

Developing a Social Media Marketing Model for Standalone Coffee Shops in Districts 1 and 2 of Cavite: An Analysis of Customer Engagement

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ABSTRACT

This study explores the role of social media, specifically Facebook, in enhancing customer engagement for standalone coffee shops in the Cities of Bacoor and Imus, Districts 1 and 2 of Cavite. Using a mixed-methods descriptive research design, the research identified three key social media marketing strategies employed by these businesses: consistency in posting, the use of visually appealing content, and tailoring posts to target market segments. These strategies were analyzed within the framework of the Customer Engagement Model, which highlights six major factors: Value, Trust, Affective Commitment, Word of Mouth, Loyalty, and Brand Community Involvement. Quantitative data revealed strong customer reliance on Facebook for updates and purchasing decisions, while qualitative insights highlighted its role in fostering community-driven interactions and building trust. The study also presents a modified Social Media Marketing (SMM) Model, integrating these findings into actionable strategies for coffee shops to enhance customer engagement and business sustainability.

KEYWORDS: Social Media Marketing; Marketing; Standalone Coffee Shops; Facebook; City of Imus; City of Bacoor

INTRODUCTION

Background of the Study

Customer engagement is the act of initiating a connection or interaction between enterprises and their intended audiences. Customers who are highly engaged tend to make more purchases, actively promote the brand, and show more loyalty. An effective customer engagement strategy should focus on delivering the highest quality of customer experience. Companies that commit resources to customer engagement strategies can generate exceptional customer experiences and maintain high rates of customer retention.

Coffee continues to be a preferred beverage globally, with consumption patterns differing based on demographic parameters such as age, gender, and ethnicity (National Coffee Data Trends, 2023). In the Philippine context, the average Filipino typically spends approximately Php 100.00 on a cup of coffee, indicating a significant potential market for coffee businesses (MacDonnell, 2024). In particular, the City of Bacoor, Cavite, has seen the formation of numerous coffee enterprises in recent years.

Despite the growing body of research on social media and customer engagement, most studies treat customer engagement from a general perspective rather than examining specific engagement dimensions. Furthermore, there is a research locale gap concerning standalone coffee shops in the Cities of Bacoor and Imus. This study addresses these gaps

by focusing on specific customer engagement factors—Value, Trust, Affective Commitment, Word of Mouth, Loyalty, and Brand Community Involvement—and by developing a Social Media Marketing (SMM) model adapted from data gathered within the identified research locale.

Statement of the Problem

This study aimed to analyze the use of social media towards customer engagement in selected standalone coffee shops within Districts 1 and 2 of the Province of Cavite. Specifically, it sought to answer the following:

1. What is the demographic profile of coffee shop customers in terms of age, gender, and employment?
2. What is the profile of standalone coffee shops in terms of form of business, geographic location, and years of operation?
3. What are the specific social media strategies employed by standalone coffee shops to engage customers?
4. What is the level of customer engagement using Facebook based on Value, Trust, Affective Commitment, Word of Mouth, Loyalty, and Brand Community Involvement?
5. To what extent do social media strategies contribute to customer engagement?
6. Is there a significant difference in the perceived level of engagement based on demographic profile?
7. What Social Media Marketing Model can be proposed based on the findings of the study?

Hypothesis

Ho1: There is no significant difference in the perceived level of customer engagement based on demographic profile.

Significance of the Study

Business Owners. This study will help coffee shop business owners capitalize on Facebook to increase marketing scope and sales, providing an opportunity to expand business identity through online platforms.

Customers. This study will help coffee lovers increase their online search activity about different coffee shops in Cavite in terms of easy access to information, product overviews, and business locations.

Marketing Media Analysts. This study will serve as a reference about the significant role of Facebook in increasing online business activity related to coffee shops.

The Government. This study will provide an explorative view on how Facebook can be a source of marketing information to increase the activity of SMEs in the coffee shop industry and check its economic contribution.

Future Researchers. This study will assist future researchers in replicating or extending research on the role of social media in customer engagement across different business lines.

Scope, Limitations, and Delimitation

This research investigated the impact of Facebook on customer engagement within standalone coffee shops in Districts 1 and 2 of Cavite Province. It examined how Facebook contributes to customer perceptions of value, trust, affective commitment, word-of-mouth

marketing, loyalty, and brand community involvement. The study focused solely on Facebook and did not explore other social media platforms. A notable limitation was the restricted number of interview participants due to the availability and willingness of coffee shop owners to participate.

THEORETICAL FRAMEWORK

The theoretical framework employed in this study is the "Customer Engagement Theory." Proposed by Vivek et al. (2012) in "Customer Engagement: Exploring Customer Relationships Beyond Purchase," this revised model takes into account various factors that impact customer behavior in marketing, including cognitive, emotional, behavioral, and social aspects. The six factors central to this study—Value, Trust, Affective Commitment, Word of Mouth, Loyalty, and Brand Community Involvement—are grounded in this theoretical model.

