

Evaluating the Effectiveness of Marketing Strategies on Customer Visit Intentions: Evidence from Local Restaurants in Boac, Marinduque

Sheree Mae M. Hernandez, Nhalyn P. Quinto, Mark Anthony L. Soberan, Assoc. Prof. Dr. Merryrose Red Palma

College of Business and Accountancy, Marinduque State University

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ABSTRACT:

This study examines the comparative effectiveness of social media marketing and traditional marketing in influencing customer visit intention to local restaurants in Boac, Marinduque, Philippines, a provincial and community-based market context that remains underrepresented in marketing research. Guided by the Theory of Planned Behavior, Integrated Marketing Communication (IMC) framework, and the DINESERV model, the study adopts a quantitative, descriptive-comparative research design involving 200 restaurant customers selected through convenience sampling. Findings reveal that social media marketing particularly social networking platforms (Facebook, Instagram, TikTok) and electronic media campaigns is significantly more effective than traditional marketing in shaping customer visit intention across four key dimensions: food quality, price perception, service quality, and restaurant atmosphere. Visual content, responsiveness, and real-time engagement emerged as dominant drivers of customer perception and behavioral intention. In contrast, traditional marketing strategies such as print advertisements, promotional handouts, and public relations were found to be only moderately effective, with word-of-mouth remaining the most influential traditional channel. Inferential analysis indicates that gender and employment status significantly moderate perceptions of marketing effectiveness, while age and income level do not exert a statistically significant influence. These results suggest that digital marketing strategies in provincial settings demonstrate broad demographic reach, reinforcing their strategic value for small and medium enterprises (SMEs). The study contributes empirically by extending marketing effectiveness research to a localized, non-metropolitan context, offering actionable insights for restaurant owners and policymakers. Practically, the findings support the adoption of hybrid marketing strategies that integrate digital visibility with community-based engagement. The study aligns with Sustainable Development Goal (SDG) 8 (Decent Work and Economic Growth) by strengthening local enterprise competitiveness, SDG 9 (Industry, Innovation, and Infrastructure) through digital adoption, and SDG 11 (Sustainable Cities and Communities) by supporting resilient local food systems. Overall, the study underscores that strategic social media marketing is a critical lever for sustainable business growth, customer engagement, and inclusive economic development in provincial economies.

Keywords: Social Media Marketing, Traditional Marketing, Customer Visit Intention, Local Restaurants, SMEs, Sustainable Development Goals, Philippines

INTRODUCTION

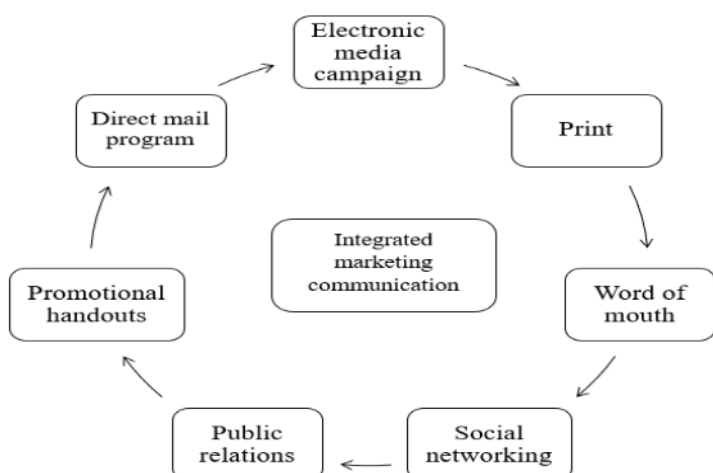
Marketing strategies are central to linking producers and consumers by enabling the effective communication, positioning, and exchange of goods and services. In contemporary business environments characterized by intense competition and rapid technological change, the strategic selection and management of marketing channels have become critical determinants of organizational performance. For service-oriented industries such as restaurants, marketing effectiveness is particularly vital, as customer visitation depends heavily on awareness, perception, and experiential expectations rather than tangible product ownership. The food and beverage service industry has undergone substantial transformation due to advances in Information and Communication Technology (ICT). Digital platforms—particularly social media—have reshaped how restaurants communicate

with customers, influence decision-making, and build relationships. Social media marketing allows businesses to disseminate information dynamically, engage consumers interactively, and tailor promotional efforts to specific market segments. Prior studies indicate that digital marketing enhances competitiveness by supporting data-driven decisions, improving visibility, and strengthening customer engagement (Kingsley, 2022; Kotler et al., 2022). Nevertheless, traditional marketing approaches, such as flyers, posters, radio advertising, and word-of-mouth, remain influential in localized and community-based settings where interpersonal trust and physical proximity continue to shape consumer behavior. Marketing strategies have evolved alongside changes in consumer behavior, globalization, and technological innovation. Brick-and-mortar establishments are increasingly complemented by digital and omnichannel approaches that integrate online and offline touchpoints. Social media platforms, mobile applications, and data analytics tools have transformed how consumers search for information, evaluate alternatives, and form visit intentions. In the hospitality and restaurant sector, these digital tools often offer higher returns on investment compared to traditional media due to their broad reach, measurability, and cost efficiency (Maming & Festijo, 2021). However, the rapid pace of change also presents challenges, as marketing strategies that are effective at one point may quickly lose relevance. In provincial and non-urban contexts, such as Boac, Marinduque, local restaurants operate under distinct economic and social conditions. Small and medium enterprises (SMEs) in these settings often rely on a combination of social media marketing and traditional marketing to attract customers, yet empirical evidence on the relative effectiveness of these strategies remains limited. Existing literature has largely focused on metropolitan areas or large-scale enterprises, leaving a gap in understanding how different marketing approaches influence customer visit intention in smaller, community-based markets. This study addresses this gap by comparatively examining the effectiveness of social media marketing and traditional marketing strategies in influencing customer visit intention to local restaurants in Boac, Marinduque. Specifically, it aims to: (1) describe the demographic profile of restaurant customers; (2) identify the marketing strategies most commonly observed by customers; (3) assess the perceived effectiveness of these strategies in shaping visit intention; (4) examine the relationship between marketing effectiveness and customer visit intention; and (5) propose practical, evidence-based interventions for restaurant owners and marketers. Beyond its academic contribution, this study is aligned with the United Nations Sustainable Development Goals, particularly SDG 8 (Decent Work and Economic Growth), by supporting the sustainability of local enterprises and employment generation, SDG 9 (Industry, Innovation, and Infrastructure) through the examination of digital marketing adoption, and SDG 11 (Sustainable Cities and Communities) by strengthening local food and service establishments. By providing localized empirical evidence, the study contributes to a more inclusive understanding of marketing effectiveness and offers practical insights for SMEs operating in emerging and provincial economies..

THEORETICAL FRAMEWORK

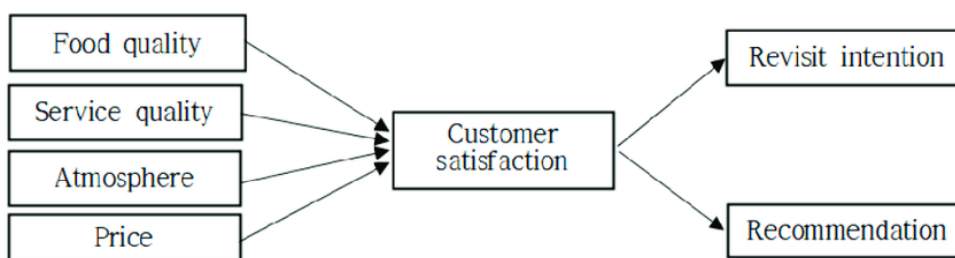
Integrated Marketing Communication

Figure 1. *Theory of Integrated Marketing Communications*



The Theory of Integrated Marketing Communication is the process of sending messages using different marketing channels to reach the target audience. This theory was developed by Don E. Schultz during late 1980's. There are seven strategic approaches under IMC theory; the electronic media campaign promotes products, services and brands that uses the internet and electronic devices. The direct mail program is the advertising strategy of sending physical promotional materials through their mailbox. The promotional handouts are printed materials that are personalized with the business name, logo, and products or services they are offering. Public relations are a strategy that manages information about somebody, a business or company that is spread to the public. Social networking is a website that is being used by businesses to easily communicate with their target customers. The print is easier to understand and more memorable than digital media. The strategic approach of social networking, direct mail programs, electronic media campaigns, and public relations is connected to social media marketing because they all use networks, websites, and technologies to help reach the customers. The promotional handouts, print as well as public relations, are connected to traditional marketing. Although public relations are already in e-marketing, it can also be used for traditional marketing. The last is word of mouth, which is the organic transfer of information about a product or brand between a customer and another customer is also connected to traditional marketing.

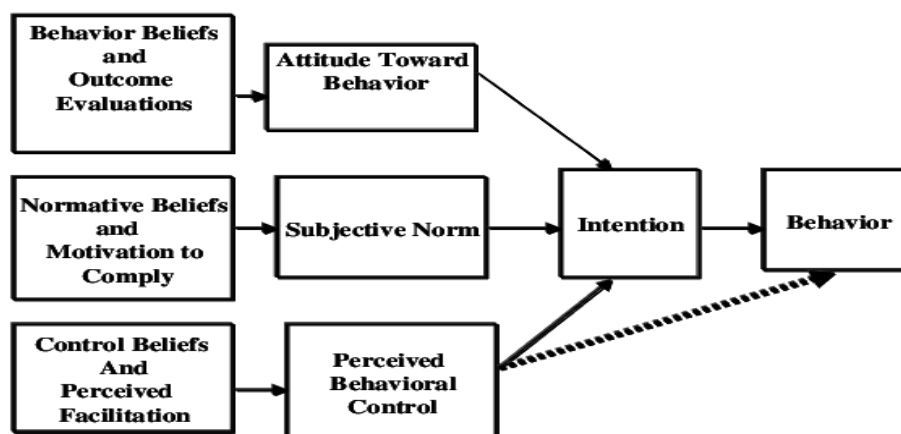
Figure 2. DINESERV Model



The DINESERV model was created by Pete Stevens, Bonnie J. Knutson, and Mark E. Patton in 1995. They designed it as a perceived quality scale to measure how consumers view the quality of a restaurant's service. This model is related to SOP3 when it comes to the Marketing Strategies indicators which are 3.1. Food Quality, 3.2. Price, 3.3. Service Quality and 3.4. Atmosphere because this model was used as a basis on measuring the Customer Visit Intention of the customers.

