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Research Article

EntrepRise Food Garden in Facebook: The Efficiency of Social Advertising among College Students

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ABSTRACT

One of the most important social developments of the past ten years has been Facebook's meteoric ascent to prominence as a social networking site. Organizations seek to use Facebook for a variety of reasons, including to exchange and disseminate information, sell goods or services, maintain contact with current and new consumers, learn more about their customers, and obtain additional benefits. Some of these objectives are listed below. This study's objective is to investigate and evaluate the efficiency of using Facebook as a medium for advertising purposes. Facebook is the focus of this study. It will make an effort to explain how effective Facebook is as a site for advertising and how that relates to the benefits that may be acquired, and it will do so by demonstrating how effective Facebook is as a site for advertising. College students who frequently encounter Facebook adverts on their mobile devices are going to be the focus of a survey that will be carried out with the use of a random sampling method. Facebook is helpful in describing new products and promoting them in a way that either creates or improves brand impressions in a range of markets and cultural contexts. This may be accomplished in different ways. It is essential for businesses to have a working knowledge of how to promote on Facebook and other social media platforms, particularly if they intend to expand their customer base among college students. In particular, it is essential for businesses to have a working knowledge of how to promote on Instagram.

Keywords: *EntrepRise food garden, Facebook, Social advertising*

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Introduction

The students in the fourth year of the Bachelor of Science in Entrepreneurship program participate in a practicum known as the EntrepRise Food Garden. The practicum adviser assigned them the responsibility of launching their own micro-enterprises rather than providing them with on-the-job training. This EntrepRise Food Garden is comprised of seven separate small enterprises, including Tasty Buds, Uni Café, Street Food Hub, Food Entryquest, Power Pros, and Food Variety Hub. Even before they had constructed their physical shops, the students started promoting their micro businesses on Facebook.

The use of Facebook spread widely worldwide and in the Philippines in the year 2016, but it was only used for communication. Now, business owners discovered a new advantage or usage for Facebook which is to use it to advertise their businesses or their products. According to them, Andreas and Haenlein (2010), social media “is a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of User Generated Content” (p. 61).

The measurement of advertising effectiveness is crucial due to the substantial investments involved in advertising campaigns. However, obtaining a comprehensive measure of advertising effectiveness is challenging. Therefore, it is essential to focus on developing and implementing methods and measures that can partially assess the results. The difficulty in measuring overall effectiveness can be attributed to the following factors:

- A number of various business factors, including behavior, marketing strategies, financial choices, and external factors like competition and economic conditions, are entwined with the impact of advertising. Since these factors are so closely related to one another, it is difficult to determine how advertising alone has an impact.
- The outcomes of advertising efforts can take on diverse forms and may not always be easily quantifiable or measurable in quantitative terms.

- Advertising often yields long-term effects, and the results may not materialize immediately during the same period when the costs are incurred. The timing of the outcomes may differ from the timing of the expenses associated with advertising. (DOC) The effectiveness of advertising: a literature review | Abek Kia - Academia.edu

In 2019, social media advertising expenditure surpassed print advertising for the first time. Much of the growth in social media ad spend comes from small and medium-sized businesses investing in these digital ad channels. (Social Media Marketing | Social Media Advertising: A Beginner’s Guide, n.d.). Thus, it marked the beginning of using social media to promote and advertise products.

Objectives of the Study

This study’s main goal was to identify the elements that affect Facebook ads’ success and explain how these variables interacted with one another. The goal of the study was to evaluate Facebook’s efficacy as a marketing tool for college students.

Methods

The investigation was correlational in nature, and its objective was to provide a descriptive account. Descriptive research aims to accurately and systematically describe a population, situation, or phenomenon. It can answer what, where, when, and how questions, but not why questions. (Shona McCombes, 2019). Students were given standardized questionnaires that were inspired by Aderemi in their position as consumers of the products supplied by the individuals behind the EntrepRise Food Garden. The questionnaire has the following items:

1. Customer Relationship Management
2. Customers
3. Enhancing Branding Reputation
4. Building Brand Attributes
5. Announcing New Products
6. Effectiveness of Facebook Advertising

The researcher used a complete enumeration method wherein each and every item in the study is selected for the data collection, or

when the entire population is examined in order to obtain precise information about each unit.

