value for the price”. It gathered a mean score of three-point seventy-five (3.75) which can be interpreted as Strongly Agree. On the other hand, the statement that acquired the lowest score in terms of the price of the

meal is statement 5 “Price does not influence my buying decision” with a mean of two-point forty (2.40) which can be interpreted as Slightly Disagree. This implies that the respondents strongly agree that the food is fresh and has a good value for their price. While the respondents slightly disagree that the price does not influence their buying decision.

This data shows that the customer’s decision on buying the product is acceptable if the price meets the value of their products meaning that they get what they paid for or if possible, it exceeds their expectations when it comes to the products or food offered.

Based on the study of Namin, A. (2017) their study discovers evidence that customer satisfaction may be increased by improving service quality, food quality, and price-value ratio. This supports the result of this data that when they see that the food is fresh respondents often see this as their basis in buying decisions.

**Table 2.5: Ratings**

<b>Ratings</b>	<b>Mean</b>	<b>Std. Dev.</b>	<b>Verbal Interpretation</b>	<b>Rank</b>
1. The restaurants have a reputable image.	3.71	0.469	Strongly Agree	1
2. The restaurants were highly rated in social medias.	3.62	0.565	Strongly Agree	3
3. The restaurant engages with customers online.	3.56	0.537	Strongly Agree	5
4. The restaurant gives importance to customer’s feedbacks.	3.64	0.523	Strongly Agree	2
5. Rate your Samgyeopsal dining experience.	3.58	0.535	Strongly Agree	4
<b>Composite Mean</b>	<b>3.62</b>	<b>0.363</b>	<b>Very Good</b>	

When it comes to ratings, statement 1 “The restaurants have a reputable image” gained the highest rank with a mean of three-point seventy-one (3.71) which can be interpreted as Strongly Agree. On the other hand, statement 3 “The restaurant engages with customers online” received the lowest rank with a mean of three-point fifty-six (3.56) which can be interpreted as Strongly Agree. This implies that the respondents strongly agree that the samgyeopsal restaurants have a reputable image. Also, the respondents strongly agree that the samgyeopsal restaurants engage with customers online.

This data shows that when it comes to the ratings or reviews on the restaurant's online customers engage more when the Samgyeopsal Restaurant page has a reputable image online, meaning they have good reviews regarding their food, place, or other factors.

Based on the study of Aureliano-Silva, L. et. al, (2021) according to their findings, online reviews with better online ratings and emotional appeal resulted in increased restaurant visit intention. The influence of internet evaluations on restaurant visit intention was greatly mitigated by review appeal. Emotional remarks had a greater influence on customers with limited restaurant participation than functional ones.

**3. Is there a significant difference in the respondents’ perception of the social media marketing strategies of Samgyeopsal restaurants in Cavite according to their demographic profile?**

<b>Demographic Profile</b>	<b>Test Statistic</b>	<b>Statistic</b>			<b>Interpretation/Implication</b>
		<b>Value</b>	<b>df</b>	<b>p-value</b>	
Age	ANOVA	0.35	148	0.791	No significant difference
Sex	T-test	1.4398	147	0.1521	No significant difference
Civil Status	ANOVA	1.96	148	0.123	No significant difference
Occupation	ANOVA	0.89	148	0.5032	No significant difference
Educational Attainment	ANOVA	0.16	148	0.8513	No significant difference
Frequency of visit	ANOVA	0.97	148	0.409	No significant difference
Budget/Allowance	ANOVA	1.26	148	0.2903	No significant difference

Interpretations and implications are already displayed in the last column. P-value less than 0.05 rejects the null hypothesis that there is no significant difference in the perception of the respondents when grouped according to demographic profile. All p-values are greater than 0.05, which leads to the non-rejection of the null hypothesis. Thus, generally, there is no significant difference in the perception of the respondents when grouped according to demographic profile.

The data showed that there is no significant difference in the respondents' perception of the social media marketing strategies of Samgyeopsal restaurants in Cavite according to their demographic profile. However, in most studies, the demographic profile has a big influence on the buying decision of customers when it comes to other products such as tangible products, but according to our results, there is no significant difference in the respondent's perception of the social media marketing strategies when it comes to their demographic profile as their basis in buying decision in any Samgyeopsal Restaurants in Cavite.

