

The Role of Social Media in Relation to Purchasing of Ready-to-Cook Meals in the Province of Cavite in times of Pandemic

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Abstract: The ready-to-cook meals offer other meal solutions like ready-to-heat and ready-to-eat products as it is easy to prepare and cook. It provides convenience to the consumers especially in times of pandemic. This study aims to determine the role of social media in relation to purchasing ready-to-cook meals. The purpose of this study is to determine the role of social media in relation to customers' purchasing decisions of ready-to-cook meals based on quality and content of the post, customers review, and online price. In this study, the researchers conduct online questionnaires through google forms. Furthermore, the researchers used quantitative research design and they used simple random sampling techniques. The target population of this study is individuals from the Province of Cavite who used social media for browsing and purchasing ready-to-cook meals with a sampling size of 400 participants approved and recommended by the statistician.

The results indicated that quality and content of the post, customer's review, and online price are significant factors of purchasing decisions of the consumers. Furthermore, online price has the greatest influence on purchasing decisions of the respondents. The study concluded that most of the respondents agreed that they are regularly informed about the products displayed in different social platforms. Furthermore, the purchasing decision of the respondents shows that after experiencing the product, they preferred to purchase ready-to-cook meals again.

Keywords: Social Media, Ready-to-cook meals, Purchasing Decision.

1. INTRODUCTION

Internet and social media applications have become a staple in the daily lives of people and are needed for school, work, and for being productive. It has become easier to sustain relationships on the internet since social media websites allow people to communicate with one another and see what they are up to, and much more. It has become a big game changer when it comes to social interaction. Business competition has become fiercer and many firms in the business sector utilize social media to advertise their products. Businesses gradually see the potential or benefit of it, and it also helps them in reaching out to new customers.

Any digital platform that allows users to instantly share content and engage with the public refers to social media. It is an internet-based program that aims to help consumers as well as the business owners to share their opinions, information, and past experiences through the sites of social networking. Stated by (Hamid et al., 2016) social media is becoming the newest and up-to-date source of information for customers because information is simultaneously shared in real time. The use of social media to generate online promotions will substantially aid the process of developing integrated

communications that aim to provide information about goods or services to help online product sales. Feedback is extremely significant and therefore, can contribute in developing new products before releasing to the market; as well as the improvements for better experience of new clients. It can also be used by viewers to verify the brand's and services' validity.

(International Trade Centre, 2020) stated that in accommodation and food services, 76% of businesses said their operations were strongly affected by the spread of COVID-19 worldwide in 2019 as a result of partial and full lockdown. More than three quarters of companies in this sector experienced a reduction in sales. As a result of the pandemic, it is evident that many businesses have been affected with their sales. As a result, the goal of this research is to improve knowledge of the function of social media marketing in reviving and growing a business of selling ready-to-cook meals. This concept became popular when the lockdown was implemented because people could not go out and unless it was essential. Many people offered ready-to-cook meals online during the COVID-19 pandemic because of consumers' changes in food practices wherein people prefer to cook their own food at home to ensure safety as well as its convenience. Many people were put on lockdown or quarantine as a result of the COVID-19 outbreak, limiting physical contact. As a result, many firms have closed or switched to a different type of platform, such as social media. Advertisers are eagerly embracing social media into their publicity efforts in order to drive digital engagement.

With the various research studies that address the COVID-19 pandemic results in behavioral changes by consumers, stated by Rabobank (2020) This may boost growth in pre-prepared food for restaurants. Ready-to-cook food will also grow, as people may eat at home more often. Many studies have been conducted about the convenience and potential of ready to cook meals but it hasn't tackled the means of advertising it online. According to Hossain (2019) have more focus on advertising, let people know what is ready to cook foods and are benefiting aspects. To fill Therefore, the researchers must concentrate on the other part of the study, namely, on the other aspect such as determining the significant role of social media and its relation to purchasing ready-to-cook meals in the Province of Cavite. To fill the gap, the researchers will bring off a quantitative study to assess the role of social media marketing in relation to purchasing ready-to-cook meals located in the Province of Cavite. To obtain a better grasp of how to use effective social media advertising for R-T-C meal businesses in order to be competent and thrive in the foodservice industry. Additionally, in the midst of the COVID-19 pandemic, increase people's familiarity with this type of business.

Following the reading of various prior studies on the changes of consumer buying patterns as a result of pandemic, the convenience of r-t-c meals in times of pandemic and the usage of social media, the researchers collected information and discovered that social media plays a significant role in a business. With that, the researchers aim to

Gain a better understanding of how to efficiently employ social media marketing and to assess the role of social media in regard to purchasing decisions of consumers of ready-to-cook meals businesses in the vicinity of Cavite Province. Furthermore, to determine the significant role of social media on consumers' perception of purchasing ready to cook meals online.

Background of the Study

The rapid growing market of ready to cook meals made a beneficial way, as it is convenient to the consumers with raw ingredients, mixed with seasonings and cuts of vegetables. These ready to cook meals offer other meal solutions like ready-to-heat and ready-to-eat products as it is easy to prepare and cook.

As the Philippines experienced the state of emergency during the huge hit of the covid-19 pandemic, it affected all the businesses and livelihoods with the Government implementing restrictions to prevent the spread of the disease. Many people felt unsafe to be outside and to reduce the number of times going to different places, they spend their time on social media to seek food businesses that offer good quality and convenience. Fortunately, several restaurants opened new ideas for their business and one of the solutions is to offer ready to cook meals packs of their product to satisfy the craving of the consumer.

As the consumers' preferences change through the years, social media marketing will help the ready-to-cook businesses to identify business brands to attract potential customers and opportunity to have business clients. With the expanding population of social media users from all over the world it has systematically evolved from a place where people go to catch up and communicate to the holy grail of marketing for most businesses. According to Husain (2016) a recent research shows that the role of social media on marketing decisions is startling, meaning it is time businesses must start putting more emphasis on their social media strategy to maintain continuity in the industry.

