



The impact of Facebook social media in shaping food businesses

Jojo Ivan Inuguidan

Faculty of Educational, University of Baguio Science High School, Philippine

Abstract

This study investigates the impact of the Facebook social media in shaping food businesses, focusing on the role of the social network Facebook in enhancing brand reputation, building brand attributes, and managing customer relationships. Data was collected from food businesses of different ages and tenures in business, showing strong agreement on the positive impact of Facebook. Both younger (18-30 years) and older (31 years and older) business owners perceive Facebook as a powerful tool to increase brand awareness and customer engagement. Notably, businesses that have been in business for 4-6 years report the greatest impact, especially in customer relationship management. The results highlight the importance of Facebook in modern business strategies and highlight its effectiveness in promoting brand identity, increasing customer satisfaction, and enabling meaningful customer interactions. The study recommends that businesses actively engage with their audience on Facebook, leverage personalized customer service, adjust their strategies based on feedback, and invest in social media marketing to improve their overall brand presence and achieve sustainable growth.

Keywords: Social media, brand attributes, growth

Introduction

The advent of social networks has revolutionized several sectors, including the food industry. Among the many social media platforms, Facebook stands out for the breadth and variety of features that allow businesses to engage with customers in creative ways. Integrating Facebook into your business strategy can have a huge impact on how the food business operates, markets and grows.

The rise of the internet and social media has redefined traditional business models, especially in the food industry. With its powerful user base and wide range of features, Facebook provides a powerful platform for food businesses to increase visibility, connect with customers and drive sales. Media functions such as targeted advertising, customer feedback, and community building offer unique opportunities for food companies to reach and influence their target audiences (Kaplan & Haenlein, 2010) ^[12].

The COVID-19 pandemic has increased the importance of digital platforms in business. With brick-and-mortar stores facing restrictions, many food companies have turned to social media, especially Facebook, to retain and grow their customers. The pandemic has seen a huge increase in the use of social media by food companies to connect with customers, promote products and offer services such as online ordering. These changes have not only helped businesses survive, but also highlighted the important role social media plays in the modern business ecosystem.

In the province of Bulacan, consumers and online food businesses use Facebook, which is the most widely used social media platform. This is the fastest way to connect with the customers and prospects. Most online food businesses update their pages frequently to increase engagement and build stronger customer relationships. Almost all online food businesses use positive reviews as part of their marketing campaigns. At the same time, it seems that everyone is testing their customers' ideas (Canet *et al.* 2021) ^[5].

In addition, Facebook's Marketplace and Business Page features have given food companies an easy and affordable

tool to reach consumers. The platform's analytics and insights enable companies to track performance and plan strategies to better meet customer needs. This dynamic interaction between food companies and consumers on Facebook has significantly shaped the image of these businesses and their success in highly competitive markets (Goh *et al.* 2013) ^[8].

The aim of this study is to examine the specific ways in which Facebook social media impact food businesses and explore the benefits and challenges involved. By understanding these dynamics, today's entrepreneurs can better navigate the digital landscape and use Facebook to improve operations and achieve sustainable growth.

Literature Review

In today's competitive business environment, innovation is essential for business growth. The adoption of platforms like Facebook has become very important for national and international companies, including the food industry.

In the Philippines shows growing acceptance and use of e-commerce among the younger generation. Almonte Gonzales, and Natividad (2022) ^[3] show that convenience, functionality, and advanced technology drive e-commerce adoption among Filipino youth. Alegario *et al.* (2021) ^[2] indicate that students are familiar with the use of social networks, including platforms such as Facebook, for e-commerce activities as consumers or young entrepreneurs.

Across the ASEAN region, studies show that customer satisfaction plays an important role in e-commerce adoption. Hasan *et al.* (2021) ^[9], John and Wichayakhakorn (2019) ^[11], Moerth-Teo *et al.* (2021) ^[17], Pham *et al.* (2018) show the importance of customer satisfaction in driving e-commerce adoption in countries such as Indonesia, Singapore, Thailand and Vietnam. Luo and Chea (2018) ^[15] highlighted Facebook as one of the leading e-commerce platforms in Cambodia due to its user-friendly interface. Ismail and Masud (2020) ^[10] and Yang *et al.* (2017) indicate that issues such as logistics, internet infrastructure and legal framework are hindering the growth of e-commerce in

countries such as Laos and Malaysia. Addressing these challenges can open up great business opportunities in Brunei Darussalam and other parts of the region (Mohammed, 2022; Ayob, 2021).