Definition of Terms

Affective Commitment. The emotional component of customer buying behaviors as perceived by coffee shop owners in relation to Facebook usage.

Brand Community Involvement. How Facebook promotes a coffee shop brand and boosts its online presence.

Customer Engagement. The perceived level of contribution of Facebook in terms of Value, Trust, Affective Commitment, Word of Mouth, Loyalty, and Brand Community Involvement.

Social Media. The utilization of Facebook as an online platform for marketing and customer engagement.

Standalone Coffee Shops. Micro-registered coffee shop businesses in the research locale owned as sole proprietorships or partnerships with no existing branches or annexes.

METHODS

Research Design

This study employed a descriptive research design with a mixed-methods approach, integrating both quantitative and qualitative data. Descriptive research aims to offer a precise and systematic representation of a population, situation, or occurrence (McCombes, 2023). The mixed-method approach allowed the researcher to capture both the measurable levels of customer engagement and the contextual strategies coffee shop owners employ on social media.

Research Sample and Sampling Procedure

The study utilized business owners with a coffee shop line of business within Districts 1 and 2 of the Province of Cavite—specifically, the Cities of Bacoor and Imus. The actual number of duly registered coffee shops was obtained from the Business Permit and Licensing Office of both cities.

Purposive-convenience sampling was used. Purposive sampling refers to the deliberate selection of a sample population based on the characteristics required for the study. Convenience sampling refers to the selection of individuals who can be easily found and

approached with minimal effort. This combined approach ensured that only registered standalone coffee shop businesses within the defined research locale were included.

Research Instrument

A self-made questionnaire was developed to measure customer engagement through Facebook as perceived by coffee shop business owners. The instrument consisted of 42 initial items using a 5-point Likert Scale (5 = Strongly Agree to 1 = Strongly Disagree), measuring six factors guided by the Customer Engagement Theory: (a) Value, (b) Trust, (c) Affective Commitment, (d) Word of Mouth, (e) Loyalty, and (f) Brand Community Involvement.

Validation and Reliability

The questionnaire underwent content validation with subject-matter experts and reliability testing via Cronbach's Alpha. Pilot testing was conducted with 7 sample respondents. Items with low internal consistency (scores around 0.40) were removed to improve reliability. The final validated instrument consisted of 30 items with a total Cronbach's Alpha of 0.835, indicating acceptable internal consistency.

Table 1. Cronbach's Alpha Score per Factor

Factor	Final Cronbach's Alpha Score
Value	0.715
Trust	0.717
Affective Commitment	0.728
Word of Mouth	0.860
Loyalty	0.731
Brand Community Involvement	0.742

Data Collection Procedure

Data collection followed a sequential process: (1) proposal defense and research approval; (2) enhancement of literature through library research; (3) development of the self-made questionnaire; (4) content validation and reliability scoring; (5) coordination with the Business Permit and Licensing Office of both cities for the list of registered coffee shops; and (6) on-site visitation to each coffee shop for physical data gathering.

Data Analysis Procedure

The following statistical procedures were used: Frequency and Percentage Distribution for demographic and business profile data; Mean via Likert Scale for the level of customer engagement; Thematic Analysis for qualitative interview responses; and One-Way Analysis of Variance (ANOVA) for testing differences in engagement levels across demographic groups. Post-Hoc Analysis (Tukey HSD) was applied where ANOVA yielded significant results.

RESULTS

Demographic Profile of Coffee Shop Customers

The majority of customers were aged 19 and below (76.64%), followed by those aged 20–29 years (13.93%), collectively comprising nearly 90% of the customer base. Older age groups—30–39 years (7.38%) and 40–49 years (2.05%)—were minimally represented, indicating that standalone coffee shops are especially popular among younger individuals. In terms of gender, female patrons dominated the customer base (68.4%), compared to male customers (29.5%), with 2.0% preferring not to disclose their gender. Regarding primary status, students constituted the vast majority of customers (87.3%), followed by full-time employees (9.8%), part-time employees (1.6%), unemployed individuals (0.8%), and self-employed individuals (0.4%).

Profile of Standalone Coffee Shops

All 20 qualitative respondents (100%) operated as independent standalone coffee shops in the Cities of Bacoor (n=10, 50%) and Imus (n=10, 50%). Regarding years of operation, 75% had been operating for 4–6 years, 20% for 0–3 years, and 5% for 7–9 years. No respondent had been operating for 10 years or more.