On June 14, 2000, President Joseph E. Estrada signed into Law Republic Act 8792 also known as “Electronic Commerce Act” which intends to use electronic technology to make local and international dealings, transactions, arrangements, agreements, contracts, and exchanges easier and to recognize the authenticity and reliability. This law also helps in the legal recognition of the use of technology in marketing. Transparency or full disclosure of the real cost is required by the E-commerce Act; they must offer a clear written statement stating the price to avoid consumers from being misled by the information. R.A 8792 also set requirements like 1. Fair, accurate, clear, and easily accessible information describing the products or services offered for sale such as the nature, quality and quantity thereof. 2. Fair, accurate, clear, and easily accessible information sufficient to enable consumers to make an informed decision whether or not to enter into the transaction. If the set of standards is met, customers may be assured of their safety while purchasing through an online platform.

Significance of the study

The study will be beneficial to ready-to-cook business owners amidst the pandemic. The results gathered data could be used by the ready-to-cook business owners to enhance, develop, and improve their business towards social media marketing, understanding social media, online transaction, and consumer character.

Conceptual Framework

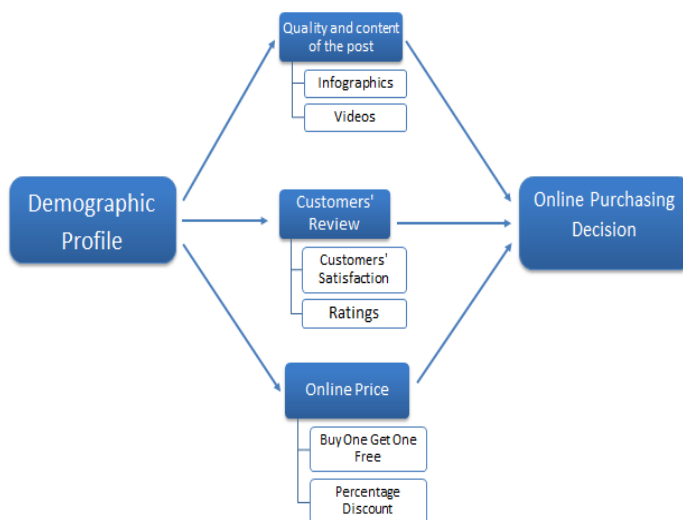


Figure 1: Conceptual Framework.

The figure above presents the conceptual framework of the study and is adopted and modified from the previous research of Tolesa, Y. (2019). Factors Affecting Customers’ Online Purchasing Decision. The first frame is the demographic profile of the respondents in terms of their; Age, Gender, Civil Status, and Monthly Income Status. The three Independent variables of the study are the (1) Quality and content of the post (2) Customers' review (3) Online price with its sub variables. That is connected and will be correlated to the dependent variable of the study which is the Online purchasing decision to successfully determine the role of social media in relation to consumer’s online purchasing decision of ready-to-cook meals.

The following variables are discussed below:

Quality and content of the post

According to Coles T. (2019) quality content that attracts users’ attention and keeps them informed is important. People will be excited to see what you post next, which makes them more likely to engage with your posts—and maybe even become a customer. Nowadays, social media marketing has become challenging specially to provide a post with quality that would make viewers attracted.

First sub variable is Infographics, stated by Laja (2020) Customers are no longer willing to read long articles or boring pamphlets - information needs to be presented in a visually appealing way for consumers to become interested. Infographics provide an appeal to online marketing of a business that could catch the attention of viewers with the creative graphics included on every campaign of a business posted online.

The second sub variable is Videos. Stated by Coles T. (2019) By 2020, digital videos will drive 82% of web traffic. That means big opportunities of engagement comes from sharing creative videos of the products.

Customers' Review

Customers today put as much weight on online reviews as they do on personal recommendations due to its broad accessibility of the internet. Displaying reviews on the website builds trust in potential customers' purchase decisions and eliminates worries, resulting in a greater conversion rate. Simply said, for many customers shopping online, reviews are a critical deciding aspect. Customer and business trust grows as a result of reviews. A huge number of positive reviews paired with a high number of negative reviews helps to create initial trust, which will eventually convert casual internet users into paying clients.

The first sub variable is customer satisfaction. It is fundamental to the company's success in today's competitive business environment, it is also a crucial point of value that supports the company in attracting new consumers.

The second sub variable is ratings. There are several types of ratings, one of which is the five-star rating or four-star rating, customers most likely to purchase a product that is high in ratings. This also demonstrates how crucial ratings are, as customers rely on them to determine the quality of a product.

Online Price

Price is the money that the consumer pays to a goods or product. The pricing of the product is setting up a price that is appropriate for the product without being too high and too low is the major decision in the business. One of the important reasons for consumers to purchase a product is the price. Instantly, when the price increases and decreases, the customer's perception of the quality of the products can be affected. (Dimension of Price perception, n.a) stated that consumers consider pricing to be the most important factor of product quality. High- and low-priced goods are the results of the quality of the product.

The first sub variable is Buy one Get one. This promotional strategy will help the business to attract the consumer to purchase. These tactics require rapid action for the consumers to act now rather than later to purchase a product with lowest price by effectively selling the goods.

The second sub variable is Percentage Discount. Nowadays, the market is competitive, it is quick to earn the attention of possible consumers. Consumers prefer to purchase products when in sales. These discounts can help the business to have new or repeat consumers to build loyalty towards consumers and improve the reputation in the competitive market.

Online Purchasing Decision

Nyxone (2017) stated that online purchasing decisions give various advantages and benefits, that is why an increasing number of individuals now choose online buying over traditional shopping. People from all over the world have begun to purchase things online due to technological advancements and the support of the internet. However, traditional product transactions have become weakened as a result of the pandemic, which is one of the reasons why online transactions have grown popular since they are much safer and more convenient. Online reviews and recommendations coming from different sources is one of the key factors on online purchasing decisions in social media platforms.