The use of Facebook in e-commerce has been widely studied. Singh *et al.* (2018) ^[21] discuss how social media marketing has become a powerful tool to achieve marketing and advertising goals. Fan, X (2023) ^[7] highlights the strategic importance of social media content marketing for brands. Word of mouth effect of Facebook image and sharing features improves product marketing. Pütter (2017) ^[20] explores how social norms and peer influence in social networks influence brand perception and purchase intentions

It is important to understand consumer decision-making processes in the context of food companies. The introduction of technology, especially electronic commerce, has not only improved the internet setup but also increased the productivity and competitiveness of new businesses (Windrum, P. and De Berranger, P, 2002) ^[23].

Conceptual Framework

The impact of Facebook social media on the development of food business in Baguio City can be understood through various theoretical perspectives that explain the factors that influence business activities and consumer behavior.

The theory of planned behavior (TPB) suggests that people's behavior is influenced by behavioral beliefs (obvious consequences of behavior), normative beliefs (expectations of others), and organizational beliefs (factors that may prevent behavior (Arafat & Ibrahim, 2018) ^[4]). The aim of this study is to examine the attitudes of entrepreneurs towards Facebook and to assess the impact of loyalty on this platform.

The Unified Project on Acceptance and Use of Technology (UTAUT) identifies four main factors that influence the likelihood of adopting a new technology: performance expectation (PE), efficiency expectation (EE), social factors (SF) and organizational factors (FC). Identify (Marikyan, 2022) ^[16]. These predictions are moderated by factors such as age, gender, experience, and willingness to use. PE assesses performance improvement resulting from new technologies, while EE measures ease of use. SF assesses the impact of social factors on technology adoption, while FC considers supporting organizational and technical infrastructure.

In the Philippines, the "Basta eCommerce, Madali" project aims to simplify e-commerce and improve industry accessibility through efficient logistics and the integration of the Internet and information technology (Department of Commerce and Industry - Department of Electronic Commerce, 2021). The project is built on three pillars: Speed, Security and Infrastructure to promote economic development, job security and inclusive growth.

Significance of the Study

The purpose of this study is to provide business people in Baguio City, especially those in the food industry, with information on the impact of Facebook social media on their business. In today's digital world, social media platforms like Facebook play an important role in shaping consumer behavior, influencing purchasing decisions and increasing brand visibility. Understanding how Facebook is affecting

food businesses will help owners optimize marketing strategies, improve customer engagement, and streamline operations to meet customer needs.

Objectives of The Study

The primary objective of this study is to assess the Impact of Facebook Social Media in Shaping Food Businesses. Specifically, it aims to:

1. Measure the level of impact of Facebook Social Media in Shaping Food Businesses according to age and length of business operations
2. Determine the significant difference between the level of impact of Facebook Social Media in Shaping Food Businesses as an E-Commerce tool for business owners in food-based businesses in Baguio City in terms of Age and Length of business operations.

Methodology

This part of the study seeks to explain the methods and techniques used to achieve the objective of investigating the impact of Facebook social media on food business development in Baguio City.

Research Design

The researcher used a quantitative descriptive research design. Descriptive studies are designed to show the distribution of one or more variables without establishing causal relationships or other hypotheses (Aggarwal and Ranganathan, 2019) ^[1]. This approach allowed the researchers to assess the impact of Facebook social media on the perception, acceptance, and use of food industry stakeholders in Baguio City.

Population of the Study

This study analyzes the impact of Facebook social networks on the development of the food business. Participants were selected based on their occupations in Baguio City using a purposive sampling technique. We stratified the population by age and length of time in business to examine the perspective of the business owner.

The survey included six companies in the "less than 1 year" and "more than 7 years" categories and five companies in the "1-3 years" and "4-6 years" business management units. The focus on food businesses was justified by the finding that 50% of students buy food and drink outside of school during lunch (Wills *et al.* 2019) ^[22], indicating the importance of food services in the daily life of the community. Inclusion criteria were that participants were business owners over the age of 18 and had independent rights to run their business.

Data Gathering Tool

This study used a two-part questionnaire to assess the impact of Facebook social media on food business creation. Part A collected demographic information, including the respondent's age and length of service. Part B focused on measuring Facebook's impact in three areas: customer relationship management, brand reputation enhancement, and brand attribute building.

To collect the data properly, the researcher distributed the questionnaire properly. Reliability tests were conducted to ensure the consistency of participants' responses.

