

# UTILIZING SOCIAL MEDIA PLATFORMS AS PERCEIVED BY THE CUSTOMERS OF COFFEE SHOPS TOWARDS ENHANCED CUSTOMER ENGAGEMENT

## ABSTRACT

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Marketing

### KEYWORDS

*social media marketing;  
customer engagement; coffee  
shops; brand awareness;  
digital marketing; consumer  
behavior*

### ARTICLE ID

AASGBCPJMRA-B23061

In today's era, social media has become an essential tool for businesses to connect with customers, enhance brand awareness, and foster loyalty. This study examines the use of social media platforms by coffee shops, focusing on Ok Café in San Jose Del Monte, Bulacan. It aims to assess customer perceptions of social media strategies in terms of relevance, visual appeal, informative value, and entertainment value, and to analyze how these factors influence customer advocacy, involvement, satisfaction, and trust. A descriptive-correlational research design was employed, involving 100 respondents who participated by completing a structured survey questionnaire. Results indicate that customers place high importance on visually appealing and informative content, which enhances engagement. Statistical analysis revealed a low but significant positive correlation ( $r = 0.5564$ ,  $p = 0.0455$ ) between social media utilization and customer engagement, suggesting that while social media presence contributes to engagement, strategies should be refined to further improve its effectiveness. The findings support a strategic marketing plan aimed at boosting Ok Café's social media relevance, customer trust, and brand interaction. Based on survey responses, the study recommends enhancing content strategies, incorporating personalization, and aligning with current social media trends to strengthen customer relationships. These insights provide practical guidance for coffee shop owners and marketers on leveraging social media to drive business growth and sustain engagement.

### RECOMMENDED CITATION

Bate, M. J., Chua, J., Gugulan, H., Orbon, C. A., & Tolentino, L. V. (2025). Utilizing Social Media Platforms as Perceived by the Customers of Coffee Shops Towards Enhanced Customer Engagement. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 116.