The researchers opted to create their own research framework. Through these characteristics, this framework will assist in analyzing and determining the success of social media advertising. Customer relationship management, which involves analyzing customers' wants and expectations and offering them the best answer. (Customer Relationship Management - Meaning, Need, and Steps in CRM, n.d.). Even with the increase in popularity, customer interaction is still an abstract concept for the vast majority. Customer engagement is the continuing nurturing of a connection that extends far beyond the transaction between a firm and a customer. It is a company's deliberate, constant effort to deliver value at every client encounter, hence enhancing customer loyalty. (What Is Customer Engagement? Definition, Best Practices) The significance of brand reputation cannot be overstated for businesses, as it pertains to the long-term perceptions and associations held by customers. Brand reputation represents how customers perceive a brand's past actions, achievements, and future prospects, ultimately shaping their attitudes and behaviors

toward the brand. Companies work to build, maintain, and monitor a favorable brand reputation in order to boost sales and achieve economic success. Businesses may build and strengthen their brand image by using social media as a powerful marketing and communication tool by providing information and encouraging interactions not just between businesses and customers but also among consumers themselves (Chierici et al., 2018). The core principles of the business that make up the brand are known as brand attributes. They are the basics and attributes that define the brand's physical, character, and personality in the market and in consumers' eyes. They're comparably how we establish a person's identity. The company's brand attributes and brand identity are reflected in its brand attributes. They provide the brand with a competitive edge over competitors in the same sector, and as the company grows, these characteristics become ingrained in its reputation and identity (Bhasin, 2018). According to Sarah E. Needleman (2011), Facebook is the most effective and affordable platform for informing customers about the arrival or release of new products and services.

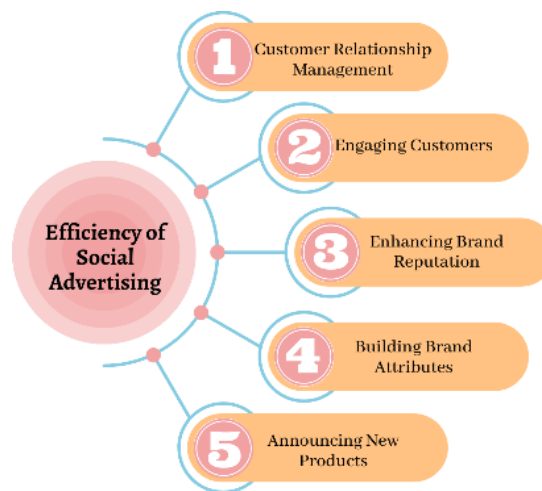


Figure 1. Theoretical Framework

This research utilized correlational analysis, and its nature can be described as descriptive. Correlational research is a sort of non-experimental study that uses statistical analysis to examine the link between two variables (Correlational Research, 2021). The term

"descriptive research" pertains to a research approach that centers on providing a detailed description of the characteristics exhibited by the population or phenomenon under investigation. The "what" of the research subject is given more attention in this descriptive

method of research than it does the "why" (Descriptive Research: Definition, Characteristics, Methods, Examples, and Advantages | QuestionPro, 2018).

This inquiry was conducted during the students' free time at DEBESMSCAT so as not to interfere with their education. Consideration was given to the potential of conducting the survey

online. The respondents were chosen using a random selection procedure. This study aimed to demonstrate that the aforementioned characteristics are related to the effectiveness of social advertising. The survey was conducted online, and questionnaires were sent to the various DEBESMSCAT colleges.



Figure 2. Conceptual Framework

The conceptual framework has been provided in such a way that it now demonstrates the relationship between each dependent variable and the effectiveness of social advertising. This suggests that in some way or another, all of these things are connected to one another or have a substantial bearing on one another.

The proprietors utilized Cronbach's alpha to determine the reliability of the questionnaire. Cronbach's alpha indicates the degree of correlation between a group of test items. (Cronbach's Alpha: Definition, Interpretation, SPSS, n.d.)

