

**Social media marketing strategies
and business performance among coffee shops in Kalibo**

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ABSTRACT

This study examined the relationship between social media marketing strategies and business performance among coffee shops in Kalibo, Aklan. Specifically, it assessed the extent of social media marketing strategies as perceived by customers in terms of brand awareness, consumer engagement, content quality, perceived value, and customer interaction and responsiveness; determined the level of business performance of coffee shops in terms of financial and sales performance; and analyzed whether social media marketing strategies significantly relate to and predict business performance. A survey-correlational research design was utilized. The respondents included 300 coffee shop customers and 60 coffee shop owners and managers selected through non-probability sampling due to the unknown population size. Data were gathered using two validated and reliable researcher-made questionnaires. Significant findings showed that customers perceived social media marketing strategies to a high extent across all dimensions, while owners and managers rated their business performance, including financial and sales performance, at a high level. Findings further revealed a statistically significant but negative relationship between social media marketing strategies and business performance, indicating a moderate inverse association. Regression analysis confirmed that social media marketing strategies significantly predict business performance. The study concludes that although social media marketing is actively utilized by coffee shops in Kalibo, its effect on business performance depends on strategic alignment and effective implementation, highlighting its role as a significant but non-linear performance driver.

Keywords: Social media marketing strategies, business performance, coffee shops.

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INTRODUCTION

The café industry has experienced rapid growth in recent years as lifestyle changes, digital connectivity, and the proliferation of local and specialty coffee shops have reshaped consumer preferences and business competition. Alongside this growth, the rapid advancement of digital technologies has transformed the way businesses communicate with customers, promote products, and sustain competitive advantage. Among these technologies, social media has emerged as one of the most influential marketing platforms, particularly for micro, small,

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and medium-sized enterprises. Social media marketing enables businesses to engage in two-way communication with customers, build brand awareness, and foster long-term relationships at a relatively low cost compared with traditional marketing channels (Chatterjee & Kar, 2020; Candra & Susanto, 2020; Emmanuel et al., 2022). In this context, social media has become a vital strategic tool for coffee shops, whose operations depend not only on product quality but also on customer experience, ambiance, interaction, and brand image.

Globally, studies conducted from 2020 onward have shown that social media marketing strategies significantly influence several dimensions of business performance, including sales growth, customer engagement, brand loyalty, and market reach. Emmanuel et al. (2022), through a systematic literature review, found that firms actively implementing social media marketing strategies tend to experience improved customer relationships, higher customer satisfaction, and enhanced overall business performance. Similarly, studies among SMEs in emerging economies have shown that social media marketing adoption positively affects firm performance by improving information accessibility, service quality, and customer relations (Samat, 2020; Candra & Susanto, 2020; Emmanuel et al., 2022). These findings suggest that social media marketing functions not merely as a promotional tool but as an integrated mechanism for strengthening customer relationships and improving organizational outcomes.

The importance of social media marketing is especially evident in the food and beverage industry, where customer experience and visual appeal strongly influence consumer behavior. Coffee shops, as experiential businesses, benefit from platforms such as Facebook, Instagram, and TikTok because these allow them to showcase products, share behind-the-scenes content, promote limited offers, and encourage user-generated content. These practices help strengthen customer engagement, brand recognition, and brand identity. Studies on coffee retail businesses indicate that social media engagement contributes to higher customer satisfaction and loyalty, both of which are essential drivers of sustained business performance (Begum et al., 2020; Adeleke, 2020; Hassan, 2026). Thus, the literature consistently emphasizes the capacity of social media to connect brand communication with consumer experience in ways that are particularly relevant to coffee shop operations.

The COVID-19 pandemic further intensified the reliance of coffee shops and other small businesses on social media marketing. Beginning in 2020, mobility restrictions and reduced physical interactions made social media a primary channel for customer communication, promotions, and brand visibility. In the Philippine setting, a study on coffee shops in Tagaytay City found that managers perceived social media marketing as the most effective digital marketing strategy for promoting brand awareness and supporting sales during the pandemic period. This finding underscores the strategic role of social media marketing in sustaining business continuity and resilience during periods of uncertainty (Gabato et al., 2025). It also demonstrates how digital marketing became not only an optional business practice but a necessary adaptive response for enterprises facing changing market conditions.

In the Philippine context, coffee shops are largely classified as micro, small, and medium-sized enterprises, which contribute to local economic development through employment generation, entrepreneurship, and community engagement. Recent local studies have shown that Filipino coffee shops widely use social media platforms, particularly Facebook and Instagram, because of their accessibility and high user penetration in the country. Research among MSME coffee shops in Manila revealed that social media marketing significantly influences customer purchasing decisions and enhances brand recall, particularly among younger consumers. Similarly, an undergraduate thesis conducted in Cavite found that social media content and user engagement positively affect customers' purchase intention, with Instagram content generating the highest levels of engagement (Belmonte, n.d.; Baua et al., 2025). These findings support the view that social media marketing is highly relevant in shaping customer behavior within the Philippine coffee shop sector.

Despite the growing body of literature affirming the positive role of social media marketing, findings on its direct impact on business performance remain mixed. For example, a study among coffee shops in Tacurong City found that although social media marketing strategies were highly utilized, they did not have a statistically significant direct influence on business performance indicators such as finance and sales. This suggests that the effectiveness of social media marketing may depend on contextual factors such as market characteristics, strategic implementation, content quality, customer responsiveness, and alignment with broader business objectives. The inconsistency in findings reveals an important gap in the literature, particularly in determining whether social media marketing consistently translates into measurable business performance across different local settings.

