Effectiveness of Digital Marketing Strategies of Coffee Shops in Tagaytay amidst Covid-19 Pandemic

Jerico Sebastian B. Chavez [1], Nicole Anne G. Magsino [2],
Mr. Fulepro Alberto Madrilejos [3]

De La Salle University- Dasmarinas College of Tourism and Hospitality Management

Dasmarinas City, Cavite, Philippines

Abstract: **Digital marketing, together with traditional marketing, has already been a part of the usual business operation. However, the limitations and health restrictions brought by the pandemic have allowed it to rise above its expected purpose and become the actual point of interaction between the supplier and an online audience. With so many online avenues and platforms, businesses are often torn between which digital strategies to pursue to assist in business operations during heavily restricted times. This led to conducting a study that aimed to measure the perceived effectiveness of different digital marketing strategies based on the supervisors and managers of coffee shops in the city of Tagaytay amidst the pandemic to determine whether a specific type of digital marketing strategy is a worthier business investment than the other. The researchers used an online survey to collect information from 13 respondents. The results have shown that there is a difference in perceived effectiveness between varying types of digital marketing strategy, with Social Media Marketing viewed as the most effective and most frequently used digital marketing strategy and Pay-Per-Click Advertisements being the least effective and least frequently used. The findings indicate that people perceive Social Media Marketing, Search Engine Optimization, and Content Marketing as some of the more effective choices for businesses when promoting brand awareness and can actively help increase sales, develop possible endorsements, and can be flexible enough for long term use.**

Keywords: **Coffee Shops, Digital Marketing Strategies, Perceived Effectiveness, Social Media Marketing, Tagaytay city.**

I. INTRODUCTION

Background of the Study

Digital marketing brings new opportunities for companies and businesses to use multiple channels and platforms to market products and services. As the use of the Internet has become more common worldwide, digital marketing has gained great weight as an advertising medium in many businesses (Ki- Heung Yim, 2020). These businesses include hotels, resorts, restaurants, and even coffee shops. Generally, in a coffee shop, coffee is the main focus. You would find different brewing methods, traditional espresso beverages, and most also have a selection of tea offerings. A coffee shop mostly deals with coffee; it does not have the qualities – like the main focus on food – that make it possible was called a restaurant, unlike a Café (Chun, 2021).

In 2008, the Department of Trade and Industry, the Department of Health, and the Department of Agriculture issued a joint administrative order implementing the Consumer Act of the Philippines (Republic Act No. 7394) and the E-Commerce Act (Republic Act No. 8792). The Joint DTI-DOH-DA Administrative Order No. 01 (the 'Administrative Order') provides rules and regulations protecting consumers during online transactions, particularly on the purchase of products and services. It covers both local and foreign-based retailers and sellers engaged in e-commerce. In line with the Administrative Order's provision on fair marketing and advertising practices, retailers, sellers, distributors, suppliers, or manufacturers engaged in electronic commerce are mandated to provide: a) Fair, accurate, clear, and easily accessible

information describing the products or services offered for sales such as the nature, quality, and quantity thereof. b) Fair, accurate, clear, and easily accessible information sufficient to enable consumers to make an informed decision whether or not to enter into the transaction.) Such information allows consumers to maintain an adequate record of the information about the products and services offered for sale (DLA Piper, 2021). This provided the legal pathway for businesses to utilize digital platforms and implement them in larger-scale business operations.

According to Latkovic (2018), five digital marketing practices used by coffee shops include Optimizing Google Map Listings, Visual Branding or Social Media Theme, Social Media Contests, Audience Engagement, and Social Media Advertising. From a global perspective, digital marketing benefits businesses in the form of complete control of targeting, being cost-effective, allowing global reach, providing measurable results, and an improved rate of conversion (Neffknows, 2020). Locally, more than 34% of online Filipino users visit the Internet every day, while more than 45% go online at least once a week. When they do use the Internet, the average Filipino user spends up to 21.5 hours each week online. (Digital Marketing Philippines, 2013). Digital marketing helps SMEs (Small-Medium Enterprises) utilize this opportunity by helping them become searchable, convert shoppers into buyers more effectively, connect with mobile consumers, become competitive with other businesses both at the same level and larger brands and prepares the business for the future (Gero, 2018).