According to the result of the study of Pandey, A. et. al, (2019) several factors influence consumers' online shopping behavior, including demographic factors, social factors, consumer online shopping experience, knowledge of using the internet and computer, website design, social media, situational factors, facilitating conditions, product characteristics, sales promotional scheme, payment option, delivery of goods, and after-sales services.

## **5. CONCLUSION**

### **1. Demographic Profile of Respondents**

#### **1.1 Age**

Ages from 18 to 24 years old are more likely to base their buying decision on social media or it affects their buying decision because of social media marketing strategies.

#### **1.2 Gender**

The data shows that female respondents are more engaged in social media than male respondents. Based on the articles we have read women are more active in social media and they are more engaged because they like that it is accessible, while men are active in online games.

#### **1.3 Civil Status**

The data shows that single people are more active in social media, and the least are married people. Single people tend to spend more time in social media or the internet because it is their way to connect with their loved ones. It also gives the happiness when they are browsing social media.

#### **1.4 Occupation**

The data shows that the students have the most time spent on social media. Every student's life revolves in social media especially this pandemic, majority of the students in the Philippines are learning online. Accessing information, providing information, and communicating via social media is frequently easier and more convenient for them.

#### **1.5 Educational Attainment**

The data shows that people with higher degrees utilize social media more than those who are in basic education. They are more active and possibly engages in social media activities. People with higher education use social media more to connect with their peers.

#### **1.6 Frequency of Visit**

The data shows the frequency of visits of the respondents to any Samgyeopsal restaurants in Cavite monthly. It shows that there are 51.01% of respondents chose sometimes. Korean Grill or Samgyeopsal has been a hit in the Philippines since the day it was introduced in the country. Many Filipinos have seen this in K-Dramas or K-pop which affected their decision in trying the Samgyeopsal restaurants.

#### **1.7 Budget/Allowance**

The data shows that the budget of the respondents for Samgyeopsal Restaurants in Cavite ranges between 500-1000 pesos. Usually, the price of Samgyeopsal Restaurants are 500 to 700 pesos per head.

### **2. Respondents' perception of the social media marketing strategies of Samgyeopsal restaurants in Cavite**

#### **2.1 Content**

The researchers conclude that the customers, target customers, or people who can see the content online engage more when they see that the post has good content, they are more likely to interact with it. There are also people whose buying decision is influenced when they see good content in social media posts of businesses especially when the post can seek the attention of the target customers for example when they base it on humor or emotions.

## **2.2 Frequency**

The data show that when Samgyeopsal restaurants regularly post updates on promotions and guidelines, customers interact more, which influences their buying decisions. When the restaurant has a good plan on how frequently they are going to post their content and when they have good quality content which results in influencing the customer in their buying decision, they are going to have a good engagement in social media.

## **2.3 Responsiveness**

The researchers conclude that when Samgyeopsal Restaurants responds quickly and provided all the information to the customer's inquiries in a short time, it has a big effect on their basis in buying decision because it can make them feel that they are being provided with good quality service when their questions are being answered in a short wait of time or if the Samgyeopsal Restaurants are responsive to the queries of the customers.

## **2.4 Price of the Meal**

The researchers conclude that the customer's decision on buying the product is acceptable if the price meets the value of their products, meaning that they get what they paid for or if possible, it exceeds their expectations when it comes to the products or food offered.

## **2.5 Ratings**

The researchers conclude that when it comes to the ratings or reviews on the restaurant's online customers engage more when the Samgyeopsal Restaurant page has a reputable image online, meaning they have good reviews regarding their food, place, or other factors. There are also customers who interact more if the restaurant gives attention to the customer's comments and suggestions.

## **6. RECOMMENDATIONS**

The researchers gathered all the low rank descriptors and suggests recommendations based on the result of the study that can improve the descriptor and can be used as an advantage in social media marketing strategies of the Samgyeopsal Restaurants in Cavite.

### **I. Demographic Profile:**

#### **Age**

Based on the result of our study, the lowest rating we got for Age is 2.01% which is the group age of 36 years old and above, it shows that this group of age does not really engage in social media activities. To improve this, the Samgyeopsal restaurant must know and research what are the interests of the said group age to get their attention and possibly connect with their interests.