Statement of the Problem

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

1.1 Gender

1.2 Age

1.3 Civil Status

1.4 Monthly Income

2. How will the respondents assess the role of social media in terms of:

2.1 Quality and content of the post

2.1.1 Infographics

2.1.2 Videos

2.2 Customers' Review

2.2.1 Customer Satisfaction

2.2.2 Ratings

2.3 Online Price

2.3.1 Buy One Get One

2.3.2 Percentage Discount

3. What is the level of relationship among Quality and content of the post, Customers' review and Online Price on Purchasing decision of customers on ready-to-cook meals?

4. Is there any significant relationship between social media marketing activities of ready-to-cook business in terms of purchasing decisions of customers?

Hypothesis

H0: There is no significant relationship between the Role of Social Media and Purchasing of Ready-to-cook Meals.

H1: There is a significant relationship between the Role of Social Media and Purchasing of Ready-to-cook Meals.

2. REVIEW OF RELATED LITERATURE

Social Media

Stated by De La Roche & Mizerski (2019) "the notion of social media originates from two words: social and media. The part social is referring to the interaction that appears between individuals, which collectively form a group or community. Media, on the other hand, refers to the process of communication of ideas or information via channels or publications, and to advertising. Hence, it can be noticed that the whole notion of social media is referring to communication platforms and publication platforms that are built and sustained thanks to 'individuals' interpersonal interactions via a particular medium or tool. In other words, social media is defined as "media for social interactions that take place through highly accessible and scalable publishing techniques" (p. 8).

Purchasing Decision

Kotler and Keller (2016) explained that smart companies strive to understand the behavior of the purchasing decision process in full conduct by customers or consumers, in this case, all forms of consumer experience through marketing research have developed a form of purchasing decision process model. There are considerations that consumers make before they decide to purchase products especially on the online platform set up.

As stated in the study of Qazzafi (2019), discusses the consumer buying decision process which contains the five stages: first stage, the need recognition, the company should be able to discover the needs to satisfy the consumers through their product. Second stage, the information research, the consumer recalling the past experience towards the product, which can be negative or positive. In this stage, the consumer began to search information towards the product. Third stage, the evaluation of alternatives, after the consumer gathers information, the next step is to evaluate the product from other alternative products. Fourth stage, the purchase decision, the consumer decided to buy a product after gathering information and evaluating. Final stage, the post-purchase decision, after the use of the consumer towards the product. This will help the company to know the view of the consumers in the product.

These stages will help understand the process of consumer buying decisions towards goods or products and to identify other opportunities in the business product. This process allows the consumer to be aware, identify their needs, to gather information, evaluate choices against other alternatives, and to evaluate purchase. Every step in this process plays an important role, not only to the businesses but to the consumers.

Price

Price is a big factor when it comes to purchasing, consumers tend to check its price before deciding to purchase online such as promos and discounts. Stated by Kotler & Keller (2016) Customers may have a price value below the threshold where prices lower than that limit are of poor quality or unacceptable quality, as well as an upper limit of prices where prices higher than that limit are considered excessive and not worth the money spent.

Customer Review

Stated by Sutanto and Aprianingsih (2016) online consumer review is one form of electronic word of mouth and can be said to be a new marketing communication and can influence and play a role in the purchasing decision process. It can be the basis for validation of the consumers on the brand or business.

Advertising

D. Lakshmanan and Dr. S. Rabiyyathul Basariya (2019) showed that a social networking site is an excellent tool for direct connection between businesses and their customers. Many entrepreneurs now utilize social media for advertising, which provides more benefits than traditional media such as print, radio, and television. Their study also finds that the quality of the messages/contents, the company's engagement, and its relationship with other marketing platforms all impact the efficacy of social media advertising. Chen, S. C., & Lin, C. P., (2019) stated that with the prevalence of the Internet, social media has become an important means for online marketing events. Individuals and companies both create fan pages on online platforms and develop business opportunities using social media. With the sudden onset of the pandemic, numerous businesses from different industries have been using social media as their platform to promote and sell their products.

Advertising as a component refers to advertising and promotional campaigns that businesses have made through social media to increase sales and develop customer portfolios. Stated on the findings of (Duffett, 2017; Alalwan et al., 2017) on the effects of social media advertisements on perceptions and awareness of the customers have shown that advertising is one of the significant parts of social media marketing activities. The customization as a component is the act of creating a customer satisfaction based on the contact of the business with individual users (Ding and Keh, 2016; Seo and Park, 2018). Additionally, it makes the consumers secure that they are being entertained by the business with a constant communication or response from them. Sometimes, a seemingly simple social media post, such as one promoting a pair of shoes, can receive several likes, comments, and shares. People can even ask strangers in the feed if they have received their shoes, how long the shipping took, if they liked them, and other questions. Social media opens the conversation for instant interaction, relationship building, and customer loyalty.

Stated by Vigilia et. al (2021) Covid-19 pandemic has a great impact not only on the restaurant business but as well as its stakeholders. The coping mechanism instituted by the restaurant sector was varied, especially focused on maintaining or cutting their further losses by using multi-media, online food deliveries, and offering ready-to-cook raw material just to offset operational losses and support the well-being of its employees.

With various related studies, it showed that the components of social media marketing are linked to online purchasing decisions of consumers. Stated by Bermoy et al (2021) researchers have hypothesized the following conclusions: first, many "agree" that social media is not only used for entertainment and socializing but also for marketing though it is still a growing concept, it has proved that it is just as effective as traditional marketing. There are factors that are crucial when it comes to social media marketing to online purchasing decisions of consumers. It is important to know the proper ways to efficiently provide effective marketing through online posting.

Scope and Delimitations

This study aims to collect data from the residents of Cavite Province to determine their perceptions on social media marketing in relation to purchasing decisions of ready-to-cook meals. The researchers will focus only on getting participants from the Province of Cavite due to the convenience of the researchers itself.