Theory of Planned Behavior

Figure 3. Theory of Planned Behavior

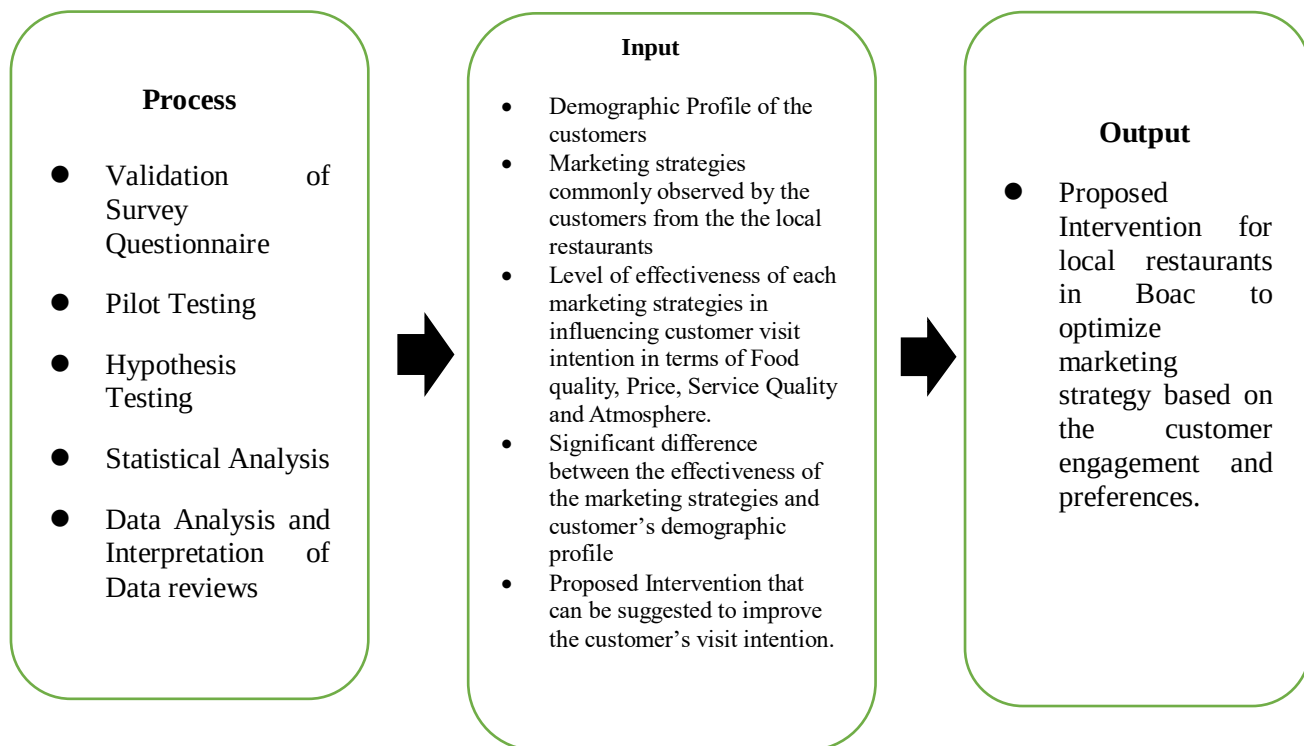


Theory of Planned Behavior (TPB) is all about somebody's belief can influence the way they act and their behavior. This theory was proposed by Ajzen and Fishbein (1991) and it states that how a person acts and does something is based on the Intention, Attitude, Subjective Norms and Perceived behavioral control. This theory relates to the customer visit intention because this theory shows the different factors that can influence the intention of people to act and perform a behavior. There are 3 key components that will show how TPB shapes

and influences the behavioral intention, in this case, the customer's visit intention to local restaurants in Boac, Marinduque. The first component is "Attitude towards the behavior" which is all about how the person perceives the products or services offered. It is all about acting and doing something based on their feelings, knowledge, prejudices and beliefs. An evaluation of the factors like 3.1 food quality, 3.2 price, 3.3 service quality and 3.4 atmosphere, which can be negative or positive depending on how the restaurant serves their food and caters to their customers.

Conceptual Framework

Figure 4. IPO Model



This figure illustrates the IPO (Input-Process-Output) model. "I" stands for Input, which includes: (1) the demographic profile of the customers; (2) marketing strategies commonly observed by customers in local restaurants; (3) the level of effectiveness of each marketing strategy in influencing customer visit intention, in terms of food quality, price, service quality, and atmosphere; (4) the significant relationship between the effectiveness of marketing strategies and customers' visit intentions; and (5) proposed interventions to enhance customer visit intention" stands for Process, which involves: (1) validation of the survey questionnaire; (2) pilot testing; (3) hypothesis testing; (4) statistical analysis; and (5) data analysis and interpretation. "O" stands for Output, which presents the proposed intervention for local restaurants in Boac to optimize marketing strategies based on customer engagement and preferences.

Statement of The Problem

The study's primary goal is to compare and analyze the most effective Marketing Strategies (Social Media Marketing and Traditional Marketing) of the local restaurant in the Municipality of Boac, Marinduque. This study aims to answer the following:

1. What is the demographic profile of the customers in terms of;

1.1 Age

1.2 Gender

1.3 Occupation

1.4 Income level

2. What Marketing Strategies are commonly observed by the customers from the local restaurants in Boac, Marinduque in terms of;

2.1. Traditional Marketing

2.1.1. Print

2.1.2. Promotional Handouts

2.1.3. Public Relation

2.1.4. Word of Mouth

2.2. Social Media Marketing

2.2.1. Electronic Media Campaign

2.2.2. Direct Mail Program

2.2.3. Social Networking

3. What is the level of effectiveness of each of the marketing strategies in influencing the customer's visit intention in terms of:

3.1. Food Quality

3.2. Price/ Value

3.3. Service Quality

3.4. Atmosphere

4. Is there a significant difference between the effectiveness of the marketing strategies according to age; gender; occupation and income level in terms of:

4.1. Traditional Marketing Strategy

4.2. Social Media Marketing Strategy

5. What proposed intervention can be suggested to improve customer's visit intention in the Municipality of Boac, Marinduque?

RESEARCH HYPOTHESIS

Based on the concept discussed, this hypothesis is presented:

Ho (Null Hypothesis): There is no significant difference in the effectiveness of Marketing Strategies in influencing customer's visit intention for local restaurants in the Municipality of Boac, Marinduque.

Significance of The Study

This study holds significant value for various stakeholders:

Department of Trade and Industry (DTI): This research paper can highlight how it can influence the policy-making and digital transformation policies. The experiences of this study can be used by the local governments

and business entities in the Municipality of Boac, Marinduke, to design programs and initiatives that can assist small businesses to benefit through effective marketing practices.

Local Restaurant Owners: The results of this study will benefit local business owners in the Municipality of Boac, Marinduque as it shall help to determine which marketing activities are most suitable. It will assist in directing resources in advertising strategies that will give good results in relation to cost.

Marketers and Advertisers: The discoveries will therefore present a clear insight into consumption patterns in the specific context which will in turn enable marketers and advertisers to develop appropriate persuasive messages that are geared towards the target group.

Customers: The study will bring out how various marketing communication efforts affect buying decisions and therefore educate the consumer on the strategies a marketer uses to bring about purchase.

Future Researchers: To have foundation about the effectiveness of the marketing strategies and use it as a platform for their future studies and research

SDG 8 (Decent work and Economic Growth: The objective fosters economic sustainability together with complete job opportunities and decent working standards for every individual. This paradigm targets employment growth combined with equal wage equality along with protective work environments as well as basic labor standards with solutions for young jobless workers and diminishing income differences. The target stimulates entrepreneurial opportunities and resource conservation strategies and financial system reforms to create long-run economic resistance. The main obstacles in achieving the goal consist of elevated joblessness rates together with substandard work standards and technological advancement's impact on the workforce. Sustainable Development Goal 8 has to be achieved as this is important in maintaining poverty eradication whilst developing social cohesiveness among the people towards the sustainable development.

Scope and Delimitation

The primary goal of this study will be to evaluate the effectiveness of different marketing strategies specifically social media marketing and traditional marketing used by local restaurants in Boac, Marinduque. The study will involve 200 customers who dine at and purchase products and services from these local restaurants. The survey instrument to be used in the data collection process will be a structured survey questionnaire, and data collection will take place in the area of Boac, the Poblacion barangay or the town proper in the entire third week of August 2025. This study will not include data related to the income or revenue of the local restaurants in Boac, Marinduque. Furthermore, it will exclude other types of businesses in the area, such as convenience stores, clothing shops, salons, clinics, and others.

METHODOLOGY

This chapter delves into the methodological foundation of this research study. The methods used to complete the study include the research design, data collection, statistical analysis, ethical issues, and limitations.