#### **Gender**

Based on the result of our study, the lowest rating we got for Gender is 21.48% which is male. It shows that the male respondents do not engage in social media activities of Samgyeopsal restaurants in Cavite and based on our research they are more engaged in online games. To improve this, the Samgyeopsal restaurants might offer promos or discounts that can get the interest of male customers, try to engage with their target customers. Post stories that have a poll and simply ask a question regarding what can get their interest.

#### **Civil Status**

Based on the result of our study, the lowest rating we got for Civil Status is 0.67% which is the separated status. This means that only one of our respondents is separated and it can possibly mean that they are not connected or engaged in social media activities. To improve this, same as our recommendation when it comes to gender, try to post stories that have a poll and simply ask a question regarding what can get their interest. It can be a simple question like what color do they like between the two? People tend to engage until we level up the questions, it can make them feel that they are given a choice too.

#### **Occupation**

Based on the results of our study, the lowest rating we got for occupation is 0.67% which are BPO and Freelancer, it shows that BPO and Freelancers do not always spend their time on social media. Samgyeopsal Restaurants should also

have a promotion outside of social media that everyone can engage in anytime and not just students who spent most of their time on social media.

### **Educational Attainment**

Based on the results of our study, the lowest rating we got for educational attainment is 3.36% which is N/A. It shows that those who did not receive basic education seldom engage in social media activities. The restaurant can create an online community that can serve as a guide and a platform wherein consumers can access all the information that they need when dining in a Samgyeopsal Restaurant.

### **Frequency of Visit**

Based on the results of our study, the lowest rating we got for Frequency of visit is 5.37% which is Always. It shows that consumers do not always visit Samgyeopsal Restaurants. The restaurant can have special offers that consumers would love and there are some consumers who do not like unlimited samgyeopsal, so if it is possible to try to offer a meal Samgyeopsal wherein they can only order the meat they want.

## **II. Respondents' perception of the social media marketing strategies of Samgyeopsal restaurants in Cavite:**

### **Content**

Based on the results of our study, the lowest rating we got for content is 2.91% which is when the content is long and informative. Consumers do not appreciate it if the Samgyeopsal Restaurants businesses have a long post even though the content is informative. To improve this, Samgyeopsal restaurants must post interesting contents that are straight to the point that will help their consumer get what message they want to impart instantly.

### **Frequency**

Based on the results of our study, the lowest rating we got for frequency is 2.98% which is when the restaurant posts once a week. Consumers do not like it when restaurants do not post frequently on their social media accounts. To improve this, Samgyeopsal Restaurants should know what statistics, frequency of time per week they should post to get more engagement. They can watch tutorial videos on what time and how frequently they should post to have more engagements on their social media.

### **Responsiveness**

Based on the results of our study, the lowest rating we got for responsiveness is 3.32% which means they respond quickly to the comment section. Consumers may have experienced that they have commented in a post of a Samgyeopsal Restaurant, but the Samgyeopsal restaurants did not reply to the comment instantly. To improve this, if possible they should get someone who will handle their social media account to make sure that all inquiries of the consumers are met or being responded to. Another recommendation is that they should have a time wherein they need to check their inquiries for the day and post what time they are going to respond in the messages and comment sections.

### **Price of the Meal**

Based on the results of our study, the lowest rating we got for the price of the meal is 2.40% which is the price does not influence the buying decision of the customers or respondents. This simply means that they are getting the value of what they are paying for.

### **Ratings**

Based on the results of our study, the lowest rating we got for ratings is 3.58% which is the restaurants were highly rated on social media. This means that there are not enough ratings in the Samgyeopsal Restaurants in Cavite online. To improve this, if possible, the restaurant can have a loyalty card wherein they can complete it and the restaurant can give them a discount or a freebie if they completed the loyalty card. A loyalty card will help them know and track how many times they dine-in at that Samgyeopsal branch and when they post a good review online. It will help benefit the consumers and the Samgyeopsal restaurants.

### **Budget/ Allowance**

Based on the results of our study, the lowest rating we got from budget/ allowance is 1.34% which is 5001 pesos and higher. It shows that consumers bring the budget that they only need. The restaurant can train their staff on how to identify and offer their other products so they can cross-promote them to consumers while they are in the restaurant. They can also add enhancements to their amenities, for example, complimentary in-store Wi-Fi.

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