The study will be conducted only within the Province of Cavite, The researchers will utilize Google forms for the questionnaire and the link will be distributed to the respondents through different social media platforms. In Addition, respondents from beyond the province of Cavite will not be included in this study.

This study did not include other types of food business and will mainly focus on purchasing ready-to-cook meals from fast-food restaurants chain and home based sellers online. Other ready-to-cook meals, such as hotdogs, noodles, packaged soups, cereals, nuggets, canned products, and other processed foods, were not included in this study. By then, researchers can come up with good conclusions. Moreover, this study has a limited number of participants due to the exclusion criteria.

3. METHODOLOGY

Research Design

The Correlational Type of Research Design will be used by the researchers, with the goal of examining the correlations between variables, specifically from a set of user attributes or a quality pattern if there is a relationship (Lau, 2017). Correlational Research Design is the most appropriate for getting the answer for our research problems, for the researchers to successfully determine the role of social media in relation to Purchasing of Ready-to-cook Meals in the Province of Cavite.

The researcher utilizes the quantitative type of research because the gathering and evaluating numerical data is known as quantitative research. It may be used to look for patterns and averages, make predictions, evaluate causal links, and extrapolate results to larger groups (Bhandari, P. 2020). Researchers applied the quantitative method in the study since it has a higher chance of generalizing the sampling as of the statistical treatment or numbers will be formed in respondents answers on the questionnaire. Addition to that, it provides objective information through numbers and statistics to produce unbiased results.

Participants of the study

The study's target participants are randomly selected from the Province of Cavite and they are four hundred (400) individuals using social media in purchasing ready-to-cook meals in times of pandemic. As approved and recommended by the statistician.

Sampling Methodology

The researchers will utilize the Simple random sampling technique because it is a subset of a population that has been randomly picked. Each member of the population has an exact equal probability of being chosen in this sampling procedure (Thomas, 2020). The researcher will use this kind of sampling technique because most of the residents in Cavite province are able to use social media to browse and purchase ready-to-cook meals. The target participants are randomly selected to avoid being biased on the respondents. This technique will help the researchers to be unbiased and in choosing their target participants.

Research Locale

The researchers will utilize an online survey tool, specifically google form to conduct surveys from the target participants within the vicinity of Cavite Province. Web-based survey tools such as Google forms, Momentive, Typeform, Qualtrics and etc. have effectively replaced its predecessors, and have emerged as one of the most important instruments for conducting survey research (Raju and Harinaraya, 2016). Since there is a pandemic, the researchers cannot conduct the survey like the usual process, handing the paper directly from the respondents that is why the researchers will use the google forms to gather data. After gathering the data researchers will proceed to the statistical treatment of data gathered. The researchers will also take advantage of the resources accessible to them throughout the research process.

Research Instruments

The researchers had used Questionnaire as the research instrument for the study because it provides accurate information and it is more applicable in conducting quantitative research, it was used to measure the opinion or experience of the target participants of the study. The researchers created their own questionnaire based on its variables provided on the study and utilized the 4 point Likert Scale which contains the options of Strongly Agree (4), Agree (3), Disagree (2) and Strongly Disagree ranging from 4 - Strongly Agree, 3 - Disagree, 2 - Disagree and 1 - Strongly Disagree to effectively determine the perception of participants on social media marketing of Ready-to-eat meals businesses.

The questionnaire was composed of fifty-five (55) questions and is divided into four (4) parts. The first part is the demographic profile of the respondents and the second part is composed of questions that tackles the three independent variables wherein it is also divided into three sections which are the quality and content of the post, customers' review and online price. The third part tackles social media and the fourth part of the questionnaire tackles purchasing decisions.

Data Gathering Procedures

The researchers will post the link of an online survey questionnaire about The Role of Social Media in Relation to Purchasing of Ready-to-cook Meals in the Province of Cavite in times of Pandemic on social media platforms and

distribute it to random respondents in Cavite Province. The data will be processed and analyzed using suitable statistical methods once it has been gathered online.

Data Treatment and Analysis

The researcher will utilize the correlation and regression for the data treatment. The proper management of data in research is critical for sustaining the research's authenticity, credibility, and correctness. Inaccurate data treatment may take different forms and have different levels of complexity (ResearchArticles, 2020).

Correlation - The correlation analysis method is used to measure the relationship between two continuous variables, such as the independent variables quality and content of the post, customers' review and online price to the dependent variable of online purchasing decision of ready-to-cook meals.

Linear Regression - The researchers will also utilize this to determine the connection between quality and content of the post, customers' review and online price to the dependent variable of online purchasing decision of ready-to-cook meals to have the result variable. The dependent or response variable is known as the outcome variable, whereas the risk factors and co-founders are known as predictors or independent variables. In this regression analysis, the researchers will represent the dependent variable by "y" and the independent variables by "x1" for quality and content of the post, "x2" for customers' review and "x3" for online price.

4. RESULTS AND DISCUSSIONS

Table 1.1 Gender of Respondents

Levels	Counts	% of Total	Cumulative %	Rank
Female	244	61.0 %	61.0 %	1
Male	156	39.0 %	100.0 %	2

The Demographic profile based on Gender in the study; the highest number of females that have a frequency of two hundred forty-four (244) and percentage of 61.0. The least number of males that have a frequency of one hundred fifty-six and percentage of 39.0. According to (Mee et al., 2019) Their study found that female users perceive online shopping to be more enjoyable than the males, which supports the results of the respondents in the study. With the benefits of internet shopping, women may find it more enjoyable to purchase online.