RESEARCH DESIGN

This study will adopt a quantitative research method. The quantitative approach will be utilized to achieve the stated objectives. It will allow for a systematic comparative analysis of the effectiveness of social media marketing and traditional marketing in influencing customer visit intention to local restaurants in the Municipality of Boac, Marinduque. The approach will facilitate the thorough consideration of the major areas concerning both social and traditional marketing mix affecting customer visit intention, which will subsequently contribute to the efficient achievement of the study objectives. Sreekumar (2024) argues that quantitative research entails the collection and/or scientific examination of numerical data to describe, anticipate, or even manage pertinent variables. This kind of research can be used in forecasting, testing of the relationships between variables which are causal and also generalizing the results to a wider population.

Variables to Be Studied

The hypothesized cause and presumed effect in this study will be represented by the independent and dependent variables, respectively. The independent variables will be the two marketing strategies: social media marketing and traditional marketing. The dependent variable will be customer visit intention. The moderating variables will include perceived food quality, price, service quality, restaurant atmosphere, online reviews, and promotions or discounts. The evaluation of the effectiveness of social media marketing and traditional marketing in influencing customer visit intention to local restaurants in the Municipality of Boac, Marinduque will be formulated based on the study's findings.

Population Frame and Sampling Scheme

To gather the necessary data, the researchers will use a convenience sampling technique. The respondents of the study will consist of 200 residents from the barangays located in Poblacion, Boac, Marinduque. Population data from PhilAtlas will be used as a reference in determining the population size of each barangay. The respondents will include both barangay officials and residents of the selected barangays. The sample size will be determined using Slovin's Formula.

Name of Barangays	Population	Number of Sample
Isok 1	1,199	41
Isok 2	769	26
Malusak	292	10
Mataas na Bayan	540	19
Mercado	1,359	47
Murallon	400	14
San Miguel	152	5
Tampus	1,112	38
Total	5,823	200

Table 1. Number of Population in Boac, Poblacion

$$\text{Slovin's Equation: } n = \frac{N}{1+N(e)^2}$$

Where n = sample size

N = Population

E = margin of error

Description of Respondents

The selected respondents for this study will be residents of the Municipality of Boac, Marinduque. These individuals will be chosen based on their experience of visiting and dining at various local restaurants in Boac, specifically Good Chow, Monseratt, Kusina sa Plaza, La Concha, and Curba Grill. A convenience sampling technique will be employed in selecting the respondents. Their responses will assist the researchers in identifying

the different marketing strategies that influence customer visit intentions in local restaurants in Boac, Marinduque.

Research Environment

This study will be conducted in the Municipality of Boac, Marinduque, specifically in the Poblacion or town proper area. The Poblacion is made up of seven (7) barangays: Tampus, Mataas na Bayan, Isok 1, Isok 2, Malusak, Mercado, Murallon, and San Miguel. Boac is a seaside town in the Marinduque province that also functions as the provincial capital. The municipal area amounts to 212.70 square kilometers or 8.12 square miles, accounting for 22.33% of the land area of Marinduque. The 2020 Census indicated that Boac had a total population of 57,283. This number represents 23.95% of the provincial population of Marinduque and 1.7% of the total inhabitants of the MIMAROPA Region. Based on these figures, the population density is estimated at 269 inhabitants per square kilometer or 698 inhabitants per square mile.

Description of Instrument

1. A structured survey questionnaire will be used as the primary research instrument for this study. The questionnaire will consist of the following sections:

Demographic Profile of Customers

This section will gather basic information such as age, gender, occupation, and income.

Level of Effectiveness of Each Marketing Strategy

This section will measure how effective each marketing strategy is perceived to be. A four-point Likert scale will be used, with the following ratings: Respondents will be asked to indicate the extent to which they perceive each strategy as effective by selecting the appropriate rating on the scale.

Scale	Range	Interpretation
4	3.26 – 4.00	Very Effective
3	2.51 – 3.25	Effective
2	1.76 – 2.50	Less Effective
1	1.00 – 1.75	Not Effective

Most Observed Marketing Strategies Used

This section will assess the most observed strategies used when it comes to traditional marketing (print, promotional handouts, public relation, word of mouth) and social media marketing (electronic media campaign, direct mail program, social networking) by answering strongly disagree, disagree, agree and strongly agree.

Significant Difference of Effectiveness of Marketing Strategies and Customer Visit Intention When Grouped by Demographic Profile.

The survey will be validated by experts in marketing and research methodology to ensure content validity and reliability.

Gathering of Data

Using a structured survey questionnaire, data will be gathered by visiting select local restaurants in Boac, Marinduque. The following steps will be undertaken: Seeking permission from restaurant owners to conduct the

survey with their customers. Providing clear instructions to respondents regarding the purpose of the survey and how to complete it. Collecting responses while ensuring the anonymity and confidentiality of all participants.

Statistical Treatment of Data

To analyze the gathered data, the following statistical methods will be used:

Frequency – This will be used to count the number of occurrences of responses in each category, particularly for demographic factors.

Percentage and Ranking – These will be used to show the proportion of respondents falling within specific categories and to observe the marketing channels utilized by local restaurants.

T-test – This will be used for comparative analysis to determine the differences between the effectiveness of social media marketing and traditional marketing.

Weighted Mean – This will be used to calculate the average responses of customers regarding their intentions to visit restaurants, in relation to the level of effectiveness of the marketing strategies.

Analysis of Variance (ANOVA) – This will be used to assess the significant differences between the effectiveness of the marketing strategies and customer visit intentions, according to the respondents' profiles.

Ranking Method

The effectiveness of the marketing strategies will be ranked based on the mean scores derived from the Likert scale responses. The marketing strategy with the highest mean score will be considered the most influential in shaping customer visit intention.

Ethical Considerations

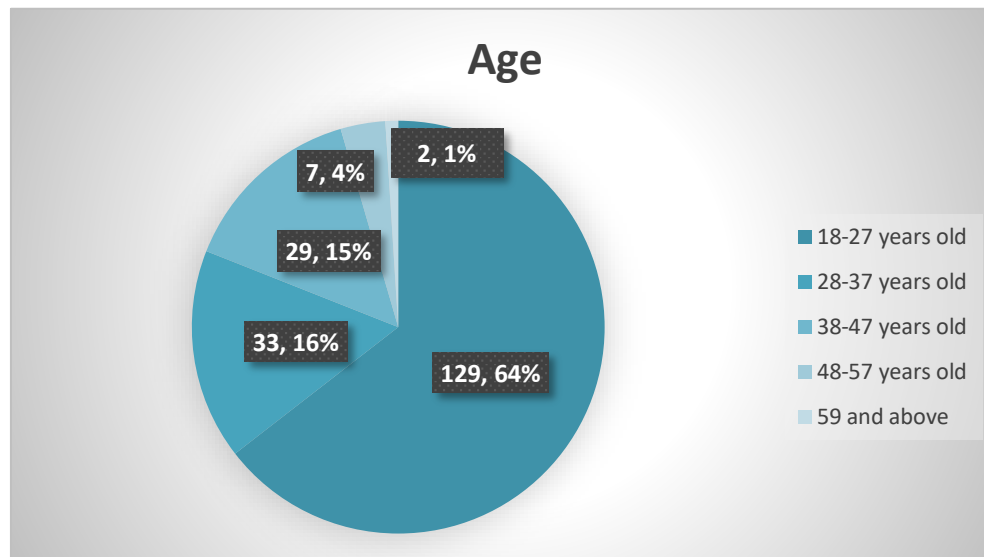
For this investigation, ethical research practices will be strictly followed to provide optimal protection of participants and also to secure the integrity of the research process.

First, informed consent will be obtained from all respondents. They will be fully informed about the purpose of the study and the voluntary nature of their participation. Respondents will also be made aware of their right to withdraw from the study at any time, without any consequences. Secondly, confidentiality will be maintained throughout the study. All responses provided by participants will remain anonymous, and their identities will not be linked to any of the data collected. This is to ensure that participants feel comfortable and secure in sharing honest responses. Finally, data security will be prioritized. The entire data that will be gathered shall be kept in very secure manner and only authorized personnel will have the access to it. The data will be only for this research which will be the first step in the process of making it responsible and ethical handling.

RESULTS AND DISCUSSIONS

This chapter centers on the presentation, analysis and interpretation of the data gathered from the responses of the selected respondents. Gathered data are presented through tables with verbal interpretations and discussion.

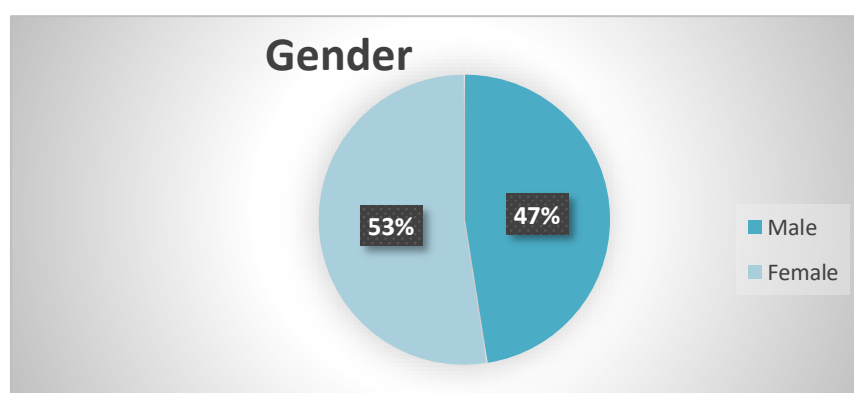
Figure 5 Demographic Profile of the Respondents (Age)



This figure showed that the age demographic data has a clear bias towards young adults, as 64% of the overall respondent pool was made up of respondents between the ages of 18 and 27. Given that the majority of respondents were members of the Generation Z cohort, who were the most technologically savvy demographic due to their accessibility and frequent online use, the high concentration of respondents aligned well with recruitment trends in online studies (Pew Research Center, 2024). The current study's circumstances suggested that the findings have primarily reflected the attitudes, actions, or perceptions of the young adult population, which were frequently influenced by "psycho-social" factors such as high social media usage and future uncertainty (MDPI, 2023; Pew Research Center, 2024). Notwithstanding, the large underrepresentation of senior age segments, especially the 59 and above category (1%, n=4), was a major limitation in generalizing results to the whole middle-aged and older population. Because of their disparities in digital literacy and access, older participants in online research may be less accessible than younger ones, which furthers the present issue of the digital divide (Lyu & Sun, 2021).