This gap is especially relevant in provincial and emerging coffee shop markets such as Kalibo, Aklan. Kalibo has experienced steady growth in local coffee shops due to tourism, youth culture, and the increasing popularity of specialty coffee. However, many of these establishments operate with limited resources and face intense competition. Although social media platforms are widely accessible, there remains limited empirical evidence on how specific social media marketing strategies, including content creation, customer engagement, promotions, and platform utilization, relate to the business performance of coffee shops in smaller municipalities. Most existing Philippine studies have focused on highly urbanized areas, leaving provincial contexts underexamined. This limitation points to the need for localized research that captures the realities of coffee shops operating outside major urban centers.

Anchored on the premise that well-executed social media marketing strategies can enhance business performance by increasing customer awareness, stimulating engagement, strengthening brand-consumer relationships, and influencing purchase behavior, this study investigates the relationship between social media marketing strategies and business performance among coffee shops in Kalibo, Aklan. By examining this relationship in a provincial setting, the study seeks to provide practical insights for coffee shop owners, managers, and local entrepreneurs on how social media may be strategically leveraged to improve sales, customer loyalty, and overall performance. At the same time, the study contributes to the literature by offering localized empirical evidence on the role of social media marketing in MSME development in the Philippines, particularly within the context of emerging coffee shop markets.

Statement of the problem

This study aimed to determine the relationship between social media marketing strategies and business performance among coffee shops in Kalibo for the year 2025. Specifically, the study sought to answer the following questions:

1. What is the extent of social media marketing strategies among coffee shops in Kalibo as perceived by customers as a whole and in terms of brand awareness, consumer engagement, content quality and perceived value, and customer interaction and responsiveness?
2. What is the level of business performance of cafés in Kalibo employing social media marketing strategies as a whole and in terms of financial performance and sales performance?
3. Is there a significant relationship between the extent of social media marketing strategies and the level of business performance?

4. Are social media marketing strategies a significant predictor of business performance among coffee shops in Kalibo?

METHODOLOGY

The methodology of the study was organized to restate the main problem, explain the research design, describe the methods, and present the statistical data analysis procedures. The general purpose of this study was to determine the relationship between social media marketing strategies and business performance among coffee shops in Kalibo. It also assessed the extent of social media marketing as perceived by customers in terms of brand awareness, consumer engagement, content quality and perceived value, and customer interaction and responsiveness. The study further evaluated the level of business performance of coffee shops in Kalibo that employed social media marketing strategies, particularly in terms of financial and sales performance. In addition, it sought to identify whether significant predictors existed within the extent of social media marketing strategies that influenced the business performance of coffee shops in Kalibo.

To achieve these objectives, the study adopted a survey correlational research design, which is a quantitative, nonexperimental approach used to measure the degree of association between variables without manipulating them. According to Creswell (2012) as cited in Lawrence (2023), correlational research involves using statistical tests to “describe and measure the degree of association (or relationship) between two or more variables” and does not involve controlling or manipulating the variables being studied. This design was appropriate for the present study because it allowed the researcher to observe existing social media marketing strategies and examine how these relate to actual business performance outcomes in a natural setting. Through this design, the study identified trends, measured associations, and determined predictors, thereby supporting a broad understanding of how social media marketing strategies contribute to the success of coffee shops in Kalibo.

The participants of the study consisted of coffee shop owners, managers, and customers from selected coffee shops in Kalibo, Aklan. Since the exact population size of coffee shop customers, business owners, and managers in Kalibo was unknown, a nonprobability sampling approach was used because the population size could not be determined. The researcher relied on established methodological guidelines to determine an appropriate sample size. Recent research provides strong support for using 200 and more respondents (Rahman, 2023; Garg et al., 2024; Lee, 2025). According to Rahman (2023), nonprobability surveys required a sample size “large enough” to allow meaningful analysis when the population is unknown, recommending larger samples in business research to strengthen validity and representativeness. Similarly, Lee (2025) noted that sample size in nonprobability sampling depends on research objectives, variability, and desired precision, and that exceeding minimum thresholds such as 30 or 100 respondents improves the stability of findings and reduces sampling bias. In addition, Garg et al. (2024) emphasized that business research requires sufficiently large samples to ensure statistical power and generalizability, identifying 100–200+ respondents as a practical range for credible surveys with multiple variables or consumer behavior components. These recent sources consistently emphasized that larger sample sizes strengthen reliability, precision, and representativeness in nonprobability research. Therefore, selecting 300 respondents aligned with current methodological standards, ensured sufficient data to meet the study’s analytical requirements, and enhanced the credibility of the findings even when the population size was unknown.

The researcher also established inclusion criteria for the participants. The participants included coffee shop owners, managers, and customers from selected coffee shops in Kalibo, Aklan. Coffee shop owners and managers must be currently operating or employed in a coffee

shop in Kalibo for at least six (6) months and must be managing an active social media page for their coffee shop. Customers must be at least eighteen (18) years old and must have purchased from the selected coffee shops within the last three (3) months. All participants must voluntarily participate and provide informed consent.