Due to the pandemic, the steady rate of growth of coffee shop businesses was faced with difficulties. In a report by Pomranz (2020), coffee shops are being forced to either adapt or face closure. This year was slated as the first since 2011 when the number of coffee and tea shops in the U.S. would decline, with Euromonitor International suggesting that 7.3 percent would have closed by the end of 2020 (Bloomberg, 2020). The advent of the COVID-19 pandemic in the Philippines and the official response to it had a devastating impact on on-trade sales of coffee during 2020 as well. In particular, the quarantine measures that were introduced during March, more specifically the quarantine lockdown that applied in most parts of the country, resulted in a drastic decline in on-trade consumption and a shift away from the Food Service channel towards retail purchases and at-home consumption (Euromonitor, 2020). Due to the negative effects that the pandemic had on the business operations of coffee shops and other businesses, the majority focused on cultivating digital marketing practices to continue creating opportunities for potential sales.

Research Gap

While research studies from multiple authors such as Abi Adeleke (2019), and Yasmin, Tasneem, & Fatima (2015) tackled the concepts of digital marketing in both qualitative and quantitative studies, related studies on digital marketing strategies of coffee shops are still lacking in specificity. Particularly on the location and the circumstance in which the study on variations of digital tools implemented as well as differences in levels of effectivity of said tools are performed.

How the Study fills in the Research Gap

To compare the effectiveness of each digital marketing strategy and determine which digital marketing strategy works best for this specific location and at this point, the researchers intended to perform a study on digital marketing practices implemented by coffee shops in Tagaytay. The study was based on data involving effectivity of digital marketing strategies during the pandemic which forced businesses to utilized digital platforms to their maximum potential to remain active and competitive during the pandemic.

Statement of the Problem

This study aims to determine the level of effectiveness of digital marketing strategies used by coffee shops in Tagaytay during the Covid-19 pandemic. Specifically, the study seeks to answer the following questions:

1. What is the demographic profile of the respondents in terms of:

    1.1. Gender

    1.2. Age

    1.3. Civil Status

    1.4. Educational Attainment

    1.5. Current Job Title

2. Which of the following digital marketing strategies do coffee shops in Tagaytay utilize amidst the pandemic?

2.1. Search Engine Optimization

2.2. Pay Per Click Advertisements

2.3. Social Media Marketing

2.4. Content Marketing

2.5. Email Marketing

2.6. Mobile Marketing

3. How do the respondents perceive the effectiveness of the different digital marketing strategies?

4. Is there a significant difference in the level of effectivity between different digital marketing strategies used by Coffee Shops in Tagaytay?

5. Which digital marketing strategies should be suggested for coffee shops to utilize based on respondents' perception of effectivity?

Statement of Hypothesis

H0 There is no significant difference in the levels of effectivity of the different digital marketing strategies used by Coffee Shops in Tagaytay during the pandemic.

Literature Review

Demographic information provides data regarding research participants and is necessary for the determination of whether the individuals in a particular study are a representative sample of the target population for generalization purposes (Salkind, 2010). The basic information needed to complete a respondent's demographic profile usually includes their gender, civil status, educational attainment, and contact number. The researchers added Current Job Title in the demographic profile questions to provide additional information regarding the validity of the respondents as part of the study.

According to Bogle (2020), Digital Marketing also has several types. In this study, the researchers included selected digital marketing strategies that are commonly observed on online platforms and utilized by businesses both locally and globally.

These are:

1. **Search Engine Optimization (SEO)** - A method in digital marketing that boosts the online search result ranking of a specific website.

2. **Pay Per Click (PPC)** - A method in digital marketing that utilizes paid advertisements and promotional videos on different online platforms

3. **Social Media Marketing** - A method in digital marketing that focuses on using social media applications as marketing platforms

4. **Content Marketing** - A method in digital marketing that focuses on increasing brand awareness by creating content-related data and information sharing through digital platforms

5. **Email Marketing** - A method in digital marketing that focuses on using electronic mail (E-mail) as a marketing medium.

6. **Mobile Marketing** - A method in digital marketing that focuses on targeting mobile phones as a marketing medium and sharing information through text messages and calls.