Figure 6

Demographic Profile of the Respondents (Gender)

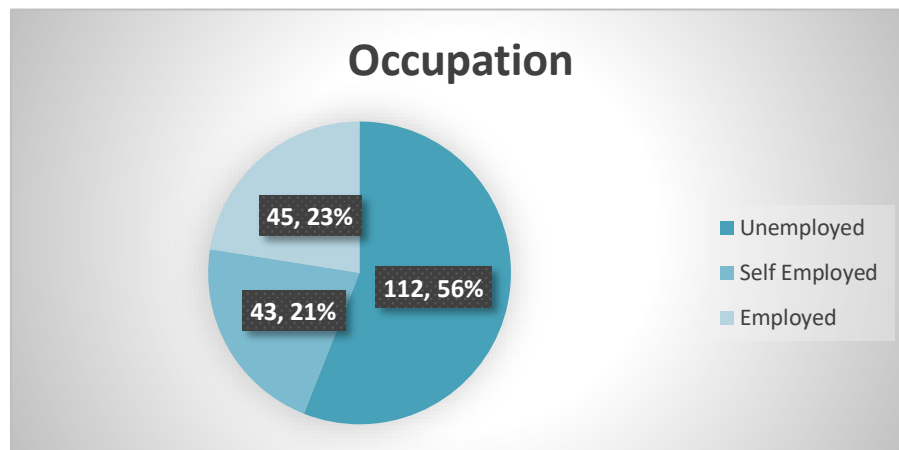


The figure showed that females constituted the biggest group among the respondents, making up 53% of the population survey, and on the other hand, 47% of the respondents were males. The slight majority of females, who responded to the survey, indicated that women had more representation in the sampling or may have been the more active group in the study. The Philippine Statistics Authority (2023) stated that female labor force participation has steadily grown in number in the last years, and this is a clear indicator of the social and economic changes that are empowering women's active involvement in the different sectors. Besides, the issue of gender inclusivity is still a major concern in continuing employment and entrepreneurship research, according

to the Department of Labor and Employment (2022) and the World Bank (2023), which underscore the necessity of equal opportunities and gender-diversified manpower development.

Figure 7

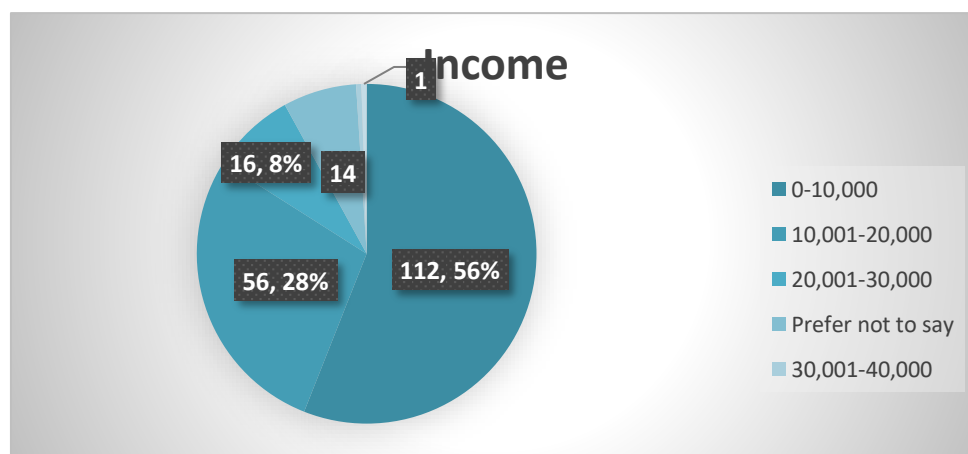
Demographic Profile of the Respondents (Occupation)



The status of employment of the participants was depicted in this figure, which also showed the distribution of people into three main categories, namely, unemployed, employed, and self-employed. According to the chart, the largest group, 56%, 112 respondents, was composed of unemployed individuals followed by the employees with a share of 23% (45 respondents) and the self-employed with 21% (43 respondents). The results suggest that the vast majority of the surveyed population, over fifty percent, were not participating in either regular or entrepreneurial work, which may be the case of either very limited job opportunities or skill mismatches in the local labor market. As a result, the studies highlighted by their results that the labor market would greatly benefit from the introduction of such interventions as skill development and training for self-employment which, in the end, would lower the rate of unemployment and raise the level of labor participation (Philippine Statistics Authority, 2023; Department of Labor and Employment, 2022; World Bank, 2023).

Figure 8

Demographic Profile of the Respondents (Income)



The chart revealed that the largest segment, which was 56% with 112 respondents, got a monthly income of ₱0 to ₱10,000. Then, 28%, 56 respondents received ₱10,001 to ₱20,000 as their monthly salary. A very tiny segment, which was 8%, 16 respondents, claimed that they got earnings of ₱20,001 to ₱30,000 while 7%, 15 respondents were in the income bracket of ₱30,001 to ₱40,000. The remaining 1%, 1 respondent chose not to reveal or fell under other unclassified income ranges. The distribution of income among the respondents implied that the majority of them are the low-income groups, which conforms to the national income pattern in most

provinces of the Philippines, where a large number of people earn less than the average family income (Philippine Statistics Authority, 2023). The PSA reports that low-income households are still dominant, especially in the countryside and semi-urban areas, where there is a lack of access to well-paid jobs. According to the Department of Labor and Employment (2022), points out that the government should come up with more inclusive economic programs and support entrepreneurs to help the lower income groups move up the economic ladder. The same view is shared by the World Bank (2023), who argue that the rise of income levels in developing countries can be realized through the enhancement of labor market participation and skill development initiatives.

Part II. Marketing Strategies Commonly Observed by the Customers from the Local Restaurants in Boac, Marinduque

Table 2

Marketing Strategies Commonly Observed by the Customers from the Local Restaurants in Boac, Marinduque

Marketing Strategies Commonly Observed	Frequency	Percentage
by the Customers from the Local Restaurants		
in Boac, Marinduque		
Social Media Marketing	173	86.5%
Traditional Marketing	27	13.5%
Total	200	100%

Based from the result, most of the marketing strategies commonly observed by the customers from the local restaurants in Boac, Marinduque was social media marketing with 173 or 86.5% while 27 or 13.5% was traditional marketing strategy.

The result of the study was parallel to the study of (Battisti et al., 2020) titled “*Value Creation, Innovation Practice, and Competitive Advantage*” marketing strategy known as value-based marketing focuses on making each product that is sold to customers more valuable. Simply put, value-based marketing looks at new opportunities that can be developed to improve customer satisfaction. The marketing mix can be used as a guide to see the potential value in detail. A value-based marketing strategy can develop based on opportunities that producers can create and existing consumer needs. When providing additional satisfaction values, producers may experience negative profits or break even for some time. However, if this strategy is successful, it will undoubtedly increase customer satisfaction and long-term customer relationships. Therefore, the scope of this marketing concept can be expanded to include increasing consumer satisfaction with each product produced by producers without increasing consumer costs. Satisfaction can increase customer loyalty. Digital marketing's ease of use has led to the emergence of numerous new business owners during the COVID-19 pandemic, which has resulted in a decline in people's purchasing power, numerous layoffs, and the establishment of new businesses. The results implied that social media marketing has become an important strategy between local restaurants in Boac, Marinduque, as it is more observed by customers than traditional methods. This just shows that consumer connection to digital platforms shows changes in connection, increasing effects of technology and online appearance in promoting businesses. As a result, it is more likely that restaurants that invest in social media marketing reach broad target groups attract young and technology -loving customers and remain competitive in the local market, while traditional marketing alone is not sufficient to maintain customer access and visibility alone.