Social Media Strategies Employed by Standalone Coffee Shops

Thematic analysis of interview responses from coffee shop owners in both cities revealed three emerging themes:

Emerging Theme 1: Consistency of Social Media Content

"Consistency" was the most widely shared strategy across respondents. Owners emphasized maintaining a regular posting schedule to keep their audience engaged and informed. As one respondent from Bacoor stated: "Being consistent lang sa pag-upload ng mga posting – kung ano 'yong mga products n'yo." Literature supports this finding, as Martinez (2023) defined consistency as adhering to a fixed frequency of posting and engaging with customers online, noting its effectiveness in building strong audience connections.

Emerging Theme 2: Visually Appealing Content

Respondents also highlighted the use of aesthetically pleasing and entertaining content—including neat product photography and art-themed visuals—to attract customers. One Imus respondent emphasized: "We're mostly known for being an art space, being a more instagrammable location." Texas Coffee School (n.d.) corroborates this, noting that aesthetics create an "inviting" feel for potential customers browsing online.

Emerging Theme 3: Targeted Audience Approach

Several respondents noted tailoring their social media content to specific market segments, particularly students and youth. One Imus respondent stated: "Mostly, ina-identify namin 'yong target market namin. Ang current namin na na-identify na target market, most of the people who usually come here – they're youth." The Australian Government (n.d.) affirms that understanding the target market improves marketing efficiency.

Level of Customer Engagement on Facebook

Mean scores across all six customer engagement dimensions indicated consistent agreement or strong agreement among respondents:

Table 2. Summary of Mean Scores per Customer Engagement Factor

Factor	Mean Range	Interpretation
Value	3.771 – 4.037	Agree
Trust	3.549 – 3.984	Agree
Affective Commitment	3.857 – 4.389	Agree to Strongly Agree
Word of Mouth	3.943 – 4.361	Agree to Strongly Agree
Loyalty	3.836 – 4.295	Agree to Strongly Agree
Brand Community Involvement	3.766 – 4.566	Agree to Strongly Agree

Value: Customers strongly relied on Facebook for product updates and purchasing decisions, with the highest mean for accessibility ($M = 4.037$). Trust: Customers placed confidence in coffee shops using social media, with the highest agreement for social media enhancing credibility ($M = 3.984$). Affective Commitment: Customers exhibited strong emotional investment, particularly in updated Facebook pages ($M = 4.389$) and online advertisements ($M = 4.336$). Word of Mouth: Facebook was recognized as an effective promoter, with customers actively sharing and advocating for coffee shops ($M = 4.361$). Loyalty: Social media was found to increase customer support and connection ($M = 4.295$). Brand Community Involvement: Facebook was strongly associated with increased brand visibility and audience reach ($M = 4.566$).

Contribution of Social Media Strategies to Customer Engagement

Thematic analysis of interview responses regarding the extent of Facebook's contribution revealed three additional emerging themes:

Emerging Theme 1: Market Expansion

Respondents from both cities described how Facebook enabled them to extend their reach beyond their immediate locale. Regular posting and consistent online presence allowed their business to become visible to broader audiences, including those in distant areas.

Emerging Theme 2: Sales Growth

Several respondents noted that Facebook directly contributed to increased sales by converting online inquiries and product visibility into transactions. One respondent stated: "Siguro po, mas lumalaki 'yong orders namin sa online." Conlin (2024) supports this, noting that Facebook helps businesses generate leads that translate into sales.

Emerging Theme 3: Online Visibility

Respondents consistently emphasized that Facebook enhanced their visibility within the local community, making it easier for potential customers to find business information online. One respondent noted: "If people were to search where we are and what our stores are, Facebook is where most of the information comes from."

Differences in Engagement Based on Demographic Profile

ANOVA results indicated no significant differences in engagement levels across age or gender groups for any of the six factors. However, primary status (occupation) yielded significant differences:

Table 3. ANOVA Results by Primary Status

Factor	F	Sig.	Interpretation
Values	0.05	0.824	Not Significant
Trust	0.186	0.667	Not Significant
Affective Commitment	2.614	0.107	Not Significant
Word of Mouth	5.711	0.018	Significant
Loyalty	1.683	0.196	Not Significant
Brand Community Involvement	6.742	0.010	Significant

Post-hoc Tukey HSD analysis revealed that full-time employed individuals (MD = -0.750, $p = .012$) and self-employed individuals (MD = -1.200, $p = .031$) showed significantly higher Word of Mouth engagement than students. For Brand Community Involvement, full-time employed (MD = -1.000, $p = .008$) and self-employed individuals (MD = -1.500, $p = .020$) similarly outperformed students. These findings suggest that while broad-based strategies are effective for all demographics, targeted strategies for occupational groups—particularly professionals—can amplify word-of-mouth advocacy and community involvement.