Data Gathering Procedures

This study used a direct method of data collection to include respondents' knowledge, skills, and interests when answering the survey. The questionnaires were distributed, so that the researchers could quickly collect information and process quick responses. During data collection, respondents had the option to stop the study at any time. The data will be collected, processed and analyzed by the researcher using appropriate statistical methods. Data was

compiled, tabulated, interpreted and analyzed to assess the Impact of Facebook Social Media in Shaping Food Businesses.

Treatment of Data

Descriptive statistics such as mean and standard deviation were used to accurately assess the impact of Facebook Social Media in Shaping Food Businesses.

Table 1: Interpretation of the data based on the mean of gathered data

Arbitrary Values	Statistical Limits	Descriptive Interpretation	Description
4	3.25 – 4.00	Strongly Agree	Highly Positive Impact.
3	2.50 – 3.24	Agree	Positive Impact.
2	1.75 – 2.49	Disagree	Negative Impact.
1	1.00 – 1.74	Strongly Disagree	Highly Negative Impact.

Inferential statistics were used, including nonparametric tests based on the Mann-Whitney U-level and the ordinal dependent variable Kruskal-Wallis H-test (Laerd Statistics, 2023).

Ethical Considerations

Participation in this study is voluntary. The researchers note that the study does not involve invasive procedures, so participation may result in physical, emotional or psychological harm.

There is no cost to participants for their participation and no compensation will be given. Research results are shared for publication.

Participants are encouraged to organize their lives during the study, and any problems or harm experienced during participation will be addressed by referring the participant to an appropriate professional for assessment and treatment, if necessary.

The study acknowledges the contributions of other researchers and authors who use the APA citation system.

Result and Discussions

Level of impact of Facebook Social Media in Shaping Food Businesses according to age and length of business operations

Table 2: Level of impact of Facebook Social Media in Shaping Food Businesses on a business' brand according to age

AREA	AGE			
	18-30 Years Old (n = 10)		31 years old and older (n = 12)	
	Mean	Interpretation	Mean	Interpretation
Enhancing Brand Reputation	3.45	Strongly Agree	3.48	Strongly Agree
Building Brand Attributes	3.16	Agree	3.30	Strongly Agree
Customer Relationship Management	3.32	Strongly Agree	3.38	Strongly Agree
Overall Mean	3.31	Highly Positive Impact	3.38	Highly Positive Impact

The results shown in Table 2 indicate that entrepreneurs in Baguio City have a strong opinion about the impact of Facebook on their food businesses grouped by age. The survey found that entrepreneurs of both age groups recognize that Facebook is a powerful tool for increasing brand reputation, building brand attributes and managing customer relationships.

This shows that young (18-30) and old (31+) business owners in Baguio City strongly agree that Facebook is effective in enhancing brand reputation. This finding is consistent with literature showing the role of social media in influencing brand awareness by directly engaging consumers (Nguyen *et al.* 2022^[18]; Kaplan and Haenlein, 2010)^[12] In addition, older business owners showed less

agreement than younger business owners about the effectiveness of Facebook in building brand attributes indicating the role of Facebook in building brand identity and values in different groups of age (Goh *et al.* 2013)^[8].

Both age groups also agree that Facebook improves customer relationship management (CRM), which supports previous research showing the power of social media to improve CRM performance by promoting direct communication and customer service (Goh *et al.* 2013; Nguyen *et al.* 2022)^[18]. Overall, the high mean scores in these categories indicate that Facebook has a very positive impact on food businesses in Baguio City, confirming the important role of Facebook in new business strategy and customer engagement.

Table 3: Level of impact of Facebook Social Media in Shaping Food Businesses on a business' brand according to length of business operations

AREA	Length of Business Operations							
	Less than 1 Year (n = 6)		1 to 3 Years (n = 5)		4 to 6 Years (n = 5)		7 Years and Onwards (n = 6)	
	Mean	Interpretation	Mean	Interpretation	Mean	Interpretation	Mean	Interpretation
Enhancing Brand Reputation	3.25	Strongly Agree	3.65	Strongly Agree	3.90	Strongly Agree	3.04	Agree
Building Brand Attributes	3.22	Agree	3.13	Agree	3.40	Strongly Agree	2.83	Agree
Customer Relationship Management	3.33	Strongly Agree	3.27	Strongly Agree	3.73	Strongly Agree	2.94	Agree
		Highly Positive Impact		Highly Positive Impact	3.68	Highly Positive Impact	2.94	Positive Impact
Overall Mean	3.27		3.35					