The data gathering instruments for this study were two separate researcher made survey questionnaires, one for coffee shop owners and managers and another for their customers. The researcher made survey questionnaires consisted of closed ended questions. The Social Media Marketing Strategies Questionnaire aimed to determine the extent of social media marketing strategies used by coffee shops as perceived by the customers. It was developed based on the foundational concepts and dimensions derived from three theoretical frameworks, namely the AIDA Model, Technology Acceptance Model (TAM), and Gratifications Theory (UGT), which collectively guided the development of the survey items. This questionnaire was composed of four dimensions: brand awareness, consumer engagement, content quality and perceived value, and customer interaction and responsiveness. Each dimension comprised 10 constructs, for a total of 40-item constructs evaluated using a 5-point Likert scale ranging from 1 (strongly disagree), 2 (disagree), 3 (neutral), 4 (agree) to 5 (strongly agree). To interpret the overall extent of social media marketing strategies and each dimension, the following scale of means was used: 4.20-5.00 was described as Very High, 3.40-4.19 as High, 2.60-3.39 as Moderate, 1.80-2.59 as Low, and 1.00-1.79 as Very Low.

The Business Performance Questionnaire assessed the level of business performance of coffee shops employing social media marketing strategies as perceived by the owners and managers. The questionnaire had two dimensions, namely financial performance and sales performance, informed by Venkatraman and Ramanujam's (1986) framework. This questionnaire was composed of 20-item constructs answered through a 5-point frequency scale with the following scores and responses: 5-always, 4-often, 3-sometimes, 2-rarely, and 1-never. To interpret the overall level of business performance of cafés in Kalibo employing social media marketing strategies, the following scale of means was used: 4.20-5.00 was described as Very High, 3.40-4.19 as High, 2.60-3.39 as Moderate, 1.80-2.59 as Low, and 1.00-1.79 as Very Low.

Both instruments underwent a thorough validation process to ensure their validity and reliability. A panel of at least three experts in hospitality management, marketing, and research methodology conducted face validation and provided feedback that informed improvements in language clarity, content relevance, and overall structure. After revisions, the instruments were pilot tested with 30 individuals from the target population who were not part of the final sample. The pilot results were then used for reliability analysis through Cronbach's alpha, and only constructs with coefficient values above 0.70 were retained, ensuring that all scales met the acceptable reliability standards for academic research.

The data gathering procedure was carefully planned and implemented to ensure the quality, validity, and reliability of the collected data. Before initiating the study, a formal letter of permission was prepared and submitted to the relevant authorities, such as the dean, coffee shop owners, and managers. The letter outlined the purpose of the study, the methods to be employed, and the expected benefits. It also emphasized the voluntary nature of participation and assured the confidentiality and anonymity of the participants. Alongside obtaining permission, ethical approval was sought from the appropriate ethics committee or review board. This step ensured that the study adhered to ethical guidelines and protected the rights and well-being of the participants. The ethical approval process involved submitting a detailed research proposal and addressing any concerns raised by the committee.

After securing the necessary permissions and ethical clearance, the researcher developed two separate survey instruments, one for coffee shop owners and managers and another for their customers. These surveys were designed to assess social media marketing strategies and business performance. The instruments were composed of closed ended questions and employed a Likert type scale to gauge respondents' perspectives. The survey instruments could be administered either online or in person. For the online survey, participants received an email containing a link to the survey platform. For the in-person survey, arrangements could be made to conduct the survey by scheduling appointments. Clear instructions were provided to the participants regarding the purpose of the survey, the expected duration, and the confidentiality measures in place.

To ensure data quality, data cleaning procedures were implemented to identify and rectify any missing or inconsistent data. This involved a thorough review of the collected survey responses to address discrepancies or errors. The data cleaning process was conducted systematically to maintain the integrity and accuracy of the dataset. The collected survey data were then analyzed using appropriate statistical methods to test hypotheses and draw conclusions. Descriptive statistics such as mean and standard deviation were used to summarize the data. Inferential statistics such as correlation and regression were employed to explore relationships among variables. Statistical software, specifically the Statistical Package for Social Sciences (SPSS) for Windows Version 21, was utilized to facilitate the analysis. Overall, the data gathering procedure was carefully planned and executed to ensure that the collected data were of high quality and provided valid and reliable information on social media marketing strategies and business performance among coffee shops in Kalibo, Aklan.

The statistical tools used in this study were selected based on the nature of the variables and the specific objectives of the research. The data were examined and interpreted, and implications were drawn using descriptive and inferential statistics. Results were interpreted at 0.05 and 0.01 levels of significance. The data gathered were analyzed using the Statistical Package for Social Sciences (SPSS) software. The mean was used to determine the overall extent of social media marketing strategies and the extent of each dimension, namely brand awareness, consumer engagement, content quality and perceived value, and customer interaction and responsiveness. Similarly, it was used to determine the overall level of business performance of coffee shops and the level of financial and sales performance. The standard deviation was utilized to determine the homogeneity or heterogeneity of the variances in terms of social media marketing strategies and business performance. Pearson's r correlation coefficient was used to examine the relationships between variables through correlation coefficients, which helped determine the strength and direction of the relationships between variables such as social media marketing strategies and business performance. Regression analysis was used to identify which social media marketing strategies dimensions significantly predict finance and sales performance.