Related studies show that every element of digital marketing is positively related to the sales increase. It is indicated that all elements of digital marketing showed a positive effect on sales. Online advertising, email marketing, social media, and search engine optimization (SEO) are highly positively correlated with sales increases. Text messaging, affiliate marketing, and pay-per-click (PPC) show a low positive correlation with sales increase (Yasmin, Tasneem, & Fatema, 2015). Lockett (2018) also indicated that online marketing and the use of employing the proper online marketing strategies had a positive impact on the increase of sales in some businesses. It also confirms the importance of new

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technologies, using the proper platform, employing experienced individuals, and overcoming challenges. Finally, it is worth mentioning other important aims of digital marketing, which, although not directly connected to sales operations, relate nevertheless to market presence and the ability to survive on it. These include employer branding, connected with staff recruitment and references provided by a respected employer. The influence on attitudes and opinions of Internet users who are not customers might also be crucial. The interest from influencers, as well as comprehensive competitor analysis (Jacuński, 2018).

II. METHODOLOGY

Research Design

The research study on digital marketing strategies focused on the measurement of the level of effectiveness of different types of digital marketing strategies. These measurements were taken from the survey tests handed out to our target respondents. The questions in the survey tests were contained a 4-point Likert scale that collected information from the respondents based on attitude and emotion towards a certain concept. The result from the survey comes in the form of numerical data. Quantitative research is the process of collecting and analyzing numerical data. It can be used to find patterns and averages, make predictions, test casual relationships, and generalize results to wider populations (Bhandari, 2021). Through using a quantitative research design, the researchers were to performed precise calculations on the numerical data gathered to determine whether there is a significant difference between their independent variables.

Research Paradigm

The research paradigm is presented in an IPO model (Input-Process-Output) as shown in Figure 1. Based on Bertalanffy's General System Theory, complex systems shared organizing principles that can be discovered and modeled mathematically. There exist models, principles, and laws that apply to generalized systems or their subclasses, irrespective of their particular kind, the nature of their component elements, and the relations or "forces" between them. An organized body of knowledge - any systematically presented set of concepts, whether Empirical, Axiomatic, or Philosophical. Being more than a theory, it is a new paradigm for conducting the inquiry. (Bertalanffy, 1968, as mentioned in Assche, Valentinov, & Verschraegen, 2019). The IPO model is similar in terms of the framework based on classic systems theory, which states that the general structure of a system is as important in determining how effective it would function as its components. The IPO model has a causal structure, in that the outputs are a function of various group processes, which are in turn influenced by numerous input variables. Most researchers use the input-process-output model (IPO) of research in illustrating the framework of educational research studies. The IPO model refers to the representation of all the factors that make up a process. The IPO diagram, includes all of the materials and the information that is required in the process, the specific details of the process itself, and the descriptions of all products and by-products anchored to the process that took place (Canonizado, 2020). Processes and Performance in Healthcare Teams (Jan Schmutz, 2014), School effectiveness research and the development of process indicators of school functioning (Scheerens, 1990), and Measurement of the information system project success of the higher education institutions in Indonesia: a pilot study (Subiyakto & Ahlan, 2014) are just a few of many more researcher studies that use an IPO model for their framework due to its ability to effectively determine variables related to the study.

Fig. 1. Conceptual Paradigm: IPO Model.

The input of the research contains digital marketing strategies and the demographic profile of the target respondents. Before conducting the study, the researchers would first understand the concept of digital marketing in the coffee shop

industry and provide information that is necessary for the study conducted. The demographic profile of the respondents is necessary for the input phase.

The process of the study contains data gathering in the form of online survey questionnaires and data interpretation and analysis using ANOVA analysis tool for hypothesis testing. The researchers would formulate an online survey that would utilize a 4-point Likert scale to provide means of measuring the effectiveness of digital marketing strategies through the respondent's experiences. A Likert scale is a type of psychometric response scale in which responders specify their level of agreement to a statement typically in five points: (1) Strongly disagree; (2) Disagree; (3) Neither agree nor disagree; (4) Agree; (5) Strongly agree (Preedy and Watson, 2010). From the gathered information from the target respondents, the researchers continued to analyze and interpret the data through the ANOVA analysis tool. The ANOVA analysis tool is a method of hypothesis testing that deals with determining the significant differences between three or more variables.

The output of the research would be an enhanced digital marketing strategy/s for selected coffee shops in Tagaytay. As the research was processed, the researchers used the information gathered from the study that created a practical application of the study in the hospitality industry.

