Effectiveness of Social Media Advertisement towards Customer Engagement of Selected Fast-Food Restaurants in Dasmariñas

[1]Juntilla, Beatrice Regimae, [2]Castillo, Manolo Jr., [3]Subito, Mike Gabriel, [4]Ms. Princess Joy Buenviaje, MSBA-HRM

Research Scholar [1, 2, 3], Adviser[4]

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

Dasmarinas City, Cavite, Philippines

juntillabeatrice29@gmail.com , castillo.manolojr@gmail.com, mikesubito21@gmail.com

Abstract: **This study focuses on the usage of technology continues to expand, more and more businesses are turning to social media platforms as a means of promoting their products and services. The objective of this study is to determine the Effectiveness of Social Media Advertisement Towards Customer Engagement of Selected Fast-Food Restaurants in Dasmariñas. This paper uses a descriptive research design and a purposive sampling method. The data gathering procedure was done through an online survey. Majority of the respondents are 21-30 years old, female, for the status single and are in bachelor's degree.**

In relation to the discovery of finding regarding the study, results of the survey showed in terms of the choice of network that most respondents more likely to engage with a fast-food restaurant and purchase the food being advertised if its channel is YouTube. Feedback or review from the product is crucial to customer engagement. The owners of businesses need to consider an alternative approach to promoting their products. The shopping innovation not only gives a large market and a large number of company opportunities, but it also provides a vast number of products and a large number of potential clients.

Keywords: **Social Media Advertisement, Fast-Food Restaurants, company opportunities. customer engagement.**

1. INTRODUCTION

The use technology has been growing more and more as time passes, many businesses are opting for a way to introduce their business on social media platforms. Businesses owners need to think on a different way to endorse their product. Online shopping has become a popular way of shopping for consumers. This innovation for shopping not only brings a great number and variety of merchandise to potential consumers, but also offers a numerous business activities and huge market. So that we also want to discuss about the customers engagement, Customer engagement monitors the relationship between a consumer and a company. This can be done through various channels, varying from email, click-through-rate, online reactions, feedback, re-purchasing and more. This relationship is important for encouraging customer loyalty, increasing awareness and looking at customer satisfaction. Customer engagement marketing isn't an entirely new concept. It's supposed to be the goal of all marketing, and most brands intend to engage with their customers. But some do it better than others. Social media is no longer known only as a media that facilitates its users to present themselves on the internet but also as media to sell some products to consumers known as an online shop. Because of the numerous advantages and benefits, more people say that they prefer online shopping over conventional shopping these days Using social media was difficult because people do not know if everyone like the post. Because not everyone will agree but anyone can put comment or opinion on other post so that everyone needs to be careful.

Social media facilitates a dynamic space to reach customers, interact with them and leverage their voices for greater impact (Hewett, Rand, Rust, & Heerde, 2016, cited in Tafesse & Wien, 2018). It becomes a hot topic, and it is becoming more important in corporate marketing to engage customers buy their product. Customer engagement, according to

Bowden (2019) is a mental process that models the hidden instruments through which client loyalty is credited to gain new clients. However, firms struggle to effectively implement social media to drive strategic marketing actions. Previous studies have investigated the influence of media advertising, including consumers' acceptance of social media advertising as well as the effects of social media advertising on consumers' decision-making process stated by (Chiang et al. ,2017). The preceding observations indicate that previous studies on social media advertising have focused on the conventional effects of Internet advertising; however, few studies have discussed consumer engagement behavior in Internet advertising and its consequences.

Almost all establishments and businesses were affected by the pandemic, some survived, and others could do nothing but to close their business. The internet today plays a significant role in customer engagement and communication, making it useful to businesses of all sizes, particularly when the pandemic strikes. Social media platforms have arisen and are now used by both personal and business users all over the world. It digs the researchers' interest on how businesses adjust to the new normal and by what method to still be successful despite of everything. How social media affect or helps the business industry on advertising products and engage customers with this kind of situation specifically in the food business focusing on the fast-food operations in Dasmarinas City, Cavite.

The use of endorsements and testimonials in advertising is prohibited under Section 5 of the Federal Trade Commission (FTC) Act. The Federal Trade Commission is committed to safeguarding the interests of consumers in the United States. The Guides lay the groundwork for advertising and endorsers to voluntarily comply with the law. Furthermore, the instructions lay out the fundamental principles that the commission will use in analyzing endorsements and testimonials, as well as instances of how those principles will be applied.

