

EVOLVING MARKETING TRENDS IN THE FOOD INDUSTRY: ADAPTING TO THE DIGITAL FOOD MARKETING

ABSTRACT

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The food industry has increasingly embraced digital platforms such as Instagram, TikTok, and YouTube, which have significantly transformed traditional marketing approaches. However, many small businesses continue to face challenges in understanding consumer behavior and measuring return on investment. This study aimed to analyze evolving marketing trends in the food sector, identify the most impactful digital platforms, and explore the challenges involved in transitioning to digital marketing. The research also seeks to provide practical insights and best practices to help food establishments strengthen their online presence and remain competitive in the digital age. This research employed a quantitative design to examine digital marketing trends within the food industry. A total of 50 food business owners, managers, and marketing professionals in Quezon City were selected using purposive sampling. A structured survey questionnaire was used to collect data on respondent demographics, perceived effectiveness of digital marketing strategies, resource allocation, and approaches to integrating traditional and digital marketing practices. Survey results showed that 48% of the respondents were aged 30 and above, with an even gender split and 44% reporting 1 to 5 years of business experience. The findings revealed that food businesses in Quezon City effectively use platforms such as Facebook and Instagram for brand visibility and customer engagement. Strategies that proved most effective in bridging traditional and modern marketing included using online reviews, offering exclusive deals, collaborating with influencers, and partnering with food delivery applications. These approaches were found to significantly enhance consumer reach and contribute to business growth. The study highlights the growing innovation in digital marketing among both seasoned and emerging food business operators. Despite the evident benefits of digital engagement, small enterprises face challenges such as limited resources, lack of technical know-how, and access to digital tools. Addressing these limitations through accessible and tailored digital marketing strategies is crucial. Recommended practices include enhanced use of promotional campaigns, influencer marketing, review management, and integration with delivery services. These strategies can empower food businesses in Quezon City to expand their digital footprint, attract more customers, and redefine success in the local culinary industry.

RECOMMENDED CITATION

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