Research Locale

The study was performed on coffee shops located in Tagaytay, Cavite. Additionally, coffee shops were included in the study has the following requirements:

- Business Registered or Business License
- Employer Identification Number (IRS)
- Department of Revenue Retail Sales Tax License
- Certificate of Occupancy (Building Permit)
- Retail Food Establishment License
- Has a minimum of 5 years' business operations (Coffee shops that have been open on or before 2016)
- Website or Online page

The target date for the study was September 13, 2021. One week after the start of the next semester. The target respondents for the study would be the Managers working at the chosen coffee shops. There was a number of 10-20 coffee shops included in the study.

Sampling Method

Due to the unforeseeable changes in the availability of the study sample, the researchers had concluded not to utilize any form of the sampling method. The qualifications set for the respondents were involved in the study had already thinned down potential candidates however the respondents must still be operating amidst the pandemic. Sadly, due to recent events, additional coffee shops had also closed temporarily leaving only 15 coffee shops that are both qualified and available for the study. While 15 coffee shops are within the recommended quantity of respondents needed for the study was performed 10-20 respondents), the researchers had utilized no sampling method to achieved the required amount of respondents for the online survey tests and had instead conducted purposive general selection based on whether the coffee shops had fulfilled the requirements or qualifications enlisted.

Research Instrument

The research instrument that used in the study was an online survey questionnaire. An online survey allows the researchers to send a set of survey questionnaires to a target sample and the members of this sample can respond to the questions over the World Wide Web. Respondents received online surveys via various mediums such as email, embedded over the website, social media, etc. (Bhat, 2020). For this study, the researchers intended to create an online survey that used Microsoft forms. The survey type is Self-Completion, meaning that surveys were answered by the respondents without the assistance of an interviewer. The researchers utilized a 4-point Likert scale for the survey questionnaires that measure the data given by respondents. Table 1 shows the 4-point Likert Scale was used in the study. Coffee shops included in the study are required to have a website or online page to provide information as to how the researchers may be able to contact them. The survey tests were sent to either their e-mail address or social media accounts through chat or messages in the form of links.

TABLE I: POINT LIKERT SCALE

Weight (Likert Scale)	Weighted Mean	Attitude
1	From 1.00 to 1.79	Strongly Disagree
2	From 1.80 to 2.57	Disagree
3	From 3.40 to 4.19	Agree
4	From 4.25 to 5.00	Strongly Agree

Data Gathering and Statistical Analysis

Online surveys using Microsoft form is the only type of data gathering method that was applied in this study. In terms of statistical analysis, SOP 1 and 2 were completed through simple data collection. SOP 1 is focused on the demographic profile of the respondents. SOP 2 focuses on determining what types of digital marketing strategies coffee shops in Tagaytay use. SOP 3 and 4 are correlation questions that aim to assess the statement of the hypothesis. The survey questions for SOP 4 use the 4-point Likert Scale to measure the effectiveness of the different digital marketing strategies used by the specific respondent based on experience and emotion towards the type of digital marketing strategy. To interpret and analyze the data for SOP 3 and 4, the researchers would use the ANOVA analysis tool for hypothesis testing. Analysis of variance (ANOVA) is an analysis tool used in statistics that splits an observed aggregate variability found inside a data set into two parts: systematic factors and random factors. The systematic factors have a statistical influence on the given data set, while the random factors do not. Analysts use the ANOVA test to determine the influence that independent variables have on the dependent variable in a regression study (Kenton, 2021). The purpose of using ANOVA over a T-Test type of hypothesis testing is that the t-test is a method that determines whether two populations are statistically different from each other, whereas ANOVA determines whether three or more populations are statistically different from each other (Petritis, 2018). SOP 5 is an output question that will set the space for the formulation of the enhanced digital marketing strategy for coffee shops in Tagaytay based on the data analysis and interpretation.

III.   RESULTS AND DISCUSSION

Demographic Profile of the Respondents

The online survey using Microsoft Forms was able to gather a total of 11 responses and has successfully reached the required number of respondents for this study. The average time needed to complete the survey was 3 minutes and 57 seconds or approximately 4 minutes.

Table 4.1 shows the profile of the respondents according to their Gender. Out of 13 respondents, 6 respondents were males and 7 respondents were females. This result shows that a recent article on Women in the Workplace by Huang et al. (2021) which states that 62% of management-level positions as of 2020 are handled by males while a growing 38% are being held by females made correct assumptions when they stated that the number of supervisory or management level positions held by women will continue to grow by 2022.