RESULTS AND DISCUSSION

This chapter presents the results and discussion of the study based on the data gathered from 300 coffee shop customers and 60 coffee shop owners and managers in Kalibo, Aklan. Using a survey-correlational research design, non-probability sampling, researcher-made questionnaires, and statistical techniques that included mean, standard deviation, and the appropriate inferential analyses, the discussion is grounded in the collected data and interpreted in direct relation to the objectives of the study. Specifically, the results examine the extent of social media marketing strategies among coffee shops in Kalibo as perceived by customers in terms of brand awareness, consumer engagement, content quality and perceived value, and customer interaction and responsiveness, as well as the level of business performance of cafés

employing social media marketing strategies in terms of financial performance and sales performance.

The findings show that customers perceived the social media marketing strategies employed by coffee shops in Kalibo to a High extent overall, as reflected by $M = 3.86$ and $SD = 0.68$. This overall result falls within the scale range of 3.41-4.20, which is described as High, while the other scale interpretations are 4.21-5.00 for Very high, 2.61-3.40 for Moderate, 1.81-2.60 for Low, and 1.00-1.80 for Very low. Across the specific dimensions, brand awareness was also rated High, with $M = 3.85$ and $SD = 0.75$, indicating that customers recognized the visibility and presence of coffee shops on social media platforms. Consumer engagement likewise obtained a high rating, with $M=3.73$ and $SD = 0.74$, suggesting that customers perceived the cafés' social media activities as capable of encouraging interaction and participation. Content quality and perceived value received a high rating, with $M=3.92$ and $SD = 0.73$, showing that customers viewed the online content of coffee shops as relevant, valuable, and appealing. Among all dimensions, customer interaction and responsiveness recorded the highest mean score, with $M = 3.93$ and $SD = 0.72$, and was also described as High, indicating that customers particularly recognized the cafés' efforts to respond, communicate, and maintain meaningful interaction through social media.

These findings indicate that the social media marketing strategies of coffee shops in Kalibo were perceived positively across all assessed dimensions. The consistently High ratings suggest that social media platforms are being effectively used to increase brand visibility, encourage customer participation, communicate relevant and valuable content, and sustain timely interaction with customers. The highest mean score for customer interaction and responsiveness, $M = 3.93$, $SD = 0.72$, implies that responsiveness is a notable strength among the cafés, while the relatively lower but still High score for consumer engagement, $M=3.73$, $SD = 0.74$, suggests that although customers are engaged, there remains room to further strengthen interactive strategies that encourage deeper customer participation. In practical terms, the findings imply that social media functions as an important marketing tool for coffee shops in Kalibo because it supports customer relationships, strengthens customer perceptions, and may contribute to satisfaction, loyalty, and overall business performance.

The results are consistent with previous studies showing that effective social media marketing contributes to favorable customer perceptions and business sustainability in the coffee shop industry. The High rating for-brand awareness supports the findings of Haryanti and Praswati (2023), who emphasized that social media marketing activities enhance brand visibility and influence visit intentions. Similarly, Begum et al. (2020) found that active social media use improves brand recognition and expands the customer base in the coffee retail sector. This finding also reinforces the observation of Purba et al. (2022) that top-of-mind awareness serves as an important basis for consumer purchase decisions. In this study, the High rating for-brand awareness, $M = 3.85$ and $SD = 0.75$, suggests that coffee shops in Kalibo are able to use social media as a channel for making their brands visible and recognizable to customers.

The High rating for-consumer engagement, $M=3.73$ and $SD = 0.74$, further indicates that customers perceived coffee shops' social media activities as interactive and participatory. This aligns with Septihani et al. (2025), who found that effective digital communication strategies enhance customer engagement levels. In the context of local coffee shops, Adeleke (2020) emphasized that the strategic use of social media for marketing, promotion, and branding is important for operational sustainability, especially when supported by community involvement and personalized content. Begum et al. (2020) also noted that strong social media use allows coffee retailers to function as appealing online social venues. Thus, the result of the

present study suggests that coffee shops in Kalibo are using social media not only for promotion but also as a space for customer connection and relationship building.

The High rating for-content quality and perceived value, $M=3.92$ and $SD = 0.73$, indicates that customers found the content shared by coffee shops to be valuable, relevant, and appealing. This finding is consistent with Begum et al. (2020) and Purba et al. (2022), who identified visually rich and relevant content as a major driver of purchase intention in the experience-oriented coffee industry. Septihani et al. (2025) similarly emphasized that coffee shops must optimize visual content and use emerging social media trends to strengthen brand loyalty. Conversely, Afifah et al. (2023) noted that poor or inconsistent content weakens customer connection and engagement. Therefore, the High result in this dimension suggests that coffee shops in Kalibo are generally able to provide content that supports customer interest and perceived value, which is essential in maintaining competitiveness in a digitally mediated market.

The High rating for-customer interaction and responsiveness, $M = 3.93$ and $SD = 0.72$, is particularly significant because it obtained the highest mean among all dimensions of social media marketing strategies. This result suggests that customers strongly perceived coffee shops in Kalibo as responsive and interactive in their online communication. Afifah et al. (2023) highlighted that delayed responses and ignored comments are indicators of ineffective social media management, while Begum et al. (2020) emphasized that meaningful interaction strengthens customer and firm relationships. In this regard, the finding implies that coffee shop owners in Kalibo may be avoiding common weaknesses in social media management by maintaining timely and responsive communication with customers. This strengthens customer trust and supports the development of sustained customer relationships.

