Impact of Advertisement on Brand Awareness of a Coffee Shop: Basis for Marketing Strategy

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ABSTRACT

Advertising is an important marketing strategy technique of a firm that is used to inform, convince, and reach prospects in order for them to pick the product or service. The current approach is to address the psychological component of ads according to psychographics - print ads, in-store ads, social media ads, and direct advertising, social media as a tool for product promotion and brand awareness. However, not all firms are effective in marketing and getting their products known to their clients. The goal of this study is to measure the influence of advertising on brand recognition, as well as the psychological impact of advertising. Similarly, it seeks to determine which advertisements have the greatest reach, whether other forms influenced customers or consumers to visit, and whether there is a significant relationship between the impact of advertisements on psychographics and demographic profile. The analysis identifies the optimum sort of advertising for the company. The corporation or organization may present the clients the services that they provide in a single advertising. The researchers collected data for their study using a qualitative technique. Following a social event and properly breaking down the data, the analysts find that the bulk of the respondents were attracted in by the promotions on brand awareness. Print advertising have the most effect and generate the most replies. A direct and social advertisement, on the other hand, alters the socioeconomics linked with their emotions. The purpose of this inquiry is to find and understand what may be the most fit promoting approach to raise brand familiarity, as well as what other publicizing resources they may be able to employ to improve its prominence among its target customers.

Keywords: *Brand awareness, coffee shop, marketing strategy*

INTRODUCTION

In today's world, advertisement is recognized as a significant strategy for getting client attention and presenting product information. Throughout the world, billions of dollars are invested in product and brand advertising. When nations and organizations spend such vast quantities of money, there must be a compelling rationale. The primary motive might be to enhance sales or profits. Advertisements have proven extremely beneficial and have earned the status of a separate field. They have expanded at a rapid speed, and as a result, they have become a distinct subject of study. As a result, advertising is a crucial tool for businesses to employ to advertise their goods and services, increasing sales and profit. Businesses must also determine whether their advertising is effectively promoting their products. Advertising is a form of mass communication used for marketing. The mass communication tool allows you to reach a larger number of people at a lower cost than personal selling. It is a communication, marketing, socioeconomic information, and persuasive technique all rolled into one. It is also the act or practice of bringing public attention to goods and services through paid advertisements in different printed and visual media (such as newspapers, magazines, television, radio, or billboards) in order to boost sales and consumers. The word "advertising" is derived from the Latin word "advertere," which means "to direct one's thoughts
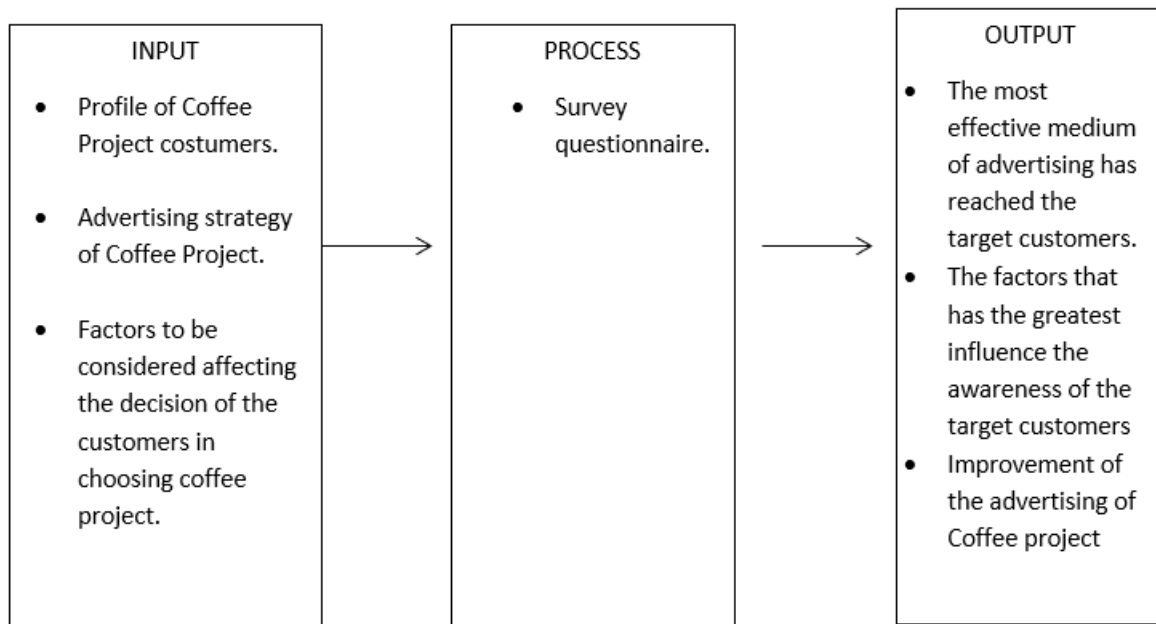
Conceptual Framework

Figure 1. Conceptual Framework

This highlights the researchers' attempts to determine the most efficient technique of advertising that reached the target consumers, the elements that have the most impact on the target customers' preferences, and the action plan for enhancing the coffee project's advertising strategy. It contains the demographic profile of the coffee project's target consumers, the coffee project's advertising strategy and manner of advertising, and the elements to be considered influencing the target customers' choice to choose the coffee project.