TABLE II: DEMOGRAPHIC PROFILE ACCORDING TO GENDER

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	7	53.8	53.8	53.8
	Male	6	46.2	46.2	100.0
	Total	13	100.0	100.0	

Table 4.2 shows the profile of the respondents according to their Age. The respondents involved in the survey were between the ages of 20 years to 50 years of age. To be specific, 4 respondents were within 20-30 years of age, 7 respondents were within 31-40 years of age, and the remaining 2 respondents were within 41-50 years of age. While Smithers (2020) has stated that there are no differences in task-oriented effectivity when it comes to leaders from different age groups, he also included that leaders of a higher age may be prone to being close-minded towards innovation. As

such, most coffee shops using recently incorporated digital marketing strategies may have been possible due to a large number of supervisory or managerial employees who are more open to change as compared to others, especially during a pandemic.

TABLE III: DEMOGRAPHIC PROFILE ACCORDING TO AGE

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20-30 years old	4	30.8	30.8	30.8
	31-40 years old	7	53.8	53.8	84.6
	41-50 years old	2	15.4	15.4	100.0
	Total	13	100.0	100.0	

Table 4.3 shows the profile of the respondents according to Civil Status. Based on the results for question number 3 which refers to the respondents' Civil Status, 4 respondents answered Single and 9 respondents answered Married.

TABLE IV: DEMOGRAPHIC PROFILE ACCORDING TO CIVIL STATUS

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Married	9	69.2	69.2	69.2
	Single	4	30.8	30.8	100.0
	Total	13	100.0	100.0	

Table 4.4 shows the profile of the respondents according to Educational Attainment. In terms of Educational Attainment, the Majority of the respondents were College Graduates. 12 respondents stated that they are college graduates while only 1 respondent stated that they are high school graduates. Vilorio (2016) sheds some light on the situation by presenting data showing that higher educational attainment does increase income and decreases unemployment rates. An increase in income may also come in the form of a promotion to a higher position.

TABLE V: DEMOGRAPHIC PROFILE ACCORDING TO EDUCATIONAL ATTAINMENT

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	College Graduate	12	92.3	92.3	92.3
	High School Graduate	1	7.7	7.7	100.0
	Total	13	100.0	100.0	

Table 4.5 shows the profile of the respondents according to their Current Job Title. The requirement set for the respondents was that they must currently be a supervisor or manager for the coffee shops that pass the qualifications set in the methodology of the study. Out of 13 respondents, 11 respondents are coffee shop managers while the remaining 2 respondents are coffee shop supervisors. Indeed (2021) considers both supervisors and managers as important personalities in the workplace since both are leaders and both oversee work operations. To actively share which digital strategy works best for each of their businesses, the respondents must first know the operations of their business including sales and marketing.

TABLE VI: DEMOGRAPHIC PROFILE ACCORDING TO CURRENT JOB TITLE

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Manager	11	84.6	84.6	84.6
	Supervisor	2	15.4	15.4	100.0
	Total	13	100.0	100.0	

Digital Marketing Strategies used by Coffee Shops in Tagayaty amidst the Pandemic

In determining which types of Digital Marketing Strategies are most frequently used by coffee shops in Tagaytay amidst the pandemic, the respondents were required to choose which digital marketing strategies were involved in their daily business operations. Table 4.6 shows which of the varying digital marketing strategies were used by coffee shops in Tagaytay during the pandemic based on respondents' perspectives.

TABLE VII: TYPES OF DIGITAL MARKETING STRATEGIES USED BY COFFEE SHOPS IN TAGAYTAY AMIDST PANDEMIC

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Search Engine Optimization	7	24.14	24.14	24.14
	Social Media Marketing	8	27.59	27.59	51.72
	Content Marketing	5	17.24	17.24	68.97
	Email Marketing	4	13.79	13.79	82.76
	Mobile Marketing	4	13.79	13.79	96.55
	Pay Per Click Advertisements	1	3.45	3.45	100.00
	Total	29	100.0	100.0	

The results of the online surveys are as follows:

• 15.38% (2) of the respondents were using Pay- Per-Click Advertising.

• 53.85% (7) of the respondents were using Email Marketing

• 69.23% (9) of the respondents were using Mobile Marketing.