Table 1.2 Age of Respondents

Levels	Counts	% of Total	Cumulative %	Rank
15 y/o	1	0.3 %	0.3 %	9
18 - 23 y/o	209	52.3 %	52.5 %	1
24 - 29 y/o	88	22.0 %	74.5 %	2
30 - 35 y/o	64	16.0 %	90.5 %	3
36 - 41 y/o	22	5.5 %	96.0 %	4
42 - 47 y/o	9	2.3 %	98.3 %	5
48 - 53 y/o	3	0.8 %	99.0 %	6
54 - 59 y/o	3	0.8 %	99.8 %	7
60 - above	1	0.3 %	100.0 %	8

In terms of age, the greater number of respondents were aged 18-23 y/o with a frequency of two hundred nine (209), a percentage of 52.5 and ranked as the highest among the group of age. Followed by a frequency of eighty-eight (88) with the percentage of 22.0 who participated in the study. Aged under 30-35 y/o with a frequency of sixty-four (64) and percentage of 16.0. The group was aged 36-41 y/o with a frequency of twenty-two (22) and percentage of 5.5. The respondents aged 42-47 y/o with nine (9) participants and a percentage of 2.3. Aged 48-53 y/o with three (3) respondents with a percentage of 0.8%. Followed by the aged 54-59 y/o with three (3) respondents and percentage of 0.8. Lastly, one (1) respondents aged 60 y/o-above with a percentage of 0.3. This indicated that most of the respondents belong to 18-23 years old who acquired ready-to-cook meals online. Stated by (Dabija et al., 2018; Young, 2015) The progress of contemporary retailers depends increasingly on their online presence and the development of interesting and attractive communication and presentation of offers to internaunts who spend a lot of time on social media interacting with people, catching up on the latest news, commenting on various events and situations and sharing other people's posts.

Table 1.3 Civil Status of Respondents

Levels	Counts	% of Total	Cumulative %	Rank
Married	90	22.5 %	22.5 %	2
Others	43	10.8 %	33.3 %	3
Single	267	66.8 %	100.0 %	1

Based on the civil status, the majority of the study's respondents are single with the frequency of two hundred sixty-seven (267) and percentage of 100.00. On the other hand, the number of participants were married with the frequency of ninety (90) and percentage of 33.3. The least number of others with the frequency of forty-three (43) and percentage of 10.8.

Table 1.4 Monthly Income Status of Respondents

Levels	Counts	% of Total	Cumulative %	Rank
11,000 - 15,000	41	10.3 %	10.3 %	2
16,000 - 20,000	36	9.0 %	19.3 %	4
21,000 - 25,000	41	10.3 %	29.5 %	3
26,000 - 30,000	21	5.3 %	34.8 %	7
31,000 and above	35	8.8 %	43.5 %	5
6,000 - 10,000	33	8.3 %	51.7 %	6
Under 5,000	193	48.3 %	100.0 %	1

The table above shows that one hundred ninety-three (193) respondents are from the monthly income status of under 5,000 with a percentage of 48.3. There are forty-one (41) respondents are at the income status of 11,000-15,000 with a percentage of 10.3. Another forty one (41) respondents came from the monthly income status of 21,000-25,000 and a percentage of 10.3 Followed by thirty-six (36) respondents from the monthly income status of 16,000-20,000 with a percentage of 9.0. Thirty-five (35) respondents from 31,000 and above income status with a percentage of 8.8. Ranked at the six, there are thirty-three (33) respondents from income status under 6,000-10,000 and a percentage of 8.3. Under 26,000-30,000 income status, the lowest number was twenty-one (21) and a percentage of 5.3.

Table 2.1 Role of Social Media in terms of Quality and Content of the post

QUALITY AND CONTENT OF THE POST	N	Mean	Standard Deviation	Rank
1. I was influenced to buy ready-to-look meals posted online with complete and clear information.	400	3.21	0.655	4
2. I consider how accurate the information I get from the post online before purchasing it.	400	3.29	0.702	2
3. I find it easy to purchase ready to cook food online because of its professional looking advertisement on their page.	400	3.17	0.756	5
4. I check the authenticity of the post before deciding to purchase ready to cook meals.	400	3.39	0.647	1
5. I don't trust ready to cook meals posted online without its complete information	400	3.22	0.764	3
Overall	400	3.26	0.505	

Table 2.1 The role of social media shows that in terms of Quality and Content of the post, the highest ranking goes in the 'I check the authenticity of the post before deciding to purchase ready to cook meals and least ranking goes to 'I find it easy to purchase ready to cook food online because of its professional looking advertisement on their page'. The result determines that most of the respondents check the authenticity and the quality of the post posted in social media in purchasing the products. Stated by (Mee et al., 2019) Website quality and marketing initiatives could be effective in cultivating positive attitudes among the internet users. Modern website designs, dependable internet connections, and eye-catching advertising. The content of the material might help them establish a positive opinion of each other.

Table 2.1.1 Role of Social Media in terms of Infographics

INFOGRAPHICS	N	Mean	Standard Deviation	Rank
1. I purchased ready to cook meals I saw online because of its clear photo	400	2.98	0.839	5
2. I became interested in ready-to-cook products because of its eye-catching visual content.	400	3.04	0.832	2
3. I get the information I need about a product on the infographics advertisement.	400	3.03	0.854	4
4. It is easier for me to learn the ready to cook products being offered on social media because of its infographics.	400	3.04	0.840	3
5. The high quality image of the products on the infographics catches my attention.	400	3.19	0.761	1
Overall	400	3.06	0.661	

Table 2.1.1 The role of social media shows in terms of infographics, the highest result comes from the ‘The high quality image of the products on the infographics catches my attention and the lowest rank goes from ‘I purchased ready to cook meals I saw online because of its clear photo’ which implies that most of the respondents agreed that quality images in the products showed in social media caught their attention. The result is supported by the study of Laja (2020), information of the product must be presented in a visually appealing manner for customers to be engaged. Clear images may encourage viewers to try the product posted online.