Based on Table 3, it is suggested that social media platforms such as Facebook play an important role in increasing brand reputation and building brand attributes. Goh, Heng, and Lin (2013) [8] found that social media brand communities have a significant impact on consumer behavior and brand perception. Similarly, Nguyen, Luong, and Vu (2020) emphasized the positive impact of social media on business growth, including customer relationship management. In a period of operation ranging from less than one year to more than seven years, companies will find that Facebook

will be able to increase their reputation and build a symbolic attribute. Specifically, companies that have been in business for 4 or 6 years say that these factors have the greatest impact. Likewise, Facebook is considered a major contributor to customer relationship management, with companies operating for 4-6 years showing a significant impact. These findings highlight the role of Facebook in shaping how food companies manage their branding and interactions in Baguio City.

The significant difference between the level of impact of Facebook Social Media in Shaping Food Businesses for business owners in food-based businesses in Baguio City in terms of Age and Length of business operations

Table 4: Mann-Whitney U Test results comparing the age groups of business owners on the impact of Facebook Social Media in Shaping Food Businesses

Age	n	U	p-value	a	Decision
18 to 30	10	45.50	0.35	0.05	Accept
31 onwards	12				

Table 4 indicates that the opinions of entrepreneurs about the impact of social media Facebook in setting up a food business as an e-commerce tool remain consistent across different age groups. Regardless of age, entrepreneurs share the same views on how Facebook can help their businesses in a variety of ways, including marketing, management, production and sales.

This result was confirmed by Luo and Chea (2018) [15], who found that entrepreneurs of all ages use Facebook as their first e-commerce platform because of its user-friendly and

efficient interface. They said Facebook provides a versatile platform for businesses to communicate with customers, promote products and effectively manage customer relationships.

Additionally, Manohar Singh and Singh (2018) [21] emphasized social media marketing, including the use of Facebook, as an effective strategy to achieve marketing and advertising goals. They emphasize that social media platforms such as Facebook enable businesses to reach large audiences, build brand awareness and improve customer engagement.

Table 5: Mann-Whitney U Test results comparing the length of business groups of business owners on the impact of Facebook Social Media in Shaping Food Businesses

Length of Business Operations	n	χ^2	df	p-value	a	Decision
Less than 1 year	6	3.54	3	0.32	0.05	Accept
1 to 3 years	5					
4 to 6 years	5					
7 years onwards	6					

Table 5 shows that Facebook plays an important role in building the food business of Baguio City by significantly enhancing brand reputation, building brand attributes, and managing customer relationships.

Businesses with operating periods of less than one year to more than seven years will find Facebook very useful in increasing brand recognition and building brand image. In particular, companies that have been around for 4-6 years have a significant impact. Also, Facebook is known to be very effective in managing customer relationships, especially for companies that have been in business for 4-6 years. These findings show the influence of Facebook on how food businesses in Baguio City manage brand awareness and customer interactions.

This is supported by Luo and Chea (2018) [15], who show that business owners, regardless of age, use Facebook as their first e-commerce platform due to its ease of use. Additionally, Manohar Singh and Singh (2018) [21] discuss how social media marketing, including Facebook, can achieve marketing and advertising goals.

Conclusion and Recommendations

This study reveals the overall perspective of entrepreneurs in Baguio City regarding the significant impact of Facebook

on food businesses, according to different age groups. Younger (18-35) and older (36+) business owners know that Facebook is a powerful tool for branding, building brand image and managing customer relationships. These findings highlight Facebook's potential to impact brand awareness and consumer engagement across diverse demographics. Older entrepreneurs also showed less agreement than younger entrepreneurs that Facebook would be useful in building brand equity. In addition, Facebook is very popular for its great contribution to customer relationship management (CRM), and companies that have been doing it for 4-6 years show a real impact. This indicates that companies with a long history benefit from Facebook's ability to facilitate customer interactions and increase customer satisfaction.

Recommendations

To maximize the benefits of Facebook for food businesses in Baguio City, business owners should focus on a few key strategies.

First, businesses should be able to interact with potential customers on Facebook to increase their brand and build their brand image. This includes producing high-quality content, responding quickly to customer feedback, and demonstrating product quality and customer satisfaction.

Facebook serves as a means of strengthening customer connections by offering personalized support, prompt responses, and meaningful relationships.

Third, given the growth of social media, it's important to constantly monitor your Facebook presence, adjust your strategy based on analytics and feedback, and stay on top of new trends and new features.

Finally, you can allocate resources to social media marketing, including Facebook ads, to reach a wider audience, directly promote your products, and increase brand visibility.

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