• 76.92% (10) of the respondents were using Content Marketing

• 92.31% (12) of the respondents were using Search Engine Optimization.

• 100% (13) of the respondents were using Social Media Marketing

Respondents' perception on effectiveness of varying types of Digital Marketing Strategies

The online surveys were designed to discover how the respondents see each digital marketing strategy based on its effectivity taken from work experience and application into regular business operations. To measure the level of effectiveness of each digital marketing strategy, we narrowed down the measures given by Ballantine (2018) down to four measures:

a. The business experiences an increase in both face-to-face and online sales.

b. The business can easily create, modify, and control these digital strategies at a low cost.

c. Use of digital marketing strategies increases brand awareness through measurable means such as subscribers, followers, page visits, etc.

d. Use of digital marketing strategies has led to an interaction with any group or individual that may act as a medium of endorsement of the business.

Each of these measures has been included in the online survey for each digital marketing strategy. Through measuring each digital marketing strategy's level of effectiveness based on the given criteria, the researchers are now able to identify how Coffee Shop Supervisors and Managers in Tagaytay perceive varying Digital Marketing Strategies based on effectiveness.

These are the results:

After careful analysis of data, the following results indicated that the respondents view all digital marketing strategy types as highly effective, similar to the results of Yasmin et al. (2015) as well as Anne (2020), But with Social Media Marketing having a higher score of Very High effectiveness. This analysis also falls within the expected output of both Melović et al.

(2020) and Ratnasingam et al. (2021) in which they both believe that SMEs (Small to Medium Enterprises) are expected to utilize social media systems as a marketing medium more effectively than other digital strategies. When ranked in terms of perception of effectivity concerning the respondents' survey answers, the most effective digital marketing strategy would be Social Media Marketing, followed by Search Engine Optimization, Mobile Marketing, Content Marketing, Email Marketing, and Pay-Per-Click Advertising in that respective order.

Table 4.7 shows the respondents' assessment in terms of Search Engine Optimization. Search Engine Optimization is deemed very capable of increasing sales with a mean score of 3.83 as well as having the benefit of being more flexible and cost-friendly with a mean score of 3.50 as compared to other digital strategies such as Content Marketing and Mobile Marketing. Kaplan (2020) states that one of the reasons a business must have its website is to increase credibility. Fortunately, the respondents seem was convinced that Search Engine Optimization highly leads to brand awareness with a mean score of 3.25 but has a lower chance of attracting endorsement opportunities due to the mean score for this measure being 2.92. Overall, the respondents seem to perceive Search Engine Optimization with high effectivity with a mean score of 3.38.

TABLE VIII: RESPONDENTS' ASSESSMENT IN TERMS OF SEARCH ENGINE OPTIMIZATION

	Mean	Stdev.	Interpretation
SEO1	3.83	0.39	Strongly agree
SE02	3.50	0.52	Strongly agree
SEO3	3.25	0.45	Agree
SEO4	2.92	0.29	Agree
Overall Mean	3.38		High

Table 4.8 shows the respondents' assessment in terms of Pay-Per-Click Advertising. As the lowest digital marketing strategy in both frequency of use as well as the level of effectivity with an overall mean of 2.75, it can clearly be stated that the majority of coffee shops steer clear from using this strategy. Ratnasingam et al. (2021) link this decline in use with the fact that SMEs often lack financial means or avoid unnecessary expenditures towards large costing investments such as PPC Advertising. Especially during times like these, most of the respondents have resorted to maximizing other free channels of online marketing instead of using PPC Advertisements. However, several coffee shops that utilize said strategy considers PPC as a strategy capable of bringing an increase in sales after gathering a mean score of 3.00, brand awareness based on its mean score of 3.00, and is flexible enough for use with a mean score of 3.00. What the respondents disagree with is its ability to create connections for potential endorsements, having only a mean score of 2.00. Overall, the respondents seem to perceive Pay-Per-Click Advertisement with high effectivity with a mean score of 2.75.