Table 3

Marketing Strategies Commonly Observed by the Customers from the Local Restaurants in Boac, Marinduque

Statement	W.M.	S.D.	Interpretation
Traditional Marketing Strategies			
1. I see restaurant advertisements in printed materials like newspapers, magazines, or posters. (Nakakakita ako ng mga patalastas ng kainan sa dyaryo, magasin, o poster.) (Print)	1.84	0.55	Disagree
2. Restaurants give out flyers, discount coupons, or brochures. (Namimigay ang mga kainan ng flyers, discount coupons, o brochures.) (Promotional Handouts)	1.55	0.65	Strongly Disagree
3. Restaurants are involved in community events or receive media coverage. (Kumikilahok ang mga kainan sa community events o nababanggit sa balita.) (Public Relations)	1.33	0.40	Strongly Disagree
4. I hear restaurant recommendations from friends, family, or co-workers. (Naririnig ko ang mga rekomendasyon mula sa pamilya, kaibigan, o katrabaho.) (Word of Mouth)	2.64	0.58	Agree
Social Media Marketing Strategies			
1. I see restaurants promote their food/services via online ads or videos. (Nakikita kong nagpo-promote ang mga kainan ng pagkain/serbisyo sa online ads o videos.) (Electronic Media Campaign)	3.11	0.18	Agree
2. Restaurants send personalized emails or messages with promotions. (Nagpapadala ang mga kainan ng personalized na emails o mensahe ukol sa promo.) (Direct Mail Program)	1.54	0.30	Strongly Disagree

3. Restaurants actively post updates, photos, or promos on Facebook, Instagram, or TikTok. (Aktibong nagpo-post ang mga kainan sa Facebook, Instagram, o TikTok.) (Social Networking)	3.45	0.22	Strongly Agree
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N = 200 respondents

The results, which showed the highest efficacy of Social Networking (WM = 3.45), Electronic Media Campaigns (WM = 3.11), and Word of Mouth (WM = 2.64) in fostering the intention to visit restaurants, are in great concurrence with current marketing literature. Studies confirm that Social Media Marketing Activities (SMMAs) such as interaction, entertainment, and customization significantly influence followers' perceived value and ultimately boost their purchase intention and electronic Word-of-Mouth (e-WOM), particularly in the visually-driven restaurant industry (Popy & Bappy, 2022; Touni et al., 2020). It is a matter of fact that the impact of the traditional Word of Mouth on the market has been documented extensively, given that the opinions of consumers coming from a trusted social circle are usually more reliable and still have a direct effect on the consumption patterns of the people, mainly in case of the services that can be experienced like dining (Susskind, 2002; Whelan et al., 2023). In contrast, the extremely low ratings for Print (WM = 1.84), Promotional Handouts (WM = 1.55), and Direct Mail (WM = 1.54) reveal a global trend where print advertising's economic base is steadily shrinking, as advertisers prefer the targeted capabilities, broader reach, and measurable outcomes that digital platforms offer (Brill, 2024; Singh & Jha, 2025). The present-day scenario boldly contradicts in the case of Boac, Marinduque which is a local market where the consumers have slowly but surely moved away from traditional media to digital and peer-to-peer information sources.

Part III. Level of Effectiveness of Marketing Strategies in Influencing the Customer's Visit Intention

Table 4.1.a

Level of Effectiveness of Marketing Strategies in Influencing the Customer's Visit Intention in terms of Food Quality (Social Media Marketing)

Indicators	W.M.	S.D.	Verbal Description
Appearance			
Social Media Marketing helps with the visual appeal, including color, shape, and presentation.	3.66	0.94	Very Effective
Freshness			
Social Media Marketing helps prepare food with better flavor and nutritional value.	3.47	0.78	Very Effective
Food Safety and Hygiene			
Social Media Marketing helps with freeing food from contamination, proper food handling, storage, and preparation methods to prevent food borne illnesses.	3.35	0.22	Very Effective

Texture

Social Media Marketing helps with how the food feels 2.88 0.95 Effective
in the mouth.

Uniformity

Social Media Marketing helps the food tastes and looks 3.39 0.67 Very
the same every time it is served. Effective

Composite Mean 3.35 0.71 **Very**
Effective

N = 200 respondents

The results show that the average of 3.35 with a standard deviation of 0.71 is considered to be Very Effective. This reveals that social media marketing enhances the customers' perception of food quality to a considerable extent, especially regarding the appearance, freshness, and safety of the food. The most influential aspect amongst the indicators was appearance, which got the highest weighted mean 3.66 and was thus described as highly effective. This indicates that attracting customers through color, design, and presentation is very much in-line with Chinomona and Sandada (2022) findings, who reported that visual brand communication via social media boosts product charm and consumer buying intention. The same thing happened with freshness 3.47, food safety and hygiene 3.35, and uniformity 3.39 which were all regarded as very effective, meaning that digital marketing contents could win customer confidence by showing safe, consistent, and high-quality food offerings. On the contrary, the indicator texture got the least weight mean 2.88, interpreted as effective; this implies that while social media can successfully highlight visual and descriptive aspects of food, it is still incapable of conveying sensory characteristics such as taste and mouthfeel. The data suggest that social media marketing is very effective in enhancing food quality perception, which in turn influences customers' intention to visit. The mentioned results are in agreement with the ones of Ahuja and Alavi (2024), who pointed out that the combination of visual attractiveness, genuineness, and food safety stories in social media marketing not only creates emotional bonds and trust between consumers but also leads to more frequent restaurant visits and loyalty to the brand.

Table 4.1.b

Level of Effectiveness of Marketing Strategies in Influencing the Customer's Visit Intention in terms of Food Quality (Traditional Marketing)

Indicators	W.M.	S.D.	Verbal Description
Appearance			
Traditional Marketing helps with the visual appeal, including color, shape, and presentation.	2.94	0.74	Effective
Freshness			
Traditional Marketing helps prepare food with better	2.97	0.39	Effective

flavor and nutritional value.

Food Safety and Hygiene

Traditional Marketing helps with freeing food from	2.88	0.16	Effective
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contamination, proper food handling, storage, and preparation methods to prevent food borne illnesses.

Texture

Traditional Marketing helps with how the food feels	2.90	0.70	Effective
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in the mouth.

Uniformity

Traditional Marketing helps the food tastes and looks	2.53	0.19	Effective
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the same every time it is served.

Composite Mean	2.84	0.44	Effective
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N = 200 respondents

The results provide a composite mean of 2.84 with a standard deviation of 0.44 and verbal description effective. This implies that traditional marketing is still an appropriate approach in customer perception creation and to some extent in conveying the quality and reliability of food products though it is relatively less effective in comparison to their social media marketing approach. Of the indicators, freshness achieved the most weighted mean of 2.97 followed by appearance, texture and food safety and hygiene with weighted means of 2.94, 2.90 and 2.88 respectively and were rated to be effective. This means that the traditional mediums like printed adverts, oral marketing, and in-store marketing remain effective in making consumers aware of the food quality features like taste, safety, and packaging. Nuseir (2023) states that the classical marketing channels are still relevant in strengthening brand credibility and trust, particularly to those customers who prefer to depend on personal experience and face-to-face communication. Nonetheless, uniformity had the lowest weighted mean 2.53, which means that traditional marketing does not necessarily convey the same sensory and visual experiences as digital media. This constraint is consistent with the results of Akrouit and Nagy (2022), who noted that digital images and interactive posts are better at keeping the customer engaged and communicating product consistency than the static ads. All in all, the findings indicate that even though traditional marketing is still working, it has a moderate effect on the consumer perception of food quality relative to digital methods. However, the combination of the traditional approaches and digital marketing will be able to increase the trust of the customers and overall marketing efficiency. The values of credibility offline complemented by online visibility have been observed to result in increased consumer engagement and brand loyalty in the food and hospitality sectors because of a hybrid type of marketing (Liu et al. 2024).

Table 4.2.a

Level of Effectiveness of Marketing Strategies in Influencing the Customer's Visit Intention in terms of Price (Social Media Marketing)

Indicators	W.M.	S.D.	Verbal
			Description

Location-Based Pricing

Social Media Marketing helps prices vary depending on the region, cost of living, and purchasing power.	3.36	0.21	Very Effective
Cost-Based Pricing			
Social Media Marketing helps set prices based on production costs plus a profit margin.	3.34	0.43	Very Effective
Competitive Pricing			
Social Media Marketing helps set prices based on competitors' prices to stay relevant.	3.44	0.29	Very Effective
Psychological Pricing			
Social Media Marketing helps strategize using psychology by using Php 199.99 instead of Php 200.00 make prices seem lower.	3.43	0.83	Very Effective
Market Positioning			
Social Media Marketing helps with premium pricing for luxury brands vs. economy pricing for budget-friendly options.	3.45	0.74	Very Effective
Composite Mean	3.40	0.48	Very Effective

N = 200 respondents

The table depicts a composite mean of 3.40 and a standard deviation of 0.48 that is textually illustrated as; Very Effective. This finding implies that social media systems are useful in reinforcing the perception of pricing-strategies among consumers, increasing awareness of the value-offers, and persuading customers to buy the product. The mean weight of indicators obtained is greatest at the market positioning 3.45, which means that social media is effective in communicating premium to luxury brands pricing, as well as low-cost pricing to budget-conscious consumers. The discovery coincides with the research of Hossain and Rahman (2023), who highlighted that digital marketing enables companies to customize the price message to various market segments by using targeted advertising and the customization of the displayed content. In the meantime, competitive pricing 3.44 and psychological pricing 3.43 were rated most effective, which implies that a social media can help a brand remain competitive following the prices of competitors and relying on imaginative tactics with visual promotions and time-limited sales to establish the impression of affordability. As Amin and Priatmoko (2022) contend, social media marketing improves the rate at which consumers perceive the prices as fair psychologically since they continuously see offers and comparative prices. In addition, social media assists brands to change and set prices, based on regional demand, purchasing power and the cost of production (location-based pricing 3.36 and cost-based pricing 3.34 also earned highly effective ratings). This was also supported by Yang et al, (2024), where real-time consumer analytics are offered on digital platforms that enable marketers to dynamically and competitively optimize their prices. The findings demonstrate that social media marketing can be used effectively to convey the pricing strategies because it increases the level of customer

interaction and alters the feelings of value and affordability. Social media assists businesses to engage more people, emphasize fairness, and reinforce brand positioning in competitive market environments through personalized, transparent, and attractive pricing communication.

