

Online Marketing of Coffee Shops in Manila: Its Significance to Business Profitability

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ABSTRACT

The researchers study of Online Marketing of Coffee shops in Manila : Its Significance to Business Profitability. To determine the significance of online marketing to business profitability of coffee shops in Manila is through google forms.

This study used descriptive evaluation is used in this analysis to gather information to examine various phenomena and circumstances. The goal of this method is to find answers to specific questions such as identifying how the events start, the locations, time and dates, and the present issues or phenomena.

The target respondents were the employees of Starbucks branches in Manila. There were 100 employees of Starbucks. Random sampling was utilized to gather data.

The findings The online marketing strategies rated as Highly Extent. The positive impact gained the greatest overall weighted mean. The market demand got the highest overall weighted mean

Recommendations Starbucks may offer premium membership to the customers who can able to receive special offer through the use of email, can create unique strategies on how they can improve the negative impacts of online marketing. innovate existing products that can attract and encourage customers to purchase.

KEYWORDS: Starbucks, Online Marketing, Product, Phenomena, Customer, Profitability

INTRODUCTION

Online marketing also known as internet marketing became the center of interest of many businesses to advertise their product in a large community. Online Marketing contains the process of introducing business goods and services to potential customers using various digital methods. This type of strategy became an excellent advertising medium for small and large businesses for its effectiveness to boost the profitability of a business. The highly competitive market like coffee shops or coffee houses is one of businesses that uses online marketing as a strategy tool to attract customers.

The highly competitive market like coffee shops or coffee houses is one of businesses that uses online marketing as a strategy tool to attract customers. The business provides satisfaction and services to its customers by selling different kinds of flavored coffees and other beverages. Coffee gives comfort and relaxation to the person who consumes it. It also uses to boost the energy of many adult Filipinos each day. Coffee shops, whether small or large businesses play a major role in today's economy as it is one of the favorite beverages around the world. Online marketing became a part of business activity of Starbucks, a well-known coffee shop in the world. Starbucks entered the Philippine market in 1997 and after its debut

to the market, Starbucks grew significantly throughout the country.

This study focused on the significance of online marketing on business profitability of coffee shops in Manila. The objectives of this study are to determine the impact of online marketing on business growth, to understand the power of online marketing, and to extend the knowledge of online marketing uses in business. This study can help businesses to determine if online marketing is beneficial or not for the business's growth and success.

Statement of the Problem

The study is to determine the significance of online marketing on business profitability of Starbucks Branches in Manila. Specifically, it aims to answer the following:

1. What are the online marketing strategies used by Starbucks Branches in Manila as to?
2. How online marketing affects the customers as to:
 - 2.1 Positive Impact;
 - 2.2 Negative Impact?
3. What are the influences of online marketing to coffee shops in terms of the ff:
 - 3.1 Market Demand;
 - 3.2 Expenses?
4. Is there any significant relationship between online marketing and business profitability of Starbucks Branches in Manila?

METHODOLOGY

This chapter discusses the methods used in this research. To determine the significance of online marketing to business profitability of coffee shops in Manila is through Google forms. The identification of respondents, instrument and data gathering process, and technological tools used in the study were used to determine the population, sample size, and sampling technique.

Research Design

The descriptive evaluation is used in this analysis to gather information to examine various phenomena and circumstances. The goal of this method is to find answers to specific questions such as identifying how the events start, the locations, time and dates, and the present issues or phenomena.

Population, Sample Size and Sampling Technique

The target respondents were the employees of Starbucks branches in Manila. There were 100 employees of Starbucks. Random sampling was utilized to gather data.

Description of Respondents

The chosen population was extracted from 5 branches of Starbucks in Manila it composed of Starbucks Sta. Mesa, Starbucks Mendiola, Starbucks Taft, Starbucks Intramuros, Starbucks United Nations with specific ages, sex, and civil status that are required as the participants of the study.

Data Gathering Procedure

The steps were conducted in gathering needed data are the following. First, the researcher will select the employees in different branches of Starbucks in Manila who will participate in the study. Then, the investigator will get the approval to conduct the survey. The next step was to conduct an online distribution of the survey questionnaires to the respondents. After that, interpret in descriptive approach the retrieved data.

Research Instrument

The research instrument used was the survey questionnaire which was checked and validated by the research adviser. It consists of the demographic profile of the respondents and the deal on the impact of online marketing to business profitability and marketing strategies exist used by Starbucks Branches in Manila. The respondents evaluated the positive and negative impact of online marketing on Starbucks Branches in Manila. The last part of the survey. It is designed to identify what are the influences of online marketing to business profitability in terms of market demand and expenses of Starbucks Branches in Manila. The respondents selected what variables can influence the business profitability.

RESULTS AND DISCUSSION

Findings

1. On the Online Marketing used by Starbucks branches in Manila.

The online marketing strategies rated as Highly Extent with the overall weighted mean of 4.51.

2. On the Online Marketing affects the customers as to positive and negative impact.

The positive impact gained the greatest overall weighted mean of 4.66 with descriptive evaluation of "Highly Effective", while negative impact gained the lowest overall weighted mean of 4.60 with descriptive evaluation of "Highly Effective".

3. On the influences of online marketing to coffee shops in terms of Market Demand and Expenses.

The market demand got the highest overall weighted mean of 4.58 with verbal interpretation of "Highly Influenced", while the expenses got the least overall weighted mean of 4.50 with verbal interpretation of "Highly Influenced".

4. On the significance relationship between Online Marketing and Business Profitability to Starbucks Branches in Manila.

The computed r between online marketing and business profitability to Starbucks Branches in Manila was 1.00 with a verbal interpretation of "Perfect Correlation".

Conclusions

1. Most of the respondents found that social media marketing was the most highly extent among online marketing strategies. While Email Marketing was the least extent strategy.
2. Majority of the respondents revealed that the positive impact of online marketing was highly effective compared to negative impact.
3. Several of the population confirmed that market demand gained highly influenced in terms of the influences of online marketing to the business profitability of Starbucks Branches in Manila.
4. There is a significant relationship between online marketing and business profitability of Starbucks Branches in Manila. The researchers rejected the hypothesis.

Recommendations

1. Starbucks may offer premium membership to the customers who can able to receive special offer through the use of email.
2. The Starbucks can create unique strategies on how they can improve the negative impacts of online marketing.
3. Starbucks may innovate existing products that can attract and encourage customers to purchase.

- Starbucks may choose less expensive but effective promotion and marketing strategies that can still maintain the growth and success of business.

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II. THESIS AND DISSERTATION

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