Objectives of the Study

This study will identify the demographic profile in terms of age, gender, occupation, and geographic region. Furthermore, the influence of advertising on the psychographics of the coffee project in terms of in-store advertising, print advertising, social media advertising, and direct advertising.

METHODOLOGY

The researchers studied the effect of advertising on coffee brand awareness to gain data about the Coffee Project. The researchers used a quantitative strategy to collect information that supports the selected subject and address all the inquiries. Quantitative research focuses on gathering numerical data and generalizing it across groups of people or to explain a particular phenomenon. The respondents are 16 years of age and older. Young individuals are acknowledged as adolescents at 18 years of age under most legislation.

RESULTS AND DISCUSSIONS

Table 1 shows the demographic profile of the respondents in terms of gender, age, employment status and geographic location. Majority of the respondents are female, and most

are ages between 20 to 29 years old. According to DL Fugate, J Phillips 2011, Sex is one of the most fundamental of demographic categorizations and can be found every area of social and behavioral research. It also shows that most respondents are residing at Sta. Rosa City.

Table 1. Demographic profile of the respondents

Category	Frequency	Percent
Gender		
Male	66	49
Female	98	51
Age		
Less than 20 years old	26	19
20-29 years old	64	48
30 years old above	44	33
Employment Status		
Employed	70	52
Unemployed	21	16
Student	43	32
Geographic Location		
Sta. Rosa	37	28
Biñan	26	19
Tagaytay	5	4
Silang	513	10
Calamba	27	20
SanPedro	1	1
Tanauan	7	2
Canlubang	2	1
Sto. Tomas	4	3
Cabuyao	4	3
Lipa	3	2
Batangas City	4	1
Carmona	1	1

Table 2 suggests that respondents strongly agreed that the impact of in-store advertising clearly delivers the message. It catches the attention of the potential consumer. According to A Sameti H. Khalili, 2017, a store is a location where customers arrive with information, look around, consider the goods, decide what to do, and eventually make a purchase choice. It also emphasizes the importance of visual attention.

Table 2. Impact of instore advertisements

Statements	Weighted Mean	Verbal Interpretation
It conveys the message of the advertisement Clearly.	3.70	Strongly Agree
It attracts attention of the target customers or client.	3.57	Strongly Agree
It persuades impulse decision to go to Coffee Project.	3.38	Strongly Agree

It creates top of mind awareness in terms of Coffee Project as a well-known Café	3.91	Strongly Agree
It states the Coffee Project is a Café that creates quality foods and services.	3.46	Strongly Agree
Composite Mean	**3.53**	Strongly Agree

Notes: 1.0-1.74= Strongly Disagree, 1.75-2.49=Disagree, 2.50-3.24=Agree, 3.25-4.00= strongly agree

In table 3, respondents highly agreed with the claims that social media marketing capture buyers' attention. It shows that the respondents significantly agreed with the comments that social media marketing grab buyers' attention. It raises awareness of the Coffee Project as a destination with wonderful cuisine and ambiance. Furthermore, A. Whiting and D. According to Williams (2013), social media is a crucial area of interest for marketing researchers and practitioners. According to recent study, 88% of marketers use social media and spend more than $60 billion yearly on social media advertising. Making successful engagement with customers through social media is expected to yield significant rewards for marketers in the future years. Despite its importance, consumers have limited awareness of how and why they utilize social media.

Table 3. Impact of social media advertisements

Statements	Weighted Mean	Verbal Interpretation
It conveys the message of the advertisement Clearly.	3.48	Strongly Agree
It attracts attention of the target customers or client.	3.49	Strongly Agree
It persuades impulse decision to go to Coffee Project.	3.37	Strongly Agree
It creates top of mind awareness in terms of Coffee Project as a well-known Café	3.40	Strongly Agree
It states the Coffee Project is a Café that creates quality foods and services.	3.57	Strongly Agree
Composite Mean	**3.46**	Strongly Agree

Notes: 1.0-1.74= Strongly Disagree, 1.75-2.49=Disagree, 2.50-3.24=Agree, 3.25-4.00= strongly agree

Table 4 shows that respondents agreed that print ads, such as magazines, tarpaulins, and flyers, distribute information to clients. A print advertisement also catches attention through the message. According to BJ Prithvi, M DASH 2013, print is a dominating medium that has significantly contributed to media development. Print media comes in a variety of formats, ranging from newspapers (the most common) and magazines to newsletters, pamphlets, and posters.

Table 4. Impact of print advertisements

Statements	Weighted Mean	Verbal

		Interpretation
It conveys the message of the advertisement Clearly.	3.21	Agree
It attracts attention of the target customers or client.	2.96	Agree
It persuades impulse decision to go to Coffee Project.	3.89	Agree
It creates top of mind awareness in terms of Coffee Project as a well-known Café	3.05	Agree
It states the Coffee Project is a Café that creates quality foods and services.	3.07	Agree
Composite Mean	**3.04**	Agree

Notes: 1.00-1.49 Strongly Disagree 1.50-2.49 Disagree 2.50-3.49 Agree 3.50-4.00 Strongly Agree

Table 5 reveals that respondents felt that direct advertising conveys the customer's perspective and develops brand recognition in terms of the advertisement's substance. According to Mortiary et al. (2014), direct advertising directly drives sales, and it is typically in the form of direct mail or face-to-face interactions that need a response.