The results further show that the level of business performance of cafés in Kalibo employing social media marketing strategies was perceived at a high level overall, with $M=3.89$ and $SD=0.94$. This overall result also falls within the scale range of 3.41-4.20, which is described as High, while the other scale interpretations are 4.21-5.00 for Very high, 2.61-3.40 for Moderate, 1.81-2.60 for Low, and 1.00-1.80 for Very low. In terms of financial performance, the cafés obtained a high rating, with $M=3.86$ and $SD=1.01$, indicating favorable perceptions of financial outcomes among coffee shops using social media marketing strategies. Sales performance recorded the highest mean among the two business performance dimensions, with $M=3.93$ and $SD=0.91$, and was likewise described as High. This suggests that sales-related outcomes were perceived more strongly than financial performance, although both dimensions remained within the same High descriptive category.

The High level of overall business performance, $M=3.89$ and $SD=0.94$, indicates that cafés in Kalibo employing social media marketing strategies generally demonstrate favorable business outcomes. The High rating for financial performance, $M=3.86$ and $SD=1.01$, suggests that these businesses perceive positive financial results, while the higher rating for sales performance, $M=3.93$ and $SD=0.91$, implies that the use of social media marketing may be more immediately reflected in customer purchases, sales activity, and market response. The difference between the two dimensions shows that while both financial and sales performance are strong, sales performance appears to be the more pronounced outcome among cafés using social media strategies.

Taken together, the descriptive findings show that coffee shops in Kalibo demonstrate a high extent of social media marketing strategies and a high level of business performance. The strongest result in social media marketing was customer interaction and responsiveness, $M = 3.93$ and $SD = 0.72$, while the strongest result in business performance was sales performance, $M=3.93$ and $SD=0.91$. These results suggest that responsive communication, relevant content, brand visibility, and customer engagement are important elements of digital marketing practice in the local coffee shop context. The findings contribute to the field by

showing how social media marketing dimensions operate within small and local café businesses and how these practices are associated with favorable perceptions of business performance. These results provide a basis for the succeeding inferential analysis, which examines whether the extent of social media marketing strategies is significantly related to and predictive of business performance among coffee shops in Kalibo.

The findings further indicate that coffee shops in Kalibo employing social media marketing strategies demonstrated a high level of perceived business performance. Overall business performance obtained $M=3.89$ and $SD=0.94$, which falls within the High descriptive category. In terms of specific dimensions, financial performance was rated High, with $M=3.86$ and $SD=1.01$, while sales performance also obtained a high rating and recorded the highest mean score, with $M=3.93$ and $SD=0.91$. These results suggest that social media marketing strategies are associated with generally favorable business outcomes as perceived by café owners and managers. The higher mean score for sales performance indicates that social media marketing may be particularly useful in stimulating customer visits, encouraging product purchases, and increasing overall sales volume. In contrast, although financial performance also reflects favorable revenue and profitability outcomes, its $SD=1.01$ suggests greater variability in financial returns across cafés, which may be attributed to differences in marketing consistency, audience reach, competitive positioning, and the extent to which social media platforms are strategically utilized.

These findings highlight the crucial role of social media marketing in enhancing both sales and financial performance among coffee shops in Kalibo. The results are supported by recent empirical studies showing that social media marketing contributes to customer engagement and purchase behavior through promotional campaigns, featured product posts, and targeted advertising. Thus, these digital strategies appear to contribute meaningfully to improved business outcomes and reinforce the importance of sustained and well-managed social media efforts in the café industry. The High perceived level of business performance observed in this study aligns with recent research in the food, beverage, and small- and medium-sized enterprise sectors, which consistently demonstrates that social media marketing and digital content strategies significantly influence overall business performance by enhancing competitiveness, productivity, and operational sustainability (Aryani & Tuti, 2023; Bernando & Ray, 2025; Sinaga et al., 2023). Moreover, the positive effects of social media marketing on firm performance are often strengthened through improved brand equity, further validating the High level of perceived performance reported in this study (Laradi et al., 2024).

The finding that sales performance achieved the highest mean score, $M=3.93$ and $SD=0.91$, reflects the pattern described in contemporary literature as the “From Likes to Sales” effect. Recent path analyses confirm that digital marketing strategies, when effectively mediated through social media platforms, exert a direct and significant influence on product sales, particularly in the coffee retail sector (Achmad et al., 2024; Roosdhani et al., 2023). Empirical evidence further shows that visually rich content, promotional posts, and targeted advertisements significantly increase visit intentions and purchasing decisions among coffee shop consumers (Borja et al., 2025; Haryanti & Praswati, 2023). Lestari et al. (2024) likewise reported that active social media engagement can increase annual sales performance by 10% to 30%, while Erkli (2022) identified sales growth as one of the primary motivations for social media adoption among food and beverage businesses. In the context of Kalibo coffee shops, this suggests that social media marketing is perceived to have a particularly strong connection with sales-related outcomes.

Although financial performance was also rated High, with $M=3.86$ and $SD=1.01$, the greater variability reflected in the standard deviation is consistent with scholarly discussions

on the uneven translation of social media marketing into financial returns. While social media marketing is widely recognized as a powerful tool, its effectiveness depends heavily on strategic implementation rather than mere usage intensity. Studies indicate that inconsistent content delivery, limited platform management, and lack of strategic alignment may weaken financial outcomes despite high engagement levels (Cao & Weerawardena, 2023; Doğan-Südaş et al., 2022; Afifah et al., 2023). Furthermore, differences in financial performance have been linked to the ability of businesses to tailor digital strategies to operational needs, monitor customer feedback, and adapt to evolving consumer expectations (Alshamaila, 2018; Korcsmáros & Csinger, 2022). External factors, such as platform algorithm changes and declining organic reach, may also contribute to financial variability, particularly among small cafés with limited advertising resources (Mtjilibe et al., 2024).