Table 2.1.2 Role of Social Media in terms of Videos

VIDEOS	N	Mean	Standard Deviation	Rank
1. I bought ready-to-cook meals because the way the business video advertises it makes me crave.	400	3.23	0.687	4
2. I purchased ready-to-cook meals posted online because of its provided video of the process of making the products.	400	3.19	0.717	5
3. I bought ready to cook meals because of its demonstration video of how easy it is to cook the products.	400	3.24	0.681	1
4. I trust the brand of ready to cook meals on social media because of its provided video advertisement of the products.	400	3.24	0.699	2
5. I was influenced to buy ready to cook meals online because of how tasty it looks on the video.	400	3.24	0.707	3
Overall	400	3.23	0.552	

Table 2.1.2 The role of social media shows that in terms of videos, the top rank among the questions goes to ‘I bought ready to cook meals because of its demonstration video of how easy it is to cook the products and the lowest point goes to the ‘I purchased ready-to-cook meals posted online because of its provided video of the process of making the products’ it means that the respondents agreed that purchasing ready-to-cook meals were based on how easy it is to cook the products. Yan Lei (2019) found that playfulness is the second most important factor affecting users' willingness to use the short-term rental platform. People usually watch short videos on their mobile, such as during commuting hours. It is the rich and eye-catching content that greatly attracts users. It signifies that video demonstration is a significant factor to introduce and market a product to the public. This refers to whether or not brief video commercials may be effective. Customers' attention spans are typically determined by whether or not they are entertained.

Table 2.2 Role of Social Media in terms of Customers' Review

CUSTOMERS' REVIEW	N	Mean	Standard Deviation	Rank
1. After I read the customers' review from social media it influenced me to purchase ready-to-cook meals.	400	3.30	0.618	4
2. I trust customers' reviews from social media about read-to-cook meals.	400	3.31	0.669	3
3. My decision to purchase ready-to-cook meals is affected when seeing negative customers' reviews.	400	3.28	0.702	5
4. I read some customers' reviews on their page before buying ready-to-cook meals.	400	3.34	0.648	1
5. Customers' positive reviews convince me that ready-to-cook meals are worth the money.	400	3.32	0.666	2
Overall	400	3.31	0.506	

Table 2.2 The role of social media shows that in terms of Customer’s Review, the highest rank goes to ‘I read some customers’ reviews on their page before buying ready-to-cook meals and the lowest rank are from ‘My decision to purchase ready-to-cook meals is affected when seeing negative customers’ reviews. This determines that the respondents of the study agreed that they first read the customer’s review in purchasing the products. Stated by (Wang et al., 2020; Shang et al., 2021) If someone perceived that an information has high quality and came from a credible source, he/she would be more likely to share the information. This idea supports that customer’s review is a significant factor on the purchasing decision of the customer as it gives influence to the readers.

Table 2.2.1 Role of Social Media in terms of Customer Satisfaction

CUSTOMER SATISFACTION	N	Mean	Standard Deviation	Rank
1. I buy ready-to-cook meals because of the online positive reviews from customers.	400	3.31	0.620	4
2. My buying decisions are influenced by the number of individuals who are satisfied by the ready-to-cook meals.	400	3.35	0.653	1
3. I was influenced to purchase ready-to-cook meals because of its satisfied customers’ review.	400	3.33	0.654	2
4. I find it easier to make a decision to purchase ready-to-cook meals after reading several satisfied customer reviews.	400	3.33	0.662	3
5. It makes me hesitant to purchase ready-to-cook meals because of dissatisfied customers' reviews.	400	3.27	0.653	5
Overall	400	3.32	0.520	

Table 2.2.1 The role of social media shows that in terms of Customer Satisfaction, the highest rank goes to ‘My buying decisions are influenced by the number of individuals who are satisfied by the ready-to-cook meals and the lowest rank goes to ‘It makes me hesitant to purchase ready-to-cook meals because of dissatisfied customers’ reviews. This table shows that most of the respondents agreed that their purchasing decision was based on people’s satisfaction towards the ready-to-cook products. According to (Wang et al., 2020; Shang et al., 2021) Based on the information processing perspective, information quality and source credibility are two factors that may have an important role in determining online healthy food information-sharing behavior. The credibility of a source may be based on the number of individuals who have tried the products which support the result in this table.

Table 2.2.2 Role of Social Media in terms of Ratings

RATINGS	N	Mean	Standard Deviation	Rank
1. I base my purchasing decisions on high-rated products to see if they are also high-quality.	400	3.23	0.684	3
2. I base my purchasing decisions on high-rated products to see if they are also high-quality.	400	3.19	0.752	4
3. I trust high ratings products more than low rating products.	400	3.10	0.762	5
4. I buy ready-to-cook meals with the highest customers’ satisfaction ratings.	400	3.25	0.671	2
5. Online ratings from customers helps me in deciding whether or not to purchase ready-to-cook meals.	400	3.27	0.680	1
Overall	400	3.21	0.559	

Table 2.2.2 The role of social media reveals that in terms of Ratings, the top point goes to ‘Online ratings from customers helps me in deciding whether or not to purchase ready-to-cook meals’ and the lowest point are from ‘I trust high ratings products more than low rating products’ This figure shows that the respondents of this study determined that their purchasing decision are based upon the ratings through the individuals experience in the ready-to-cook meals. As stated in the study of Chattopadhyay, P. (2019), existing customers that are satisfied with the products and services increased the effectiveness at promoting a new customer. This results in a greater number of customers and the ability to retain a high level of customer relationship.

Table 2.3 Role of Social Media in terms of Online Price

ONLINE PRICE	N	Mean	Standard Deviation	Rank
1. I prefer to buy ready-to-cook meals depending on the promo.	400	3.20	0.668	3
2. I buy products online because of the affordable prices.	400	3.20	0.694	4
3. I look at products online because of the half price they offer.	400	3.15	0.742	5
4. I look for the prices of the ready-to-cook meals if it is worth the money.	400	3.23	0.0700	2
5. I buy ready-to-cook meals with a high price that are of good quality.	400	3.25	0.686	1
Overall	400	3.20	0.525	

Table 2.3 The role of social indicates that in terms of Online Price, the highest ranking goes to 'I buy ready-to-cook meals with a high price that are of good quality while lowest ranking are from 'I look products online because of the half price they offer. This table reveals that most of the respondents agreed that they trust and purchase ready-to-cook products that are created at a high price with good quality. Stated by Kotler & Keller (2016) Customers may have a price value below the threshold where prices lower than that limit are of poor quality or unacceptable quality. The respondents in the study indicate that they bought high prices that are of good quality ready-to-cook meals.