Table 5. Impact of direct advertisements

Statements	Weighted Mean	Verbal Interpretation
It conveys the message of the advertisement Clearly.	3.03	Agree
It attracts attention of the target customers or client.	2.96	Agree
It persuades impulse decision to go to Coffee Project.	3.00	Agree
It creates top of mind awareness in terms of Coffee Project as a well-known Café	3.06	Agree
It states the Coffee Project is a Café that creates quality foods and services.	3.22	Agree
Composite Mean	**3.05**	Agree

Notes: 1.0-1.74= Strongly Disagree, 1.75-2.49=Disagree, 2.50-3.24=Agree, 3.25-4.00= strongly agree

The difference between the composite means of each advertising is seen in Table 6. The print advertisement had the lowest composite mean in the table at 3.04, which is still in the "agree" range on the four-point Likert scale, while the in-store advertisement had the highest

composite mean at 3.53, indicating that the advertisement clearly states its message to their prospective customers.

Table 6. Comparison of composite mean of each advertisement

	Weighted Mean	Rank
In Store Advertisement	3.53	1
Social Media Adcertisement	3.46	2
Print Advertisement	3.04	4
Direct Advertisement	3.05	3

Notes: If p-value < 0.05-Significant

Table 7 demonstrates that there is no significant link when commercials are classified by age. It is considered that the age of the customers has nothing to do with marketing. According to Bellman et al. (2014), the consumer's age may influence how they interpret or comprehend the commercial. Age has varying effects in various commercials. The mindset of the customer determines the efficacy of an advertising.

Table 7. Significant Retiionship of advertisement accoding to age

Age vs	p-value	Verbal Interpretation
In Store Advertisement	.155	Not Significant
Social Media Adcertisement	.320	Not Significant
Print Advertisement	.093	Not Significant
Direct Advertisement	.251	Not Significant

Notes: If p-value < 0.05-Significant

Table 8 demonstrates that there is no significant association in advertisement when grouped by sex. It is claimed that the consumers' sex has nothing to do with marketing. A. claims X., K. Lu, and Shouf According to Lu (2016), gender is a vital variable in marketing and has a significant effect in customers' evaluative judgements. Gender disparities in attitudes about advertising, purchasing, information seeking, visual design preferences, and purchase intent have also been observed.

Table 8. Significant Retiionship of advertisement accoding to gender

Gender vs	p-value	Verbal Interpretation
In Store Advertisement	.416	Not Significant
Social Media Adcertisement	.723	Not Significant
Print Advertisement	.761	Not Significant
Direct Advertisement	.090	Not Significant

Notes: If p-value < 0.05-Significant

Table 9 shows that when advertising are categorized by occupation, there is no significant link. According to MH. Javid, AT. Namin, and M. According to Nooral (2012), demographic profile or features such as educational attainment, employment, and monthly income have no influence or impact on the customer's attitude toward ads.

Table 9. Significant Retiionship of advertisement accoding to employment status

Employment Status vs	p-value	Verbal Interpretation
In Store Advertisement	.416	Not Significant
Social Media Adcertisement	.589	Not Significant
Print Advertisement	.761	Not Significant

Direct Advertisement	.486	Not Significant

Notes: If p-value < 0.05-Significant

Table 10 demonstrates that there is a substantial association between advertisements when they are grouped by city. The only variable that has a significant relationship with advertisement is the print advertisement, while the other factors are not significant.

Table 10. Significant Retiionship of advertisement accoding to employment status

Location vs	p-value	Verbal Interpretation
In Store Advertisement	.193	Not Significant
Social Media Adcertisement	.901	Not Significant
Print Advertisement	0.50	Significant
Direct Advertisement	.564	Not Significant

Notes: If p-value < 0.05-Significant

CONCLUSIONS

The researchers conclude that the majority of employed respondents were captured by brand awareness advertisements after collecting and systematically analyzing the data. Print advertising has the biggest effect on the majority of responders and attracts individuals. A direct and social advertisement, on the other hand, influences demographics based on their replies' preferences. Considering the financial status of the employed respondents, the researchers conclude that they are the most influenced, owing to their coworkers and the ambiance of the environment required in their work and meetings. Furthermore, the Coffee Project feature fulfills their demands, which is why they are the most impacted. The researchers conclude that the impact of in-store advertising attracts the attention of prospective consumers, with the highest composite mean of 3.53, and compels them to come and eat to develop consumer awareness.

Coffee Project's social media advertisement had a "not significant" result on every factor that was stated, but the researchers believe that today social media is now a part of people's daily needs. Coffee Project should focus on influencing employed individuals in advertising because they are more capable when it comes to financial status. The researchers suggest that they must include the quality of food as well as the workers' amicability and professionalism instead of externalizing the coffee shop's popularity.

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