Now that the world is experiencing a pandemic, in the protocols implemented people really need to stay at home everyone must follow so everything can be done through online set up. On a personal and professional level, the internet now plays a significant role in our everyday lives. One of these is the use of social media platform. The researchers came up with this topic because as a student who are the one that are always used social media to communicate, socialize, gather information, even shopping. As a consumer influenced to buy online, researchers are curious on what factors that the consumers underlie to buy a food only through social media advertisement. The fast-food industry's social media marketing approach has recently grown in popularity. Different companies use social media sites like Facebook, Twitter, Instagram, and YouTube to sell their products to a larger audience. The researchers want to examine how restaurants particularly fast-food restaurants in Dasmarinas City Cavite use social media as a marketing tool in their businesses. Why and how it impacts and hits the customers to buy their product.

In this paper, the researchers aimed to measure Social Media Advertisement Towards Customer Engagement of Selected Fast-Food Restaurants in Dasmarinas. To begin with, the researchers will explore the key elements use to effective social media advertising. And then, the relationship between demographic profile of the respondents and key elements use to effective social media advertising will be investigated. Furthermore, the objective of this study is to generalize the empirical results of this analysis and provide suggestions and recommendations to the future researchers will conduct a study that is connected to this research. The data in this research shall serve as their background materials in their research study.

Conceptual Framework

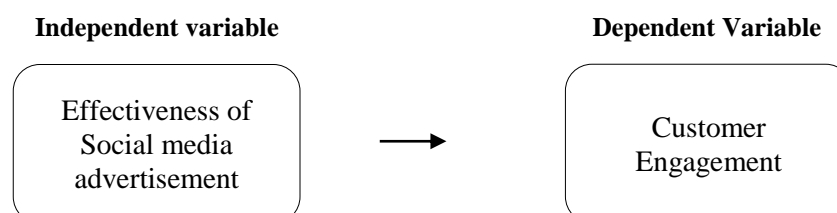The diagram below shows the research paradigm of the proposed study:

Figure 1: The Research Paradigm

The conceptual Framework which is shown in the Figure 1 present the study showing the relationship of the variables involved. The independent variable is the effectiveness of social media advertisement while the dependent variable is the Customer Engagement. It conceptualized that social media advertisement has a significant effect on the customers engagement of Selected Fast-Food Restaurants in Dasmarinas.

Statement of the Problem and Hypothesis

This study aimed to discover and examine the effectiveness of social media advertisement towards customer engagement of selected fast-food restaurants in Dasmarinas.

Specifically, it answers the following questions:

1. What is the demographic profile of the respondents according to:

    a. Age

    b. Gender

    c. Status

    d. Educational Attainment

    e. Income

2. What is the effectiveness of social media advertising in terms of:

    2.1 Choice of network

2.2 Communication

2.3 Social media advertisement trend

3. What is the level of customer engagement in terms of:

    3.1 Likes & Shares

    3.2 Audience Growth/Rate of Followers

    3.3 Audience Demographics

    3.4 Lead Generation

    3.5 Audience Mentions

4. Is there significant relationship between the effectiveness of social media advertisement towards customer engagement?

The study hypothesizes that there is a significant relationship between the effectiveness of social media advertisement towards customer engagement. The results of this study will determine whether these null hypotheses will be rejected or not.

2. LITERATURE REVIEW

According to Sharmila (2017), the growing importance of social media marketing among businesses is very clear. So, the question is no longer if you must use the social media tool in your marketing activities, but how to do it better. Business owners should pay attention to which social platforms help them reach their goals with relevant audiences, whether that is generating sales or greater visibility.

Appel, Hadi, Grewal, and Stephen (2020) found all these use cases are essentially WOM (Word of Mouth) in one form or another. This, at least, is how marketing scholars have mainly characterized social media, as discussed by (Lamberton & Stephen 2016). Indeed, online WOM has been—and we contend, will continue to be—important in marketing (e.g., in the meta-analysis by Babić Rosario et al. 2016 the authors found, on average, a positive correlation between online WOM and sales).

On the one hand, some articles have adopted a rather narrow definition of advertising as "persuasive and planned communication by advertising professionals deliberately placed on third-party websites" (Knoll, 2016, p. 267), thus neglecting many forms of brand communication in social media, such as owned brand pages, and stimulating or reacting to user-generated content (UGC). On the other hand, some other articles have been too all-encompassing, investigating digital media, social media, and mobile marketing together (e.g., Lamberton and Stephen 2016); the latter articles lack concrete guidance for future research on brand communication in social media (Voorveld,2019).