Therefore, the findings support the implication that refining and strategically managing social media marketing efforts is essential for achieving more stable and sustained business performance. This interpretation is aligned with contemporary “Marketing 5.0” principles, which emphasize engagement-driven strategies, responsiveness, and personalization. Recent studies demonstrate that consistent promotional activity and active customer interaction build brand resonance, increase repurchase intentions, and foster long-term loyalty (Munir et al., 2025; Septihani et al., 2025). In addition, tailored strategies that highlight the experiential aspects of cafés, such as ambiance, aesthetics, and customer experience, have been shown to bridge the gap between initial online engagement and sustained financial profitability (Begum et al., 2020; Lady et al., 2025). As such, the results of this study confirm existing literature and reinforce the strategic importance of social media marketing in sustaining business growth and competitiveness among coffee shops in Kalibo.

The inferential analysis examined the significant relationship between the extent of social media marketing strategies and the level of business performance among coffee shops in Kalibo. Using Pearson r correlation, the findings revealed a negative but statistically significant relationship between social media marketing strategies and business performance, as shown by $r = (-)0.353^*$ and $\text{Sig} = 0.006$. Since the result was significant at $p < 0.05$ at the 5% alpha level, the null hypothesis stating that there is no significant relationship between the extent of social media marketing strategies and the level of business performance among coffee shops in Kalibo is hereby rejected. This result indicates a moderate inverse relationship between the two variables, suggesting that as the perceived extent of social media marketing strategies increases, the reported level of business performance tends to decrease, and vice versa. However, the result should not be interpreted as evidence of causation, since Pearson r correlation only establishes the direction and strength of association between the variables.

The significant negative relationship between social media marketing strategies and business performance highlights the importance of strategic rather than merely intensive use of social media marketing among coffee shops in Kalibo. The finding implies that simply increasing the extent of social media activities does not automatically lead to improved business outcomes. Instead, coffee shop owners and managers should focus on optimizing the quality, relevance, and effectiveness of their social media strategies to ensure that marketing efforts are aligned with business objectives, target audience preferences, and operational capacities. The result further suggests that social media marketing should be integrated with broader business strategies, including product quality, in-store experience, pricing, and customer service, to generate more favorable performance outcomes. Training in data-driven digital marketing, performance monitoring, and content strategy may help coffee shop owners and managers better translate online engagement into tangible financial and sales results.

The negative but statistically significant correlation between social media marketing strategies and business performance is supported by contemporary academic perspectives emphasizing the complexity and conditional nature of digital marketing outcomes. Although

social media marketing is often viewed as inherently beneficial, recent studies suggest that its impact on business performance is neither uniform nor linear. Liu et al. (2022) demonstrated that the relationship between social media usage and organizational performance may vary considerably, ranging from positive to neutral and even negative effects. These mixed outcomes show that social media marketing should not be treated as a singular construct because its effectiveness depends on the specific strategies employed, the organizational context, and the manner in which social media activities are integrated into overall business operations.

One plausible explanation for the negative correlation lies in the intensive time and resource demands associated with managing social media effectively. Prior research indicates that social media involvement can be highly time-consuming and may divert attention away from core operational activities, particularly in small service-oriented businesses such as cafés (Khanom, 2023). When café owners or employees allocate excessive time to social media engagement during business hours, productivity, service quality, and operational efficiency may be adversely affected, ultimately influencing overall performance (Bruce et al., 2022; Ghafar, 2024). In the absence of dedicated digital marketing personnel, the opportunity cost of managing multiple platforms may outweigh the perceived promotional benefits, thereby contributing to weaker business outcomes.

Capability gaps and strategic misalignment also help explain the negative association found in this study. Research on small and medium enterprises in the food and beverage sector indicates that limited digital skills, insufficient planning, and lack of understanding of strategic social media use can hinder performance rather than enhance it (Nurliza & Oktoriana, 2021). When social media is adopted without clear objectives, analytics-driven decision-making, or alignment with business goals, marketing efforts may fail to generate meaningful competitive advantage. Managerial shortcomings in planning and investment evaluation have also been shown to produce adverse performance outcomes, especially as businesses grow and face increased market complexity (Bruce et al., 2022).

The findings may also reflect the “awareness–sales gap” in digital marketing research. While social media activities are effective in increasing brand visibility and consumer awareness, they do not always translate into actual purchasing behavior or improved financial performance. Studies in the culinary and retail sectors indicate that digital marketing can enhance brand recall without necessarily increasing consumer spending, particularly in highly competitive or economically constrained environments (Giantari et al., 2021; Istanto et al., 2022). As a result, businesses may report high levels of social media marketing activity alongside relatively weaker sales or financial outcomes, producing the inverse relationship observed in this study.

These findings are further reinforced by Emmanuel et al. (2022), who concluded that while social media marketing generally improves customer relationships and performance, inconsistent results emerge when strategies lack coherence, alignment, or execution quality. Similarly, Singh and Kumar (2025) emphasized that the benefits of social media marketing are highly context-dependent and vary according to industry characteristics, platform choice, and organizational readiness. Poor integration, weak analytics capability, or overreliance on visibility metrics may even lead to value erosion or ineffective campaigns. Ascani and Ancillai (2025) also highlighted measurement challenges in social media marketing, noting that the inability to accurately link online activities to tangible performance outcomes may result in unexpected or contradictory correlation patterns. Complementing these views, Wirtz and Balzer (2024) argued that social media marketing outcomes are strongly moderated by content

quality, customer-provider interaction, and strategic clarity, further explaining why increased social media marketing activity does not consistently yield improved performance.