Table 2.3.1 Role of Social Media in terms of Buy one Get one

BUY ONE GET ONE	N	Mean	Standard Deviation	Rank
1. I purchase ready-to-cook meals on social media because it influences me in the promotion of buy one get one.	400	3.23	0.635	1
2. I only order ready-to-cook meals during flash sales.	400	3.12	0.730	5
3. I am attracted to buy bundles of ready-to-cook meals.	400	3.20	0.669	4
4. I purchase ready-to-cook meals if they offer super sales.	400	3.21	0.675	3
5. I look for the special sales of ready-to-cook meals.	400	3.21	0.656	2
Overall	400	3.19	0.515	

Table 2.3.1 The role of social media depicts that in terms of Buy one Get one, the highest rank are the 'I purchase ready-to-cook meals on social media because it influences me in the promotion of buy one get one' and the least in the ranking goes to 'I only order ready-to-cook meals during flash sales. The table 2.3.1 shows that the respondents of the study agree that they purchase the products based upon the influence of the specific promotion. Stated by (Hecker et al., 2019) In today's world of online commerce, when consumers are exposed to hundreds of products, deals, and promotions, the ability of retailers to attract potential consumers' attention is key. By offering the most attractive deal, companies may be able to increase their sales and revenues. The respondents are most influenced by the buy one get one for free promotion.

Table 2.3.2 Role of Social Media in terms of Percentage Discount

PERCENTAGE DISCOUNT	N	Mean	Standard Deviation	Rank
1. I like ready-to-cook meals since they are convenient and inexpensive.	400	3.35	0.619	1
2. I prefer to buy ready-to-cook meals if the discount is high.	400	3.35	0.665	2
3. I feel satisfied to buy ready-to-cook meals if they have special offers.	400	3.32	0.658	3
4. I always look for the discounts before I purchase ready-to-cook meals.	400	3.27	0.685	5
5. I buy ready-to-cook meals if they offer a 50% discount.	400	3.31	0.645	4
Overall	400	3.32	0.505	

Table 2.3.2 The role of social media shows that in terms of Percentage Discount, the top in the ranking are the 'I like ready-to-cook meals since they are convenient and inexpensive' and the lowest rank are from 'I always look for the discounts before I purchase ready-to-cook meals if they have special offers' this reveals that most of the respondents agreed that they select ready-to-cook meals based upon the low-price and ease of use. According to Hanasyha, J.R (2017), given the significance of price promotion in attracting customers and increasing sales volumes, business owners depend on this strategy to inform customers about new products and services in order to strengthen the competitiveness and long-term viability in a competitive marketing environment.

Table 2.4 Role of Social Media

SOCIAL MEDIA	N	Mean	Standard Deviation	Rank
1. I browse products on social media because it is more convenient for me.	400	3.36	0.605	2
2. I spend most of my leisure time on social media.	400	3.18	0.732	5
3. I think the best option for quick and effective feedback is social media.	400	3.34	0.612	3
4. I would recommend a product I found on the internet.	400	3.31	0.628	4
5. I am frequently informed about various products because of social media.	400	3.39	0.623	1
Overall	400	3.31	0.473	

Table 2.4 The role of Social Media in purchasing ready-to-cook meals depicts that the highest in the ranking goes to ‘I am frequently informed about various products because of social media’ and the lowest in the ranking are ‘I spend most of my leisure time on social media’ this figure reveals that most of the respondents agreed that they are adequately informed regarding the posted products online. Stated by Rastogi (2021) social media is rapidly being seen as a primary source of information to which a consumer may turn when making a buying choice. Furthermore, the information shared on these platforms has a significant influence on their own behavior and perspective. Customers have been seen using social media throughout the buying process, it supports the result in this table that respondents are informed timely about products posted on social media.

Table 2.5 Role of Social Media in terms of Purchasing Decision

PURCHASING DECISION	N	Mean	Standard Deviation	Rank
1. I purchased ready to cook fried chicken because it's convenient for me to satisfy my cravings.	400	3.27	0.659	3
2. I purchased ready to cook meals posted on social media because of its responsive page.	400	3.17	0.681	4
3. I purchased ready to cook meals online in this time of pandemic to avoid going out.	400	3.39	0.635	2
4. My purchasing decision is influenced by the features of the product.	400	3.15	0.767	5
5. I purchased ready-to-cook meals again after I experienced the product.	400	3.39	0.616	1
Overall	400	3.27	0.487	

Table 2.5 The role of social media shows that in terms of Purchasing Decision, the highest rank goes to ‘I purchased ready-to-cook meals again after I experienced the product’ and lowest ranking are ‘My purchasing decision is influenced by the features of the product’ this table reveals that respondents of this study agreed that purchasing decision on ready-to-cook meals are created on individuals’ experience. Stated by (Gupta et al., 2020) People on social media perceived decision-making to be easier and convenient compared to individuals who used other information sources. Users that believed the content on social media was a higher quality and quantity than expected was satisfied.

Table 3. level of relationship among Quality and content of the post, Customers’ review and Online Price on Purchasing decision.

		QUALITY AND CONTENT OF THE POST	CUSTOMERS’ REVIEW	ONLINE PRICE	PURCHASING DECISION
QUALITY AND CONTENT OF THE POST	Pearson's r	—			
	p-value	—			
CUSTOMERS’ REVIEW	Pearson's r	0.606	—		
	p-value	< .001	—		
ONLINE PRICE	Pearson's r	0.532	0.554	—	
	p-value	< .001	< .001	—	
PURCHASING DECISION	Pearson's r	0.516	0.537	0.561	—
	p-value	< .001	< .001	< .001	—

Table 3 shows that the quality and content of the post, customer’s review and online price are significantly correlated to purchasing decision with computed r of 0.516, 0.537, and 0.561 respectively. All the r coefficient variables reveal a moderate positive correlation. It signifies that social media plays a positive part and gives influence on the purchasing decision of the respondents on acquiring ready to cook meals. Stated by (Dabija et al., 2017) The final purchasing decision is often influenced by online comments and recommendations which Millennials find more credible than the information provided by companies themselves.