Content marketing has become a leading marketing technique in digital marketing communication and uses the point of view of consumers to build relationships by creating and sharing engaging content in social media that enhance their daily

lives. Existing research on social media communities has focused mainly on social media marketing and virtual brand community perspectives while content marketing's valuable and unobtrusive role in social media content communities has largely been overlooked. (Plessis, 2017).

Choice of Network

By the beginning of 2019, the most popular social media worldwide are Facebook, YouTube, WhatsApp, Facebook Messenger, WeChat, and Instagram (Statista, 2019).

Brand communication in social media is defined as any piece of brand-related communication "distributed via social media that enables internet users to access, share, engage with, add to, and co-create" (Alhabash, Mundel, and Hussain 2017, p. 286, also see the broader definition by Dahlen and Rosengren 2016). This definition diverges from the chosen angle in recent articles that provide a review and research agenda on social media. The study conducted by Akbar and Özgül (2018) in Izmir on young consumers detected that social media could have a meaningful impact on brand awareness. This study concluded that Facebook that is among social media channels has a significant level of impact on increasing brand awareness. Another study concluded that social media marketing activities significantly affect levels of brand awareness. Social media has exclusive superiority in creating awareness thanks to especially online communities, interaction, content sharing, easy access, and confidentiality (Elaydi, 2018).

Communication

According to Cho and Park (2019), as the development of digital technologies creates new opportunities and challenges for marketers, digital advertising has made consumers more engaged with loyal to brands by using creative and innovative new technologies such as social media, augmented reality/virtual reality (AR/VR), big data analytic tools, and much more. Social media advertising has become a more important communication tool for marketers to create authentic brand conversation and build long-lasting relationship with customers.

Social Media Advertisement Trend

Interactive marketing has recently emerged as a crucial technique for businesses looking to strengthen their brands and attract more customers. Social media is an internet-based program that allows users to contribute their thoughts, knowledge, and past experiences through social networking sites, content sections, and blogs. To put it another way, social media refers to a variety of online tools and platforms that are designed to make interactions, assistance, and information transmission easier. Weblogs, wikis, social blogs, podcasts, micro blogging, rating, photos, video, and social bookmarking are examples of such media advertisements. The primary goal of social media is to enable customers to publicly express their opinions about a company's products or services. Many customers believe that by using social media, they may communicate their opinions and perspectives with a large number of people in a short amount of time, indicating that consumers are becoming more accustomed to receiving news quickly rather than searching for it. Social media has arisen as a new avenue for brands to communicate with their customers and vice versa (Hanaysha,2016). Making their communications interactive by obtaining client feedback on a variety of topics, instead of just sharing information about a company's products or services, share newsworthy facts, rather than the other way around, liking and sharing some of their postings, they are being asked to connect directly with company posts via "likes" and "shares"(Newlands, 2017). Further research could investigate the long-term positive and negative consequences of social media marketing on a small business. Small businesses have a lesser budget and fewer limits, but they provide more personalized service, therefore a study that looks at how these factors play into a small store's social media methods might be valuable.

According to Appel, Hadi, Grewal, and Stephen (2020), the platforms themselves have been primarily responsible for the emergence of social media and the way it has influenced consumer behavior and marketing practice. Because social media has become a major marketing and communications channel for enterprises, organizations, and institutions alike, including those in the political realm, it is critical to assess the future of social media in the context of consumer behavior and marketing. Furthermore, social media has become, for many, the major area in which individuals acquire large amounts of information, share material and elements of their lives with others, and receive information about the world around them, making it culturally significant (even though that information might be of questionable accuracy). Social media, on the other hand, is always evolving. Social media as we know it today is not the same as it was even a year ago (much alone a decade ago), and it will most certainly be different in a year. This is due to ongoing innovation in social media, both on the technological side (e.g., major platforms adding new features and services) and on the user/consumer side (e.g., people discovering new uses for social media).