Overall, the results show that coffee shops in Kalibo demonstrated a high level of perceived business performance, with overall business performance at $M=3.89$ and $SD=0.94$, financial performance at $M=3.86$ and $SD=1.01$, and sales performance at $M=3.93$ and $SD=0.91$. At the same time, the Pearson r correlation result, $r = (-)0.353^*$ and $Sig = 0.006$, significant at $p<0.05$ at the 5% alpha level, revealed a moderate inverse and statistically significant relationship between social media marketing strategies and business performance, leading to the rejection of the null hypothesis. These findings address the objectives of the study by showing both the perceived strength of business performance among cafés using social media marketing and the complex nature of the relationship between social media marketing strategies and business outcomes. The results contribute to the field by emphasizing that social media marketing must be strategically aligned, analytically monitored, and integrated with broader business operations to produce sustainable benefits. This interpretation provides a logical basis for the subsequent chapter or section, particularly in formulating conclusions, practical recommendations, and strategic interventions for coffee shop owners and managers in Kalibo.

The simple linear regression analysis was conducted to determine whether social media marketing strategies significantly predict business performance among coffee shops in Kalibo. The regression results show that the constant was $B = 5.505$, $t = 9.600$, and $Sig. = 0.000$, while social media marketing strategies obtained $B = -0.417$, $Beta = -0.353$, $t = 2.869^*$, and $Sig. = 0.006$. Since the result was significant at $p<0.05$ at the 5% alpha level, the hypothesis stating that social media strategies are not a significant predictor of business performance among coffee shops in Kalibo is hereby rejected. This indicates that social media marketing strategies significantly predict business performance. However, the negative unstandardized coefficient, $B = -0.417$, and the negative standardized coefficient, $Beta = -0.353$, indicate an inverse predictive relationship, meaning that an increase in the perceived extent of social media marketing strategies is associated with a decrease in business performance.

The negative coefficient observed in the regression analysis is consistent with the earlier Pearson correlation result, which also showed a significant negative relationship between social media marketing strategies and business performance. Although this finding may appear counterintuitive, it suggests that while social media marketing efforts are visible and influential, they may not be effectively aligned with business goals, customer expectations, or operational capacities. Thus, the significant predictive effect does not necessarily indicate that greater social media activity improves sales or financial outcomes. Rather, it implies that the current implementation of social media marketing strategies among coffee shops in Kalibo may have a measurable but inverse influence on business performance, especially when digital efforts are not strategically managed or translated into actual customer purchases and financial gains.

This finding is supported by prior empirical studies showing that negative but statistically significant regression coefficients may occur in social media marketing research. Studies in the bar and restaurant industry reported that certain social media indicators, such as the total number of platforms “likes,” can produce negative regression coefficients despite being statistically significant, a result described as counterintuitive but methodologically valid (Cour et al., 2018; Linde, 2018). This suggests that high-level or broad engagement metrics do not always correspond to improved branch-level performance and may instead reflect a disconnect between online visibility and actual sales outcomes. In the context of coffee shops in Kalibo, this means that being active or visible on social media may not be sufficient unless online engagement is converted into measurable business value.

The inverse predictive relationship may also be explained by ineffective implementation and the resource demands associated with social media management. Social media management has been identified as highly time-consuming and may divert attention from core operational activities, particularly in small cafés without dedicated marketing personnel (Khanom, 2023; Bruce et al., 2022). When digital engagement is intensified without adequate capability, planning, or strategic direction, it may negatively affect competitiveness and operational efficiency (Nurliza & Oktoriana, 2021). In addition, excessive information sharing or poorly managed customer feedback may negatively influence performance because of information overload and consumer fatigue (Perumal et al., 2017). These explanations support the finding that social media marketing strategies significantly predict business performance, but not necessarily in a favorable direction.

The results also reflect the “digital awareness paradox,” in which social media marketing increases brand awareness but does not necessarily generate corresponding financial gains. Empirical studies indicate that digital campaigns may enhance consumer memory without increasing purchase frequency or business performance, especially when consumers perceive marketing efforts as intrusive, excessive, or misaligned with the actual service experience (Giantari et al., 2021; Istanto et al., 2022). Therefore, although social media marketing strategies are statistically significant predictors of business performance in this study, their negative coefficient emphasizes the need for strategic alignment, execution quality, customer relevance, and the effective conversion of online engagement into tangible sales and financial outcomes.

Overall, the regression findings confirm that social media marketing strategies significantly predict business performance among coffee shops in Kalibo, as shown by $B = -0.417$, $\text{Beta} = -0.353$, $t = 2.869^*$, and $\text{Sig.} = 0.006$, significant at $p < 0.05$ at the 5% alpha level. However, the inverse direction of the coefficient indicates that greater perceived use of social media marketing strategies is associated with lower reported business performance, reinforcing the earlier correlation result and highlighting the complex nature of digital marketing effectiveness. These findings address the objective of determining whether social media marketing strategies predict business performance and contribute to the field by showing that social media marketing must be strategically planned, properly resourced, analytically monitored, and operationally aligned to produce favorable outcomes. The results provide a clear basis for the succeeding section, particularly in developing conclusions and recommendations that focus not only on increasing social media activity but also on improving its quality, relevance, and measurable contribution to business sustainability.