TABLE IX: RESPONDENTS' ASSESSMENT IN TERMS OF PAY PER CLICK

	Mean	Stdev.	Interpretation
PPCA1	3.00	0.00	Agree
PPCA2	3.00	0.00	Agree
PPCA3	3.00	0.00	Agree
PPCA4	2.00	0.00	Disagree
Overall Mean	2.75		High

Table 4.9 shows the respondents' assessment in terms of Social Media Marketing. As the highest-rated digital marketing strategy for both frequency and effectivity, its popularity and variety are not unknown to the public. Amongst other digital marketing strategies, Social Media Marketing is the only strategy that is highly capable of increasing sales and brand awareness, while also being flexible and cost-friendly which helped them achieve a mean score of 3.92, 3.77, and 3.85 respectively. The respondents also seem to agree that Social Media Marketing is one of four digital marketing strategies capable of creating endorsement opportunities based on averaging a mean score of 3.15, the other three being search engine optimization, content marketing, and mobile marketing. When compared with Search Engine Optimization, they differ significantly in their ability to draw attention to the brand. Melović et al. (2020) seem to agree with this result as their study indicates that social media networks are the marketing mediums that businesses utilize the most. Overall, the respondents seem to perceive Social Media Marketing with very high effectiveness with a mean score of 3.67.

TABLE X: RESPONDENTS' ASSESSMENT IN TERMS OF SOCIAL MEDIA

	Mean	Stdev.	Interpretation
SMM1	3.92	0.28	Strongly agree
SMM2	3.85	0.38	Strongly agree
SMM3	3.77	0.44	Strongly agree
SMM4	3.15	0.38	Agree
Overall Mean	3.67		Very High

Table 4.10 shows the respondents' assessment in terms of Content Marketing. Content Marketing is perceived as an averagely effective method of digital marketing. It is seen as capable of providing an increase in sales with a mean score of 3.20, brand awareness with a mean score of 2.90, endorsement opportunities with a mean score of 2.70, as well as the benefit of being flexible and cost-friendly with the mean score being 3.20. The results of the data analysis place Content Marketing in a near similar status with Mobile Marketing having a slight increase in all aspects of effectivity excluding the capacity to form endorsement opportunities in which Content Marketing is better perceived of being able to do so. Overall, the respondents seem to perceive Search Engine Optimization with high effectivity with a mean score of 3.00.

TABLE XI: RESPONDENTS' ASSESSMENT IN TERMS OF CONTENT MARKETING

	Mean	Stdev.	Interpretation
CM1	3.20	0.42	Agree
CM2	3.20	0.42	Agree
CM3	2.90	0.32	Agree
CM4	2.70	0.48	Agree
Overall Mean	3.00		High

Table 4.11 shows the respondents' assessment in terms of E-Mail Marketing. Email Marketing is perceived was within the same average score as PPC Advertising, the digital marketing strategy with the lowest effectivity score. The advantage that Email Marketing brings when compared to PPC Advertising is a slightly higher capability to provide an increase in sales (mean score of 3.14) and is deemed more flexible and cost-friendly (mean score of 3.00) as compared to PPC Advertising. Email Marketing does fall short on increasing brand awareness (mean score of 2.86) when compared to PPC Advertising (mean score of 3.00). Similarly, both digital marketing strategies are perceived as incapable of garnering endorsement opportunities, however, Email Marketing is slightly ahead of PPC Advertising in that specific measure of effectivity, gathering a mean score of 2.29. Overall, the respondents seem to perceive Search Engine Optimization with high effectivity with a mean score of 2.82.

TABLE XII: RESPONDENTS' ASSESSMENT IN TERMS OF EMAIL MARKETING

	Mean	Stdev.	Interpretation
EM1	3.14	0.38	Agree
EM2	3.00	0.00	Agree
EM3	2.86	0.38	Agree
EM4	2.29	0.49	Disagree
Overall Mean	2.82		High

Table 4.12 shows the respondents' assessment in terms of Mobile Marketing. Despite being similar in terms of scoring with Content Marketing, Mobile Marketing is considered a better option as compared to Content Marketing. Respondents tend to see it as more effective despite the difference being near insignificant. What Content Marketing Lacks in its ability to attract endorsements (mean score of 2.67), it makes up for in increasing sales (mean score of 3.44), brand awareness (mean score of 3.11), and manageability in the form of flexibility and cost-efficiency (mean score of 3.33). Overall, the respondents seem to perceive Search Engine Optimization with high effectivity with a mean score of 3.14.