Table 1. Case Processing Summary

A. Case Processing Summary			
		N	%
Cases	Valid	315	87.7
	Excluded ^a	44	12.3
	Total	359	100.0

a. Listwise deletion based on all variables in the procedure.

The Cronbach's coefficient alpha for the 21 items was 0.979, as shown in the reliability data table below, suggesting good reliability

and reasonably high internal consistency for the items. This suggests that the surveys were likewise quite trustworthy.

Table 2. Reliability Test

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.979	.979	21

As described above, a reliability level of 0.979 is regarded as sufficient and reliable (Sekaran and Bougie 2009).

Descriptive Analysis
Demographic Analysis of the Respondents

Only DEBESMSCAT students were eligible to participate in the survey, based on the screening question, and the respondent profile question in the first portion of the questionnaire asked about the respondent's age, gender, academic year, and course.

Gender

The population sample consisted of 356 individuals, however only 315 of them were deemed to be reliable respondents. There were 168 female respondents, or 66.9% of the population, compared to 79 male respondents, or 39.5% of the total population. There were four respondents in total (or 1.6% of the total), as shown in the table below, who did not specify their gender.

		Sex			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	168	66.9	68.0	68.0
	Male	79	31.5	32.0	100.0
	Total	247	98.4	100.0	
Missing	System	4	1.6		
Total		251	100.0		

Major finding: the majority of respondents were female

Age Group

The researcher opted for four age

categories: 18-20, 21-23, 24-26, and over 27. The outcome is displayed in the table below.

		Age			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-20	219	61.7	61.9	61.9
	21-23	122	34.4	34.5	96.3
	24-26	9	2.5	2.5	98.9
	27	3	.8	.8	99.7
	18.00	1	.3	.3	100.0
Total		354	99.7	100.0	
Missing	System	1	.3		
Total		355	100.0		

Major finding: 61.9% of the respondents were below the age of 20.

Section II of the questionnaire, which contains 21 statements about the study's five dependent variables (Customer Relationship Management, Customers, Enhancing Brand Reputation, Building Brand Attributes, and Announcing New Products) and one independent variable (Effectiveness of Social Advertising), was only open to DEBESMSCAT students.

In order to assess the nature of the connection that exists between the five dependent variables and the efficiency of social advertising, a correlation analysis was carried out. The information that was gathered from the respondents was entered into SPSS 21.

The suggested model was examined in the part that follows, and correlation analysis using SPSS version 21 was used to validate it.

Correlations			
		CRM	Effectiveness
CRM	Pearson Correlation	1	.600**
	Sig. (2-tailed)		.000
	N	301	301
Effectiveness	Pearson Correlation	.600**	1
	Sig. (2-tailed)	.000	
	N	301	301

** . Correlation is significant at the 0.01 level (2-tailed).

Major finding: Customer relationship management and the effectiveness of Food EntrepRise Food Garden on Facebook among DEBESMSCAT College students are significantly related.

This table demonstrated that, as indicated by a variance of .600, there is a significant correlation between customer relationship management and the effectiveness of enterprise food garden's Facebook social advertising. This relationship can be inferred from the fact that the table was constructed using the correlation coefficient. It appeared that there is a substantial connection between the outcome, which suggests that hypothesis H1 is supported.

Correlations			
		Effectiveness	C
Effectiveness	Pearson Correlation	1	.581**
	Sig. (2-tailed)		.000
	N	301	301
C	Pearson Correlation	.581**	1
	Sig. (2-tailed)	.000	
	N	301	356

** . Correlation is significant at the 0.01 level (2-tailed).

This table showed a significant association between the level of consumer engagement and the amount of social advertising that Food EntrepRise Food Garden conducted on Facebook. This link can be relied on to some extent, which is why Hypothesis 2 is accepted.

Correlations			
		Effectiveness	EBR
Effectiveness	Pearson Correlation	1	.713**
	Sig. (2-tailed)		.000
	N	301	301
EBR	Pearson Correlation	.713**	1
	Sig. (2-tailed)	.000	
	N	301	356

** . Correlation is significant at the 0.01 level (2-tailed).

Enhancing Food EntrepRise Food Garden's Brand Reputation This table displays the relationship between Enhancing Food EntrepRise Food Garden's Brand Reputation and the Effectiveness of Food EntrepRise Food Garden's Facebook Social Advertising.