CONCLUSION

The study determined the relationship between social media marketing strategies and business performance among coffee shops in Kalibo for the year 2025. Using three hundred (300) customers and sixty (60) coffee shop owners and managers from Kalibo, Aklan, Philippines, the study employed a non-probability sampling approach because the exact population size of coffee shop customers, business owners, and managers could not be determined. Data were gathered through two validated and reliable researcher-made questionnaires, namely, a 40-item social media marketing strategies questionnaire for customers and a 20-item business performance questionnaire for coffee shop owners and managers. The study treated social media marketing strategies as the independent variable and business performance as the dependent variable, while the data were analyzed using Frequency

Count, Percentage, Mean, Standard Deviation, and Pearson r , with all inferential tests set at 0.05 alpha level of significance.

The findings showed that customers perceived the social media marketing strategies employed by coffee shops in Kalibo to a “High extent” as a whole and across all dimensions, including brand awareness, consumer engagement, content quality, perceived value, and customer interaction and responsiveness. This indicates that coffee shops in Kalibo are perceived to use social media in a strong, balanced, and purposeful manner. Social media is therefore not merely an additional promotional tool but an important part of business operations that supports visibility, engagement, content delivery, customer value, and responsiveness. The consistently high ratings across the dimensions also suggest that local coffee shops are able to use social media as a relationship-oriented platform where brands are humanized, customer needs are addressed, and a sense of community is strengthened through two-way communication.

The study further revealed that coffee shop owners and managers perceived their business performance to be at a “High level” as a whole, with both financial performance and sales performance also described as at a “High level.” This suggests that coffee shops in Kalibo generally experience favorable business outcomes while employing social media marketing strategies. These outcomes may be reflected in customer patronage, sales-related activities, and market visibility. However, the findings also imply that while social media marketing may support customer interest and purchasing behavior, its influence on broader financial stability depends on how effectively it is integrated with internal management, operational efficiency, service quality, and strategic decision-making. Thus, social media marketing can enhance business performance, but it cannot independently guarantee long-term profitability without sound business management practices.

A major conclusion drawn from the study is that the relationship between social media marketing strategies and business performance is negative but statistically significant, indicating a moderate inverse relationship between the two variables. This finding challenges the common assumption that greater use of social media marketing automatically results in better business performance. Instead, it suggests that excessive, misaligned, or poorly managed social media efforts may be associated with weaker business outcomes, especially among small businesses that may have limited time, staffing, and operational resources. The result emphasizes that the effectiveness of social media marketing depends not on the quantity of online activity but on the quality, relevance, strategic alignment, and capacity of the business to convert online engagement into meaningful economic value.

The regression analysis also confirmed that social media marketing strategies are a significant predictor of business performance among coffee shops in Kalibo. However, the negative predictive effect indicates that increasing social media efforts without clear planning, monitoring, and alignment with business objectives may adversely influence performance. This reinforces the idea that visibility, content production, and online engagement alone do not automatically lead to business improvement. Rather, social media marketing should be treated as a strategic capability that requires planning, evaluation, adjustment, and integration with broader operational and financial goals.

In light of these findings, coffee shop owners and managers should maintain a balanced and purposeful use of social media rather than increasing online activity indiscriminately. They should focus on producing relevant content, sustaining timely customer interaction, ensuring consistency with brand identity, and assigning clear responsibilities for content creation and message response. Social media activities should be directly connected to measurable business outcomes such as customer inquiries, repeat visits, sales conversion, and customer satisfaction. At the same time, digital promotions must be supported by high-quality in-store service,

operational efficiency, and effective financial management so that online visibility can translate into sustainable business performance.

Hospitality and business practitioners should support coffee shops by providing targeted training and advisory assistance on content planning, customer engagement, responsiveness management, and performance-oriented social media strategies. Such support should help cafés understand social media as a relationship-building and business development tool rather than a volume-based promotional channel. Practical frameworks suited to small hospitality businesses may help owners and managers evaluate their time, resources, and marketing outcomes more effectively while avoiding the operational strain that may result from excessive or unfocused social media activity.

Customers also have an important role in strengthening the value of social media as a two-way communication channel. They are encouraged to engage constructively with café social media platforms by sharing feedback, responding to content, communicating service expectations, and providing honest reviews based on actual experience. Their meaningful participation can help businesses refine their strategies, improve customer experience, and ensure that online representation aligns with in-store service quality. Through thoughtful engagement and repeat patronage, customers contribute to the capacity of coffee shops to convert social media visibility into meaningful business outcomes.

Future researchers are encouraged to further examine how specific dimensions of social media marketing, such as engagement, responsiveness, content relevance, perceived value, and brand awareness, uniquely influence customer perception and business outcomes. Qualitative studies may provide deeper insights into how customers interpret authenticity, value, and interaction in café social media content. Longitudinal, comparative, and industry-specific studies may also clarify how social media-driven engagement affects long-term financial sustainability, how perceived performance compares with objective indicators, and how factors such as managerial competence, staffing, business size, resource allocation, and conversion mechanisms mediate or explain the inverse relationship identified in this study. Such inquiries may contribute to a more refined understanding of non-linear digital marketing outcomes in small hospitality business contexts.

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