Table 4. Significant relationship of Social Media on Purchasing Decision.

Model Fit Measures						
				Overall Model Test		
Model	R	R ²	F	df1	df2	p
1	0.642	0.412	92.6	3	396	<.001

Model Coefficients - PURCHASING DECISION

Predictor	Estimate	SE	t	p	Standard Estimate
Intercept	0.931	0.1430	6.51	<.001	
QUALITY AND CONTENT OF THE POST	0.193	0.0489	3.93	<.001	0.200
CUSTOMER’S REVIEW	0.228	0.0496	4.60	<.001	0.237
ONLINE PRICE	0.300	0.0449	6.69	<.001	0.324

Table 4 shows that the quality and content of the post, customer’s review, and online price are significant factors of purchasing decisions of the respondents. However, Online price has the greatest influence on purchasing decisions of the respondents on buying ready to cook meals with a standardized estimate of 0.324. It signifies that buy one get one and percentage discount greatly affect the respondents’ purchasing decision. The $r^2 = 0.412$, suggests that approximately 41% of the variables on the purchasing decision is explained by quality and content of the post, customer’s review and online price and the remaining 59% is explained by other factors. According to Rastogi (2019) stated by Dwivedi social media marketing is “a conversation often triggered by customers, or a business/product/services that circulates amongst the stated parties to set in motion a revealing communication on some promotional information so that it allows learning from one another's use and experiences, ultimately benefiting all of the involved parties. The result indicates that the social media variables are a significant factor in influencing purchasing decisions of the customers.

Assumption Checks

Normality Test

	Statistics	p
Shapiro-Wilk	0.988	0.002

Heteroskedasticity Tests

	Statistic	p
Breusch-Pagan	5.86	0.118
Goldfeld-Quandt	0.816	0.922
Harrison-McCabe	0.549	0.899

Note: Additional results provided by moretests

Durbin–Watson Test for Autocorrelation

Autocorrelation	DW Statistic	p
0.0451	1.90	0.324

Collinearity Statistics

	VIF	Tolerance
QUALITY OR CONTENT OF THE POST	1.73	0.577
CUSTOMERS' REVIEW	1.79	0.558
ONLINE PRICE	1.58	0.632

All the assumption checks for regression analysis did not fail. The residuals are normally distributed (Shapiro-Wilk = 0.988, P-value = 0.118). Also heteroskedasticity tests suggest that the residual variances are not significantly different, Breusch-Pagan = 5.86, P-value = 0.118).

The Durbin-Watson test showed no autocorrelation, DW = 1.90, P-value = 0.324. Lastly, the VIF test for collinearity indicates that all predictor variables show no collinearity.

5. CONCLUSION

As the pandemic arises numerous food businesses are affected, but that has not stopped them from selling their product. They broaden the scope of their consumer by using social media. Sellers utilize social media to promote their products, give promos, and advertise to get consumers to buy from them. Furthermore, consumers' purchasing decisions are affected by what they see on social media. The purpose of this study is to determine the role of social media on customers' purchasing decisions based on quality and content of the post, customers review, online price, demographic profile, significant variations of the participants' profile when it comes to purchasing the ready-to-cook meals business. Conclusion can be summarized as follows:

a.) In terms of the quality or content of the post, the respondents select the credibility of the post when purchasing the cook products. In addition to that, the usage of high-quality images on ready-to-cook meals piqued their interest and they chose cook items because of the ease of use. In terms of the role of social media in respect to customer reviews, the respondents read the purchaser experience in the product before purchasing and the amount of people who are satisfied with ready-to-cook meals influences the decision to purchase. Furthermore, online ratings help customers decide whether or not to buy ready-to-cook meals, it shows that the reviews of the individual in cook products influenced their purchasing decisions.

As regards the role of social media in online price, it reveals that most of the respondents purchase high-quality ready-to-cook meals at a high price. Moreover, the influence of the buy one, get one promotion, as well as the ease and low price, indicates that respondents choose to buy cook products.

Additionally, the role of social media, most of the respondents agreed that they are regularly informed about the products displayed in different social platforms. On top of that, the purchasing decision of the respondents shows that after experiencing the product, they choose to purchase ready-to-cook meals again.

b.) Majority of respondents in the study were females, aged 18 to 23 years old, mainly in single status and followed by monthly income status under 5,000.

c.) With in regard on the level of relationship based on the role of the social media on purchasing decision collected on variables:

- Quality and content of the post, customers review and online price shows that they all have significant relationships on social media in purchasing ready-to-cook meals

d.) In terms of the significant relationship between social media and purchasing decisions, it was discovered that social media factors such as quality and content of the post, customer reviews, and online pricing are key components of respondents' purchase decisions.

It also shows that respondents are more influenced by online price promotions such as buy one get one free and percentage discounts when ordering ready-to-cook meals because they are drawn in by the cheap prices given online. Furthermore, respondents claim that social media keeps them updated about various items since it is an up-to-date source of information for customers because information is shared on a real - time basis.

6. RECOMMENDATION

The researchers conducted a study to determine the Role of Social Media to Purchasing of Ready -to-cook meals in times of pandemic. This study suggests that it will be useful to food business owners and online sellers who wish to gain more expertise and information about social media marketing in order to develop new methods for keeping their businesses competent and thriving in times of pandemic.

The researchers recommend this paper to use as a related studies of the future researchers that will have the plan to study the same subject for their thesis and to formulate and conduct a new study which can be connected to this research to become more informative and persuasive as the participants can practically apply the information that they obtained from the intervention that the future researchers will process.

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