Table 4.2.b

Level of Effectiveness of Marketing Strategies in Influencing the Customer's Visit Intention in terms of Price (Traditional Marketing)

Indicators	W.M.	S.D	Verbal
Description			
Location-Based Pricing			
Traditional Marketing helps prices vary depending on the region, cost of living, and purchasing power.	2.66	0.06	Effective
Cost-Based Pricing			
Traditional Marketing helps set prices based on production costs plus a profit margin.	2.79	0.51	Effective
Competitive Pricing			
Traditional Marketing helps set prices based on competitors' prices to stay relevant.	2.71	0.46	Effective
Psychological Pricing			
Traditional Marketing helps strategize using psychology by using Php 199.99 instead of Php 200.00 make prices seem lower.	2.24	0.71	Less Effective
Market Positioning			
Traditional Marketing helps with premium pricing for luxury brands vs. economy pricing for budget-friendly options.	2.27	0.42	Less Effective
Composite Mean	2.53	0.43	Effective

N = 200 respondents

This table indicates how effective traditional marketing has been in influence on the price-related visit intention of the customers. The statistics show a compound average of 2.53 and a standard deviation of 0.43, which is a verbal indication of effectiveness. It implies that traditional marketing is still applicable in the presentation of the pricing information, but its impact is less significant than that of social media marketing. Cost-based pricing gained the highest weighted mean 2.79 and then competitive pricing 2.71 and location based pricing 2.66 which are effective. Such findings suggest that the conventional methodologies like printed advertisement, flyers and

billboards continue to aid in the process of enlightening the customers on the price of products, production cost and value propositions. Nevertheless, the comparatively moderate scores suggest that these approaches are not that adjustable to the shifting consumer patterns and market dynamics. Conversely, psychological pricing 2.24 and market positioning 2.27 were considered less effective which implies that traditional marketing cannot convey subtle pricing messages as well as digital media. Kumar and Gupta (2023) argue that traditional advertising does not provide the level of interaction and customization that digital platforms provide, which means that it cannot have the same effect on consumer perceptions of price fairness and competitiveness. In a similar manner, as Chen et al. (2022) discovered, traditional marketing is still useful in strengthening brand trust with older demographics, but it is not sufficient to attract younger and tech-sensitive consumers who respond to digital pricing signals more effectively. In addition, Hossain and Islam (2024) noted that the digital transformation has redefined the pricing communication through transparency and immediacy, which cannot be replicated to the fullest extent by traditional media. The results have shown that traditional marketing strategies do not cease being effective in terms of conveying price-based information, but its power is limited because of the absence of dynamic and two-directional features. The data indicate that companies would be able to improve their pricing performance by combining the conventional strategies with the digital strategies that would be interactive, flexible, and real-time consumer engagement.

Table 4.3.a

Level of Effectiveness of Marketing Strategies in Influencing the Customer's Visit Intention in terms of Service Quality (Social Media Marketing)

Indicators	W.M.	S.D	Verbal
Description			
Accessibility & Convenience			
Social Media Marketing helps reach customer service using phone and social media pages.	2.75	0.13	Effective
Reliability			
Social Media Marketing helps with the ability to provide consistent and accurate service every time.	3.47	0.31	Very Effective
Responsiveness			
Social Media Marketing helps with service quality by being quick and efficient in responding to customer inquiries, complaints, and requests.	3.52	0.65	Very Effective
Assurance			
Social Media Marketing helps customers feel safe and secure when interacting with staff.	3.57	0.72	Very Effective
Tangible			
Social Media Marketing helps with Cleanliness,	3.58	0.91	Very

using modern technology, and professional presentation

Effective

to enhance service quality.

Composite Mean	3.37	0.54	Very
			Effective

N = 200 respondents

The findings reveal that social media marketing is usually very effective in the development of perception of the service quality among customers where the composite mean is 3.37 (S.D. = 0.54). The five indicators used gave the lowest weighted mean (2.75) which translates to Effective and means that though social media is a good tool to reach customers, it may still be limited by poor accessibility, such as access which is not always available or responsive in various platforms. Conversely, Reliability (3.47), Responsiveness (3.52), Assurance (3.57), and Tangibility (3.58) were rated as Very Effective, which means that social media marketing plays a significant role in providing a consistent, trustworthy and visually pleasing customer service experience. These results can be compared to the latest works that highlight the importance of social media marketing in increasing service quality perceptions through the increase of the interaction speed, reliability of information, and customer confidence (Hussain et al., 2023; Tandon et al., 2021). In addition, the high responsiveness and assurance scores indicate that the companies that have implemented social media promptly and efficiently respond to customer concerns, which, in its turn, helps to build satisfaction and loyalty (Raza et al., 2022). On the whole, the table suggests that the social media marketing can be a very useful instrument in the enhancement of the customer service quality, as well as a positive impact on the visit intention, which is in alignment with the recent studies pointing to a close correlation between the digital marketing engagement and the service quality, on the one hand, and the behavioral intentions, on the other hand (Ali et al., 2024; Nguyen and Huynh, 2023).

Table 4.3.b

Level of Effectiveness of Marketing Strategies in Influencing the Customer's Visit Intention in terms of Service Quality (Traditional Marketing)

Indicators	W.M.	S.D	Verbal
Description			
Accessibility & Convenience			
Traditional Marketing helps reach customer service using phone and social media pages.	2.86	0.29	Effective
Reliability			
Traditional Marketing helps with the ability to provide consistent and accurate service every time.	2.58	0.97	Effective
Responsiveness			
Traditional Marketing helps with service quality by being quick and efficient in responding to customer	2.00	0.45	Less Effective

inquiries, complaints, and requests.

Assurance

Traditional Marketing helps customers feel safe and	1.87	0.66	Less
secure when interacting with staff.			Effective

Tangible

Traditional Marketing helps with Cleanliness,	1.99	0.62	Less
using modern technology, and professional presentation			Effective
to enhance service quality.			

Composite Mean	2.26	0.60	Effective
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N = 200 respondents

The findings indicate that the total composite mean is 2.26 (S.D. = 0.60), which can be considered to be Effective, but significantly less than that of social media marketing (Table 3.3.a, composite mean = 3.37). The indicators with the highest scores were Effective were Accessibility and Convenience (2.86) and Reliability (2.58), which show that traditional marketing tools, including print, radio, and face to face promotions make customers have some degree of reliability and accessibility. But the ratings of Responsiveness (2.00), Assurance (1.87) and Tangibility (1.99) were Less Effective, which implies that traditional marketing has not been successful in its response to quick service delivery, personal assurance, and updated presentation as compared to digital applications. The findings align with the existing literature which reveals that conventional marketing has become ineffective in the digital age because of the lack of interactivity, slow feedback systems, and the lack of personal customer contact (Nguyen and Huynh, 2023; Hussain et al., 2023). On the contrary, digital and social media marketing are more responsive in real-time, more visual and interactive with customers, which is difficult to duplicate by traditional ways (Ali et al., 2024; Raza et al., 2022). Also, the reduced Responsiveness and Assurance scores indicate the weaknesses of traditional marketing in terms of its capacity to support customers immediately or establish customer trust since communication usually takes place at a distance and during a more extended time (Tandon et al., 2021).

The findings indicate that although traditional marketing is effective due to its accessibility and reliability, its influence on service quality dimensions that are essential to the customer visit intention has significantly decreased in the digital transformation era. On the whole, the table suggests that the conventional marketing is still rather effective but still less at affecting the perceptions of the quality of the services than the social media marketing that offers more dynamic and customer-oriented interactions (Ali et al., 2024; Nguyen and Huynh, 2023).

Table 4.4.a

Level of Effectiveness of Marketing Strategies in Influencing the Customer's Visit Intention in terms of Atmosphere (Social Media Marketing)

Indicators	W.M.	S.D	Verbal
Description			

Interior Design and Ambiance

Social Media Marketing helps restaurants be stylish	3.68	0.57	Very
yet functional tables, chairs, and booths that			Effective
complement the restaurant's theme.			

Music

Social Media Marketing helps set the mood	3.63	0.97	Very
			Effective

Cleanliness & Hygiene

Social Media Marketing helps in ensuring a	3.56	0.92	Very
welcoming environment.			Effective

Temperature & Ventilation

Social Media Marketing helps the restaurant have a	3.64	0.45	Very
comfortable temperature (Not too hot or too cold)			Effective

Outdoor

Social Media Marketing helps in providing a scenic	3.60	0.72	Very
dining experience.			Effective

Composite Mean	3.62	0.73	Very
			Effective

N = 200 respondents

The composite mean of 3.62 (S.D. = 0.73) shows that the use of social media marketing is very effective to create the atmosphere of a restaurant and, by extension, affect the desire to visit it. The ratings of all the indicators were very effective: Interior Design and Ambiance 3.68, Music 3.63, Cleanliness and Hygiene 3.56, Temperature and Ventilation 3.64, and Outdoor Environment 3.60. The top rating, Interior Design and Ambiance, presupposes that the visual advertising and aesthetic presentation in social media have a strong impact on the perception of the customers towards the restaurant in terms of style and comfort. Research has proven that visual content posted on such websites as Instagram and Facebook creates a better atmosphere and influences customer actions and dining intention (Nguyen and Huynh, 2023; Ali et al., 2024). In the same fashion, the indicators Music, Temperature and Ventilation, and Outdoor Setting have been rated as Highly Effective; this allows one to infer that the social media campaigns, where a friendly, cozy, and captivating atmosphere at dinner is being portrayed, successfully attract emotional involvement and anticipation in potential customers. Raza et al. (2022) state that the social media communication of sensory cues, i.e., pictures of the atmosphere, hygiene, and comfort positively influence the customer expectations and perceptions of service quality. The Cleanliness and Hygiene 3.56 score also substantiates the results of more recent studies that indicate that online presence of hygiene and safety measures can significantly increase trust and visit intention particularly during the post-pandemic era (Hussain et al., 2023; Tandon et al., 2021). Therefore, social media does not only create an ambiance of safety and comfort,

which is paramount in hospitality marketing, but also strengthens it. Generally, this table shows that social media marketing can be a very useful tool when it comes to marketing the atmosphere of a restaurant since it is a powerful means of conveying environmental information that would attract and keep customers. Such findings are consistent with existing research that claims that the visual stories of digital marketing have a potent impact on customer perceptions of ambiance and their intentions to visit (Ali et al., 2024; Hussain et al., 2023).