Vinney (2019) found people utilize media to satiate specific wants and requirements, according to Vinney's 2019 Uses and gratifications theory. Unlike many media theories that portray media users as passive consumers, uses and gratifications sees them as active participants in their own media consumption. Scholars have highlighted that new media has certain characteristics that were not present in previous types of media. Users have more control over what they interact with, when they interact with it, and what they interact with, as well as more content options. This expands the range of gratifications that new media can provide. Information seeking, aesthetic pleasure, monetary recompense, diversion, personal status, relationship maintenance, and virtual community were identified as seven gratifications for internet use in an early study published in the journal Cyberpsychology & Behavior. Because it has no analog in other types of media, virtual community could be regarded a new satisfaction. Another study, published in the journal Decisions Sciences, discovered three benefits of using the internet. Content and process gratifications have previously been discovered in investigations of the uses and gratifications of television. However, a new form of social satisfaction associated with internet use has been discovered. People use the internet to meet their social and communal needs, according to these two studies. The suggested study integrates the Uses and Gratifications (U&G) Theory and the Theory of Reasoned Action (TRA), as futuristic investigations necessitate a well-defined theoretical model (Ahmed & Raziq ,2018). Two (2) theories are relevant to understanding the key concepts behind this study: first is Uses and Gratifications Theory (U&G), and the second one is Theory of Reasoned Action (TRA). The integration of two theories into a well-integrated model contributes to the depth of knowledge about social media advertising by providing fresh theoretical insights. The U&G hypothesis pinpoints the consumer's gratification-seeking beliefs and motivations when it comes to social media advertising. The TRA aspect, on the other hand, gives a solid framework for assessing a consumer's behavioral intentions after exposure to advertising mediums via social media. The suggested model combines additional/unexplored consumer beliefs and motives in a holistic manner, providing practitioners and advertisers with important and practical consumer insights when creating their social media campaigns.

Measuring Customer Engagement

According to Devgan (2019), the amount of likes and shares gives a quick indication of how well an entrepreneur's post performed on social media. The bulk of social media networks, including Twitter and YouTube, have imitated Facebook's original "Enjoy" function, which allows users to share items with their friends or followers that they like or find interesting. Both choices allow the entrepreneur to get an immediate idea of how well their article is performing and to exponentially expand and reach as people share their posts with their networks of followers. The number of followers gained in the recent month, week, or even day is another clear metric to keep an eye on. It's crucial to keep track of how quickly they are gaining followers. Companies may wish to boost their posting speed if they notice a slow and unreliable trickle of people following their accounts. If they are losing followers, look at what's been shared or uploaded recently and consider whether the strategy needs to be adjusted. While it's exciting to see fan base grow, not all of them are created equal. Keep track of how many people interact with your business on social media, whether it's by commenting on your Facebook posts, leaving a review on your Facebook page, retweeting your tweets, or otherwise talking to or about it. These supporters are far more valuable than fans who may just visit the business page once or twice. Continue to communicate with them and see an increase in the number of active fans. When sharing blog posts or third-party material, it's crucial to track how many times readers have clicked on the included links. This enables businesses to assess how much traffic their social media initiatives are generating and whether they need to publish more frequently. It also tells them if the material is consistent with their brand messaging and the demographic they're seeking to reach. Demographics are important because they help you construct a picture of your target market, even though they are often overlooked. Assume your company has 1,000 Twitter followers. You can now acquire critical data about those 1,000 followers, such as their age, gender, geographic area, and even their likes and interests, and, most crucially, what they want (which you will provide). thanks to developments in analytics software. Keep track of how many people come to your site through your social media networks and which ones generate the most leads. While developing and distributing content is a crucial part of social media marketing, your audience shouldn't only look at your posts and never connect with your business. To better tracking, UTM attributes can be used. Your organization can be mentioned on other websites, such as blogs or personal social media accounts, by users of social media. If you don't pay attention to what people are saying about your business, you can miss a serious complaint, resulting in a strained client relationship. It's never good to have your reputation damaged in the eyes of potential clients. Respond to comments, questions, or criticisms whenever possible, and portray the image of a company that values what its customers have to say (Siu,2021).

The review of related literature and studies gives various information and motivation to the researchers' present study. This may help them come out with good results about the social media advertisement toward customer engagement. It also may keep this new research valid as a basis for developing strategies in using social media for advertising. This study may also help future researchers in gathering information about the topic to be able to understand and have insights about these social media advertising to engage customers.

3. METHODOLOGY

This chapter contains the discussion of the research design that will be used, the respondents of the study, the research instrument, the data gathering procedure, and the statistical treatment of data. It also allows the reader to critically evaluate a study's overall validity and reliability.

Research Design

The researchers used descriptive quantitative research design to study the social media advertisement has a huge impact on the Fast-food restaurant in Dasmarinas, Cavite. As stated by Siedlecki (2020, cited in Versher 2020) descriptive research designs involve observing and describing the phenomenon without influencing other variables. This research design is used for gathering numerical data that describes the population and situation. The descriptive method of research best fits the study to describe the variable in evaluating the social media advertisement towards community engagement on the Fast-Food Restaurants in Dasmarinas, Cavite.