Proposed Social Media Marketing (SMM) Model

Based on the quantitative and qualitative findings, a modified Social Media Marketing (SMM) Model was developed for standalone coffee shops. The model is organized around three core strategy components (A1–A3), six customer engagement factors (B1), and three outcome areas (C1–C3):

Table 4. Description of Codes in the SMM Model

Code	Descriptor	Description
A1	Consistency	Regular and frequent posting as a core social media strategy.
A2	Visually Appealing Contents	Use of aesthetically pleasing and entertaining content in social media posts.
A3	Targeted Contents	Tailoring content to specific audience segments based on market understanding.
B1	Engagement Factors	The six factors from the Customer Engagement Model: Value, Trust, Affective Commitment, Word of Mouth, Loyalty, Brand Community Involvement.
C1	Wider Market Reach	Expanded audience and broader geographic reach through Facebook.

Code	Descriptor	Description
C2	Sales Growth	Increase in sales driven by online visibility and customer inquiries.
C3	Online Visibility	Enhanced business presence and accessibility within the digital landscape.

DISCUSSION

Interpretation of Findings

The findings confirm that Facebook plays a pivotal role in shaping customer engagement for standalone coffee shops. The predominantly young, female, student demographic aligns with broader trends of youth-oriented social media usage and coffee culture in the Philippines. The dominance of students as customers underscores the importance of platforms like Facebook, which remain widely used across generational segments in the country (Howe, 2024).

The three identified strategies—consistency, visually appealing content, and targeted posting—are consistent with existing social media marketing literature. Martinez (2023) affirmed that consistency builds strong audience relationships, while Appel et al. (2020) highlighted the shift from one-way advertising to dynamic, two-way interactions enabled by social media. The emphasis on visually appealing content reflects the growing importance of aesthetics in digital marketing, particularly for food and beverage businesses seeking to attract younger demographics.

The high mean scores across all six customer engagement dimensions suggest that Facebook effectively facilitates multiple dimensions of customer engagement simultaneously. The particularly high scores for Brand Community Involvement and Word of Mouth indicate that Facebook functions not merely as a promotion platform but as a community-building tool. This corroborates findings by Belga et al. (2019), who noted that social media serves as a primary information source for potential customers, allowing businesses to expand reach through active engagement.

The lack of significant demographic differences based on age and gender in most engagement dimensions suggests that Facebook-based marketing can appeal broadly across these groups, simplifying marketing strategy design for standalone coffee shops with limited budgets. However, the significant differences in Word of Mouth and Brand Community Involvement by occupation highlight an opportunity: professionals (full-time employed and self-employed) are more likely to engage in advocacy and community activities, making them strategic targets for campaigns designed to amplify word-of-mouth marketing.

The proposed SMM model synthesizes these insights into a practical, actionable framework. By focusing on the three input strategies (A1–A3) mapped to the six engagement factors (B1) and leading to three business outcomes (C1–C3), the model provides standalone coffee shops with a structured approach that is both grounded in empirical data and responsive to the practical constraints of limited marketing budgets.

CONCLUSIONS

Standalone coffee shops in Districts 1 and 2 of Cavite predominantly serve a young, female, student customer base, making youth-oriented digital strategies essential. The businesses in the study operate mainly at a mid-stage of establishment (4–6 years), indicating a need for sustained and adaptive marketing approaches.

Social media strategies centered on consistency, visual appeal, and targeted audience engagement are both prevalent and effective among these businesses. Across all six dimensions of the Customer Engagement Model, customers demonstrate strong reliance on and positive emotional investment in Facebook-based marketing. Facebook contributes to measurable outcomes including market expansion, sales growth, and enhanced online visibility.

While age and gender do not significantly differentiate engagement levels, occupation does—particularly for word-of-mouth and brand community activities. The modified SMM model developed in this study offers a validated, practical framework tailored for standalone coffee shops to maximize Facebook as a marketing platform.

Recommendations

Based on the findings and conclusions, the following recommendations are proposed:

1. Standalone coffee shops should adopt the modified SMM model as a guide for their social media marketing initiatives. Owners are encouraged to identify target market segments and tailor content accordingly, with particular attention to visually appealing posts.
2. Targeted training and support programs should be developed—especially for businesses in the 4–6 year operating range—to help owners leverage digital strategies more effectively.
3. Coffee shops should leverage promotional content (discounts, new products) and encourage customer reviews on Facebook to foster community-driven interactions and reinforce trust.
4. Future studies should explore a broader range of demographic groups and expand the sample size to provide more comprehensive insights into customer engagement dynamics.
5. Researchers are encouraged to investigate best practices among high-performing standalone coffee shops and incorporate these into an expanded SMM model that addresses varying market conditions.

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