Table 4.4.b

Level of Effectiveness of Marketing Strategies in Influencing the Customer's Visit Intention in terms of Atmosphere (Traditional Marketing)

Indicators	W.M.	S.D	Verbal Description
Interior Design and Ambiance			
Traditional Marketing helps restaurants be stylish yet functional tables, chairs, and booths that complement the restaurant's theme.	3.12	0.29	Effective
Music			
Traditional Marketing helps set the mood	2.93	0.19	Effective
Cleanliness & Hygiene			
Traditional Marketing helps in ensuring a welcoming environment.	2.79	0.23	Effective
Temperature & Ventilation			
Traditional Marketing helps the restaurant have a comfortable temperature (Not too hot or too cold)	2.89	0.07	Effective
Outdoor			
Traditional Marketing helps in providing a scenic dining experience.	2.85	0.40	Effective
Composite Mean	2.91	0.24	Effective

N = 200 respondents

The findings indicate a composite mean of 2.91 (S.D. = 0.24) which is verbally described as Effective which proves the fact that traditional marketing is still moderately effective in shaping the perception of customers towards the atmosphere of a restaurant. The ratings, that is, Interior Design and Ambiance 3.12, Music 2.93, Cleanliness and Hygiene 2.79, Temperature and Ventilation 2.89, and Outdoor Setting 2.85 were Effective. The rating of the highest level of the Interior Design and the Ambiance implies that the classical marketing tools like the use of printed materials, posters, and billboards contribute to the creation of the visual image and the

atmosphere of the restaurant (Nguyen and Huynh, 2023). Nevertheless, such channels are not as interactive and engaging as the digital and social media platforms. The comparatively low ratings of Cleanliness and Hygiene and Outdoor setting suggest that the traditional marketing fails to convey the real-time information or the experience of the environment that is bright. According to recent studies, customers expect to assess the atmosphere and hygiene of the restaurant by analyzing online images and social media posts, which are becoming more frequently used as a criterion to visit a restaurant (Ali et al., 2024; Hussain et al., 2023). Such a change is indicative of the fact that the modern consumer is more inclined to the digital experience as the interactive photos, videos, and virtual tour are much more effective at creating the perceived atmosphere, compared to the traditional adverts (Raza et al., 2022). On balance, although traditional marketing is quite effective in shaping the impression of customers on the atmosphere, it has a lower impact than social media marketing (Table 4.4.a, composite mean = 3.62). The results are consistent with the research that holds that digital and social media platforms are more effective in creating customer experiential perception and behavioral intentions because of their visual and interactive features (Tandon et al., 2021; Nguyen and Huynh, 2023).

Part IV. Significant Difference Between the Effectiveness of the Marketing Strategies to the Profile of the Respondents

Table 5.1

Significant Difference Between the Effectiveness Traditional Marketing According to the Profile of the Respondents

Factors		SS	df	MS	F	p-value	Interpretation
Age	Between	4442.8	3	1480.9			
	Within	8815.2	16	550.9	2.6879	0.08131	Not
	Total	13258.0	19				Significant
Gender	Between	10275.0	3	3425.0			
	Within	15.0	4	3.7	93.3330	0.00001	Significant
	Total	10290.0	7				
Occupation	Between	1631.2	3	543.7			
	Within	6615.5	48	137.8	3.9452	0.01355	Significant
	Total	8246.7	51				
Income	Between	5301.5	3	1767.2			
	Within	7928.5	12	660.7	2.6746	0.09448	Not
	Total	13230.0	15				Significant

Table 5.1 shows the significant difference between the effectiveness traditional marketing according to the profile of the respondents. Based from the result, the level of effectiveness of the marketing strategies according to age that has a computed p-value of 0.08131 and income with 0.09448 have computed p-values greater than the 0.05 level of significance, indicating that they are not statistically significant and thus the null hypothesis is not rejected. Moreover, gender with p-value of 0.00001 and occupation with p-value of 0.01355 have p-values lower than the 0.05 level of significance, which means they are statistically significant and the null hypothesis is rejected. These findings imply that gender and occupation are significant determinants, while age and income level do not exert a statistically significant effect. According to Kannan (2017), businesses must recognize the

significance of digital touchpoints in influencing consumers even before they set foot in physical stores. This transformation definitely needs a more thorough comprehension of the consumer's journey through the digital world and how their digital encounters lead to the decision of buying. Particularly, the findings revealed that age, gender, occupation, and income did not have any impact on the perceptions of the respondents. It did not matter if the respondents were young or old, male or female, employed or unemployed, and regardless of their income, they all agreed that marketing strategies were effective in the areas of food quality, price, service quality, and atmosphere. In conclusion, these findings imply that the marketing strategies used by the local restaurants in Boac, Marinduque, are effective universally and have a broad appeal across different customer groups thus, their influence on the intention of visit is widespread.

Table 5.2

Significant Difference Between the Effectiveness Social Media Marketing According to the Profile of the Respondents

Factors		SS	df	MS	F	p-value	Interpretation
Age	Between	3026.8	3	1008.9			
	Within	6231.2	16	389.4	2.5907	0.08883	Not
	Total	9258.0	19				Significant
Gender	Between	7567.0	3	2522.3			
	Within	63.0	4	15.75	160.14	0.00013	Significant
	Total	7630.0	7				
Occupation	Between	1125.1	3	375.1			
	Within	5279.7	48	109.9	3.4095	0.02479	Significant
	Total	6404.8	51				
Income Level	Between	3783.5	3	1261.2			
	Within	6044.5	12	503.7	2.5037	0.10881	Not
	Total	9828.0	15				Significant

Table 5.2 shows the significant difference between the effectiveness of social media marketing according to the profile of the respondents. Based from the result, the level of effectiveness of the marketing strategies according to age that has a computed p-value of 0.08883 and income with 0.10881 have computed p-values greater than the 0.05 level of significance, indicating that they are not statistically significant and thus the null hypothesis is not rejected. Moreover, gender with p-value of 0.00013 and have p-values lower than the 0.05 level of significance, which means they are statistically significant and the null hypothesis is rejected. These findings indicate that gender and employment status are major factors, whereas age and income level do not have a statistically significant influence. In this regard, Jasminca Duricanin et al. (2023) suggest that, through a detailed study of consumer engagement, perceptions, and preferences, companies could design marketing strategies that not only attract different audiences but also take advantage of both traditional and digital platforms. This all-encompassing understanding of consumer behavior serves as a guide for businesses to deal with the difficulties of the present-day marketing environment and reap the benefits of their visibility in an era characterized by fluid and interlinked communication. The results imply that gender and career are great determinants influencing the elements underneath have a look at, suggesting that interventions, programs, or regulations need to be designed

with consideration for gender variations and the various situations of occupational agencies to make certain inclusivity and effectiveness.

Proposed Intervention Suggested to Improve Customer's Visit intention in the Municipality of Boac, Marinduque.

Hence the level of effectiveness of each of the marketing strategies in influencing the customer's visit intention were only effective, the researchers suggested to intensify the used of social medias in promoting the different restaurants in the province. Restaurants owners may use the different online platforms to show and promote their restaurants. At the same time, while traditional marketing showed lower effectiveness, it should not be disregarded. Instead, the redesign can be done in such a way that it will be able to supplement the digital promotions, that is, issuing community-based promotions, connecting up with local businesses, and engaging customers offline through loyalty programs will be the offline methods of the digital promotions. The titled of the proposed intervention was "Negosyo Palakasin mo, On line Platforms Gamitin

SUMMARY, SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATIONS

This chapter discusses the results of this study. It presents the summary, conclusion and recommendation formulated by the researcher based on the results of the data gathered.

SUMMARY

This study will adopt a quantitative research method to identify the effectiveness of social media marketing and traditional marketing in influencing customer visit intention to local restaurants in the Municipality of Boac, Marinduque. The study will involve 200 customers who dine at and purchase products and services from these local restaurants. The Boac area, more precisely the Poblacion or town proper barangays, will be the only place for data collection during the whole third week of July 2025. A structured survey questionnaire will be the data collection tool to be used. The researchers used tables and narrative to interpret the data gathered.

SUMMARY OF FINDINGS

The majority of the respondents are females 52.5% who are 18-27 years old 64.5% and unemployed 56 % with very low income of Php 0- Php10,000.00, 56%. This implies that most respondents are still at the beginning of their careers and are probably students or job hunters, who are not financially stable. The statistics imply that the economic and social status of this group affects their needs, consumption patterns and priorities. The implication of such a discovery is the need to create low-cost and low-entry programs, products, or opportunities that can appeal to the young and low-income earners among the population, and especially the women to better their economic engagement and living standards.

The results show that the most common one of these strategies employed by the local restaurants in Boac, Marinduque is social media marketing as it was noticed by 86.5% of the customers, whereas only 13.5% of the customers were aware of the traditional marketing strategies. This implies that the majority of local companies are moving towards the digital platform to advertise their products and connect with their customers. The effect of this trend is enormous - it indicates that technology and online presence are becoming very important in rolling on customer awareness and purchasing choices. With the emphasis on social media marketing, restaurants can address a broader audience, establish greater brand awareness and increase the level of customer interaction, which eventually will add to the business development and competitiveness on the local market.