Research Locale

The study will be conducted at Dasmarinas City, Cavite. The respondents of the study are the customers from the fast-food restaurants located in Dasmarinas. Due to the protocols implemented because of the danger posed by Covid -19, the study will be conducted through online-electronic forms. Respondents will be provided a link of the Google form that will direct them to the survey questionnaire that will supply the study with the necessary data. The researchers chose the place because it is easy to access and has enough respondents that can provide valid information. Moreover, due to time-constrained and the limited possibilities due to the pandemic to look for other locales, therefore researchers chose this locale for the research study. The research survey will be conducted in the second semester of the academic year 2020–2021.

Participants of the Study and Research Sampling

In this research, the respondents are the customers of the fast-food restaurants located in Dasmarinas Cavite. In an identified situation, Fast food restaurants are also one of the most affected by Covid-19, to reach their customers are mostly in place of online set up, wherein social media advertisement can be classified. The fast food restaurant referring by this study is a multinational chain of fast food restaurants. The researchers choose them to be their respondents because they are the exact candidates that are related to the research study and will answer the prepared questions of the researchers. This study involves the participation of 100 customers of fast-food restaurants at Dasmarinas Cavite, which is identified using Purposive sampling technique. Students of De Lasalle Dasmarinas who are also a customer of Fast-Food Restaurants in Dasmarinas will be included to the 100 respondents of this study. The researchers will reach out them to answer the questionnaire and provide the data needed in this research. There will be 5 fast food restaurants includes in this study, each of them will have 20 respondents to complete the 100 respondents of this study.

This study will used Purposive Sampling, a type of sampling cuts a smaller sample size from a larger population and uses it to research and generalize about the larger group. The researcher relies on their judgment when choosing their respondents. The only subject of their study is the customer from fast-food restaurants in Dasmarinas so they will be the only members of the population to participate in the study. Researchers will not include people who no longer customers within that place.

Research Instrument

The researchers used questionnaires as the instrument for data gathering. A questionnaire is a research instrument consisting of a series of questions for the purpose of gathering information from respondents. The questionnaires and response of the respondents will be done online using Google Forms. The questionnaire was made based on the problems stated in this study.

Part 1- The Background of the Respondents

In this part, will be the demographic identification of the respondents; the researchers will identify the participant's (1) Sex - GENDER, and (2) Age, (3) Status, (4) Educational Attainment, (5) Income

Part 2 – The Effectiveness of Social Media Advertisement Towards Customer Engagement.

In this part, a questionnaire was constructed into 4-point Likert scale questions. Wherein the respondents need to put a check on the space provided ranging (4) "Strongly Agree", (3) "Agree", (2) "Disagree", and (1) "Strongly Disagree".

Data Gathering Procedures

The study intended to collect information regarding on "

Effectiveness of Social Media Advertisement Towards Customer Engagement of Selected Fast-Food Restaurants in Dasmariñas". Before the gathering of data, the researchers will formulate a survey questionnaire that will be validated by the research adviser. After the research instrument validation, for the researchers to be able to gather the needed data for the interpretation and analysis of the study, the researchers will construct a letter of permission to acquire the respondent's data with the assurance that the data will collect would maintain confidentially and disclose. The letter will present to the person that can authorize the researchers to survey that fast- food restaurant, the researchers will proceed to the research survey to the respondents for the actual data gathering process. The questionnaires and response of the respondents will be done online using Google Forms and will be given enough time to answer the questionnaire. The researchers will carefully tally the data collected from the survey and the results served as the basis for the statistical treatment of this study.

Data Treatment and Analysis

To make use of the information obtained, statistical treatment of data is required. As raw data gathering is merely the first stage in data analysis, it must be done correctly. This is where the research and the result from the research depend on. The data that will be gathered by the researchers will carefully tally, analyze, and interpret using statistical tools to discover "Social Media Advertisement Towards Customer Engagement of Selected Fast-Food Restaurants in Dasmarinas".

Frequency and Percentage

It is used to present the demographic profile of the respondents; the frequency and percentage is used to determine the proportion of the respondents' profile from the total number of respondents.

Weighted Mean

In this study, the weighted mean is used to interpret the customers engagement in social media advertising.

For the interpretation of the weighted mean, the table below is used.

STATISTICAL LIMIT	INTERPRETATION	Transmuted Description
3.51 - 4.00	Strongly Agree	Very High
2.51 - 3.50	Agree	High
1.51 - 2.50	Disagree	Low
1.00 – 1.50	Strongly Disagree	Very Low

In testing the hypothesis, the researchers used chi-square test.

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