TABLE XIII: RESPONDENTS' ASSESSMENT IN TERMS OF MOBILE MARKETING

	Mean	Stdev.	Interpretation
MM1	3.44	0.53	Agree
MM2	3.33	0.50	Agree
MM3	3.11	0.33	Agree
MM4	2.67	0.50	Agree
Overall Mean	3.14		High

Differences in Levels of Effectivity between Digital Marketing Strategies

Table 4.13 shows the data analysis used by the researchers to treat the data gathered from the online surveys. The data treatment used an ANOVA analysis tool for assessing significant differences between more than two samples (Petritis, 2018). The values given for each digital marketing strategy are taken from the overall mean scores that each digital marketing strategy received. The result of the data analysis shows that the p-value is less than the significance level (Frost, 2020). Therefore, the researchers reject the null hypothesis and have proven that there is a significant difference in the perceived level of effectiveness of digital marketing strategies in Tagaytay amidst the pandemic. The results of the study are mostly by the results from both Jones (2017) and Yasmin et al. (2015) studies which are the most similar to this study. When compared to Jones (2017) and Yasmin et al. (2015), both have exhibited significant differences between their digital marketing variables, specifically between Social Media and Search engines, Pay-Per-Click Advertising as well as Email Marketing.

TABLE XIV: ANOVA DATA TREATMENT FOR DISCERNING DIFFERENCES IN PERCEIVED LEVEL OF EFFECTIVITY OF DIGITAL MARKETING STRATEGIES USED BY COFFEE SHOPS IN TAGAYTAY

Groups	Mean	Stdev.	F comp	P-value	Decision	Interpretation
SEO	3.38	0.25	12.74	7.67e-08	Reject HO	There is a significant difference
PPCA	2.75	0.00				
SMM	3.67	0.26				
CM	3.00	0.31				
EM	2.82	0.24				
MM	3.14	0.36				

IV. CONCLUSION

The study conducted based on respondents' perception of the level of effectiveness of varying digital marketing strategies used by coffee shops in Tagaytay amidst the pandemic has determined that there are significant differences between which digital marketing strategies are deemed most effective. Although the situation calls for special consideration since the pandemic has limited all types of business operations including marketing strategies in both real-world and online platforms, the results have still clarified that certain digital strategies have been recognized as more effective as of late. Certain types of digital strategies such as social media marketing, search engine optimization, and mobile marketing hold much more value in certain fields of business which can very much guarantee the success of both new businesses and reviving businesses. Not to mention, this study may act as a tool for continuously operating coffee shop businesses on how to progress further as more and more businesses have opened their eyes to the wonders of online marketing. This new branch of knowledge will give coffee shop owners both within and outside of Tagaytay an idea of which digital marketing strategy or method to tailor their promotional ideas on to avoid the unnecessary waste of time and resources. While the pandemic may have boosted the use of technology in terms of work application, we cannot deny the fact that the world is soon to adapt to a higher form of living. One that is more automated and tech-savvy. Therefore, it is only right that we explore all areas of potential and build upon those rather than blindly applying technology to a modern-day problem.

V. RECOMMENDATION

Following the results of this study, the researchers recommend that coffee shop supervisors or managers within Tagaytay limit the use of digital marketing strategies to the four highest rating strategies concerning efficiency and effectiveness. These four are Social Media Marketing, Search Engine Optimization, Content Marketing, and Mobile Marketing. This study has emphasized not only the frequency use of these four strategies among coffee shop businesses in Tagaytay but has also exhibited positive insights regarding their ability to help SMEs (specifically coffee shops) in increasing sales,

brand awareness, endorsement opportunities while being flexible enough for sustainable or long-term use. Recommendations for future studies involve performing a similar test in different locations to prove the validity of this study's result not just in the local community of Tagaytay but also determine whether different areas and different populations have the same perception or opinion when it comes to digital marketing strategy effectiveness. Furthermore, a study on Pay-Per-Click Advertising effectivity as well as determining methods or solutions to enhance public view of this particular digital marketing strategy is advised due to its obvious difference as compared to the five other digital marketing strategies. Another recommendation for future study would be to expand on the possible respondents from coffee shop supervisors and managers to a wider variety of managerial or supervisory positions in other fields of work to effectively determine whether these digital marketing strategies apply to varying types of businesses in the hospitality industry or if these results are only deemed reliable when applied to coffee shops' business operations. Future studies may also focus on determining whether the respondents' demographic profiles affect their perception of the effectiveness of different digital marketing strategies.

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