The results indicate that print advertisement are rarely seen by the respondents with a weighted average of 1.84 that is translated to Disagree. This suggests that print media has low visibility and reach to local restaurant in Boac, Marinduke, and they contribute not much to the visit intentions of customers. **(Print)**

Promotional handouts like flyers, discount coupons and brochures were also very low and accounted by respondents with WM = 1.55, Strongly Disagree. This implies that restaurants in the area seldom utilize or have

poor efficacies in utilizing physical promotional handouts, which causes them to have little influence on awareness and visit intention. **(Promotional handouts).**

The average of 1.33 means that the respondents hardly notice the restaurants being involved in the community events and coverage in the media (Strongly Disagree). In such a way, PR activities are mostly missing or low in local restaurants, and it is impossible to establish reputation and effectiveness of visit intention among customers.

(public relations)

Scores on word-of-mouth through friends, family, or co-workers were relatively higher (WM = 2.64, Agree), so personal referrals are still considered a significant source of information when choosing where to eat. The given finding shows that WOM is an efficient informal promotional tool that has a positive impact on visit intention in the community. **(word of mouth)**

There was a positive rating of online promotions through ads and videotapes (WM = 3.11, Agree), which suggests that the respondents were regularly exposed to the electronic media campaigns. This proves that electronic media is an effective and applicable tool in raising restaurant awareness and improving customer traffic to the restaurants. **(Electronic Media Campaign)**

Individualized emails or promotional message was rated as very low WM=1.54, Strongly Disagree indicating that direct mail/email marketing is not a generally observed or used practice amongst the customers in Boac. Direct mail is therefore not a significant contributor to the engagement or visit intentions of the local customers. **(Direct Mail Program)**

The most successful activity was social networking activities like post, photo, promotion on Facebook, Instagram and TikTok with WM = 3.45, Strongly Agree, which meant good and stable customer exposure. This outcome recognizes social networking as the prevailing and the most effective marketing plan between local restaurants to influence customer interest and visit intention. **(Social Networking)**

The results showed that social media marketing tactics were very effective in affecting the visit intentions of the customers especially on the perceptions of the **quality of food** whereas traditional marketing tactics were considered only effective. It means that there is increased attraction and persuasion of customers into online promotions and visual food content on social platforms that increases their expectations of food and dining experience. The effect of this discovery brings out the increased value of the digital presence in the current competitive marketplace - companies that actively engage with social media marketing have the capacity to gain customer interest and visits considerably, although traditional means are to be utilized as the support options to preserve wider market coverage.

The results show that the marketing strategies based on social media were rated to be very effective in affecting the visit intentions of customers based on **price** whereas the traditional marketing strategies were rated to be effective. The implication of this is that social media platforms can be more influential, as far as developing customer perceptions and buy decisions are concerned, especially in that respect, when it comes to advertising price-related deals or discounts. Connecting with customers, providing timely promotions, and establishing trust can be more effectively in the hands of the businesses because of the interaction and spread of the social media. Impact: This brings out the need to make social media marketing more significant and a substantial investment in a business because it has more influence on consumer behavior and can result in an amplified number of customers visiting and purchasing a business than conventional methods.

The results showed social media marketing marketing was very effective in influencing customers in their visit intentions, especially by improving the **quality of services** offered, whereas the traditional marketing marketing systems were only found to be effective. This implies that social media offers better and interactive platform through which businesses can interact with their customers, earn their trust, and foster good attitudes towards their services. The implications of this result are that the role of the online platform in forming customer behavior becomes increasingly important, and companies need to consider the role of enhancing their online presence and

ensuring high-service-quality standards to attract and retain customers to compete successfully in the current market environment.

The results indicate that the social media marketing was very effective to have a significant effect on the intention of the customers to visit the place especially through the establishment of a more attractive and engaging environment, whereas the traditional marketing techniques were thought to be only effective. This implies that online media can influence customer images and attitudes more than standard media because they are interactive and visual. This discovery has shown the significance of social media marketing to businesses in attracting and retaining customers as the marketing approach not only improves brand awareness but also provides an interactive and deeper experience that is not attainable through the traditional approach. (**atmosphere**)

The results have shown that neither age nor income has any significant effect on the effectiveness of the **traditional marketing** strategies and thus it can be concluded that the traditional marketing strategies attract the attention of both the age and income groups. Nonetheless, the effect of gender and employability is high, and this means that men and women, employed and unemployed people are not the same in their response to conventional marketing initiatives. This means that marketers ought to think of using gender and employment-based messages and channels to boost engagement and conversion. Impact: These findings are an indication to consider more specific and inclusive marketing strategies that would enable promotional resources and campaigns to be consistent with preferences and situations of different genders and employment groups to achieve improved marketing outcomes.

The results show that age and income are not significant parameters in determining the effectiveness of **social media marketing** campaigns and this implies that the campaigns reach the intended audiences irrespective of these parameters. Nonetheless, gender and employability turned out to be influential, which means that men and women, employed and unemployed people respond differently to marketing activities. It would mean that the marketers need to work on customizing the content and the message depending on their gender and employment to increase their engagement and conversion. The findings indicate the need to segment the audience with gender sensitivity and employment targeting by considering that social media marketing efforts will yield improved marketing results when companies build gender sensitive and job-targeted social media campaigns instead of using age or income as a criterion to limit marketing efforts

CONCLUSION

The results of the research indicate that the traditional marketing approach and the social media marketing strategy have a significant impact on customer visit intentions to local restaurants in Boac, Marinduque, with the latter having greater influence. Findings have shown that gender and employment status are statistically significant variables that determine perceptions of marketing effectiveness without any meaningful influence of age and income. This is consistent with findings of Kannan (2017), who highlighted the fact that consumer decision-making across the demographic boundaries has been transformed by digital touchpoints due to the ubiquitous nature of the online marketing effect. Social media marketing especially social networking, electronic media campaigns, and word of mouth referrals were very effective in manipulating the consumers. These results endorse Al-Abdallah and Mustafa (2020) and Agoncillo (2023), who mentioned that digital media performs better than traditional media in generating aspersions and customer interaction in restaurant clientele. Social media provides a more interactive, visual and personal experience that improves brand recognition and customer loyalty (Duricanin et al., 2023; Maming & Festijo, 2021). On the other hand, the traditional marketing like print, promotional handouts, and public relations were only reported to be rather effective. However, they are still applicable to certain market segments, in particular older customers and those with low income, which is in line with the results by Zlatanov and Đuričanin (2023) that traditional touchpoints still have an impact on consumer memory and trust. Thus, an Integrated Marketing Communication (IMC) strategy should be considered, which would incorporate the digital and traditional media to make it inclusive, reach as many customers as possible, and maintain their interest within the different groups of consumers. All in all, this research paper proves that social media marketing is a critical driver of visit sentiments through the ability to boost the perception of food quality, price fairness, service quality, and restaurant atmosphere, which have been found to be major determinants of customer satisfaction and revisit attitudes in previous studies (Bichler et al., 2021; Sudiana and

Barusman, 2025). These strategies would help local restaurants to be more competitive and better-known as well as support the idea of the sustainable business development and Sustainable Development Goal 8 related to the promotion of decent work and economic growth.

RECOMMENDATIONS

Based from the results the following recommendations were drawn:

The results showed that the most common one of these strategies employed by the local restaurants in Boac, Marinduque is social media marketing so the local restaurants may strengthen their social media marketing strategies since they are proven very effective in influencing customer visit intentions, especially through food quality, price, service quality, and restaurant atmosphere. Customer attraction and retention should be your main goal when it comes to engaging and also visually pleasing content on Facebook, Instagram, and TikTok. To achieve that, you can make use of posts, pictures, video clips as well as online promotions to increase visibility and interaction.

The results showed that social media marketing is very effective and traditional marketing is just effective so local restaurants may integrate social media marketing with some traditional methods that are limited but still very strategically-selected, like attendance at local events, cooperation with schools or postings on bulletin boards to make your brand more visible, to continue to have a very active community presence.

The result showed that gender and occupation was significant in determining the effectiveness of the marketing strategies so it is recommended to customize marketing messages based on gender and occupation, since these factors significantly affect how marketing strategies are perceived like highlighting affordability and convenience for students and unemployed individuals.

The results indicated that print advertisement and promotional handout were rarely seen by the respondents so it is recommended that the local restaurants in Boac, Marinduque should reintroduce posters and promotional handouts like flyers on holidays and coupons for young students and low-income market segment to make it affordable.

Traditional marketing should improve responsiveness and assurance by ensuring faster customer replies, promoting safety, and maintaining professional service presentation. The restaurants have to make sure that they also improve the aspects which can be seen such as hygiene, modernized menus, and well-trained personnel so that the customer can trust more and also perceive the quality of service more.

DTI should organize marketing seminars and trainings catered to small food enterprises in Boac, Marinduque, where the spotlight would be on conventional and digital marketing, consumer interaction, and cost-effective promotions to improve their market position.

To enhance visibility, community support, and the flow of customers, local restaurant owners ought to merge the old-fashioned and the modern ways of marketing, besides taking part in community activities and making their presence felt on social media.

To Marketing professionals, they may create culturally relevant campaigns that utilize social media and word-of-mouth while improving the use of promotional handouts and email marketing to support local food businesses.

For customers, they can attract the attention of local restaurants by participating in the online promotions, giving positive feedback, and taking part in the community campaigns aimed at better services and the survival of local business.

To the future researches, it is recommended to take larger populations and different sectors into consideration to make results more valid and to investigate the long-lasting impact of digital marketing, customer loyalty, and new platforms such as TikTok.

For SDG 8, Social media marketing strategy should be enhanced since it helps to promote long-term development of the business, attract more customers, provide more employment opportunities, and strengthen the local economy's stability.

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