Correlations		
	Effectiveness	BBA
Effectiveness	Pearson Correlation	1
	Sig. (2-tailed)	.701**
	N	301
BBA	Pearson Correlation	.701**
	Sig. (2-tailed)	.000
	N	301

** . Correlation is significant at the 0.01 level (2-tailed).

This table presents the findings of a correlation study that compared the process of Building Brand Attributes with the effectiveness of Food EntrepRise Food Garden's social

advertising on Facebook. According to this outcome, social advertising is helpful to EntrepRise Food Garden in terms of reaching out to its customers.

Correlations		
	Effectiveness	ANP
Effectiveness	Pearson Correlation	1
	Sig. (2-tailed)	.702**
	N	301
ANP	Pearson Correlation	.702**
	Sig. (2-tailed)	.000
	N	301

** . Correlation is significant at the 0.01 level (2-tailed).

The association between the Effectiveness of Social Advertising for Food EntrepRise Food Garden and the Announcement of New Products is displayed below in the form of a table. This suggests that the utilization of social media platforms to advertise specific goods and services played a significant role in the success of advertising on Facebook.

The graph illustrated the responses to the final survey question regarding the effectiveness of social advertising. The color red denoted the cumulative count of participants who held the view that social advertising was deemed successful.

Conclusion

This research demonstrated that social advertising of Food EntrepRise Food Garden on Facebook is, in fact, effective by providing a summary of all of the most important findings. The modified survey questions utilized by the proponents were found to be trustworthy through the application of the reliability test. The researchers were able to demonstrate with the assistance of correlational analysis that all

of the dependent variables were associated with the success of social advertising. This was an important step in the research process.

This study sought to determine the effectiveness of EntrepRise Food Garden's social media advertising among college students taking the DEBESMSCAT as well as which factors are most likely to be impacted by exposure to this type of Facebook advertising.

The popularity of social media is growing as a result of advertisers using a variety of social media channels to improve customer engagement both online and offline. Social media platforms, the third-largest advertising channel, are responsible for 13% of all advertising spending. Social media has played a crucial part in the spread of knowledge ever since the COVID-19 outbreak spread over the globe. According to research conducted on the topic, social media proved to be the digital medium with the quickest rate of knowledge dissemination regarding the virus. This enabled specialized audiences, such as front-line employees, to be reached and educated. Even though there are some drawbacks associated with the

publication of incorrect facts and knowledge, social media platforms continue to be major communication platforms for scientists, organizations, and governments. This allows them to reach a variety of audience groups and produce highly persuasive results. Similar to how advertisers invest in social media platforms in the hopes of gaining attention, engagement, and action in both online and offline settings, it is of the utmost importance to have a solid grasp of how effective social media advertising is (Yousef et al., 2021).

Marketers pay close attention to online engagement while developing social media ads, and they also use this metric to judge the effectiveness of their social media advertising efforts. Quantitative statistics supplied by social media sites like likes, comments, shares, and clicks are important measures of online interaction. Websites have information on these parameters (Yousef et al., 2021).

According to the results of the study conducted, college students enrolled in DEBESMSCAT find that the social advertising campaign run by EntrepRise Food Garden on Facebook is effective. Facebook helps explain and promote new goods in a way that either builds or enhances brand perceptions across a range of cultures and markets. It is critical for companies to have a solid understanding of Facebook as well as the methods behind the use of social media advertising in order to expand their operations, particularly those firms that are geared toward college students (Aderemi 2015).

Acknowledgment

This study owes its existence and successful completion to the invaluable guidance and assistance provided by numerous individuals. Their contributions and unwavering support were crucial throughout the preparation and execution of this research.

We would like to express profound gratitude to the Almighty God, whose guidance and blessings made this research endeavor possible. Through His infinite wisdom, strength, and inspiration, we were able to navigate the challenges and reach the milestones of this journey.

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invaluable throughout this study. Their unconditional love and belief in our abilities served as a constant source of motivation, driving them to persevere even in the face of difficulties. We are deeply indebted to them for instilling values of diligence, perseverance, and determination.

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