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Impacts of Social Media in Promoting Food Products

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Abstract

Survey questions and interviews were used to analyze the effects of social media on food product promotion. Facebook was the most popular social media channel, and positive feedback or reviews from customers were used to promote the business. The benefits of using social media include having broad access, being accessible, being cost-effective, and being fashionable. The downsides include that the firm is readily replicated, is quickly influenced by bad feedback, and is susceptible to bogus buyers. These findings imply that social media has a significant influence on the promotion of food goods.

Keywords: Social media, Food products, Promotion, Online business, Pandemic

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1. Introduction

Websites and programs that are popular in our day are referred to as social media. Nowadays, almost everyone has a social network account. According to Pilař *et al.* (2021), the number of social media users is at 3.6 billion, with a forecasted increase to around 4.41 billion by 2025. One of the most popular digital pursuits on the globe is social media. Facebook, YouTube, Instagram, Twitter, and Tiktok are just a few of the social media platforms available. Social media has also had a significant influence on the development of internet businesses. It has turned into a simple and effective tool for client sales and promotion.

Although social networking services are widely used, the best social media depends on the country and demography. In order to develop business, it is also vital to examine the popular social network in order to monitor social media events among possible clients. Sharing stories, photos, videos, status updates, and even everyday activities, as well as how we live and conduct business. Uploading videos, marketing food products through diverse content, and thumb nailing to draw viewers' attention are all common means of catching viewers' attention.

The purpose of this research is to evaluate the influence of social media on the promotion of food products. Prior to the Covid-19 Pandemic, an internet platform impacting all sorts of businesses emerged. Nowadays, lockdowns have been implemented, and many people have lost their jobs; nevertheless, internet retailers, particularly of food supplies, have sprung up.

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2. Literature Review

According to Jones *et al.* (2015), the impact of social media on small businesses has increase in reaching other customers on global scale through internet. Also they benefit from the use of websites to make an awareness and lot of inquiries. By the use of internet to promote product is a must especially in this time of pandemic.

In a research conducted by Pietro and Pantano (2012), it has been found out that consumers become influences by a major factor to use social media as a platform in buying decision. They realized that there is a lot of fun provided by Facebook and there is an opportunity to ask for suggestions in an entertaining and in an easy way, as well as they were motivated to pay more attention in the product promoted by Facebook. They added that social media promotes consumer to consumer approach, consumer sharing their experiences and create a common knowledge of servicing a product. Facebook can be improved by retailers by adding games, interactive application, and different contests which can attract more users. But also consumer’s attitude must be handled by retailers when it comes in social media promoting.

Shankar *et al.* (2011), found out that social media is a tool to stay in touch with their friends and love ones. But now it has also become a place where they can learn about their consumers and the product they sell through social media sites. To reach their consumers, the retailers and marketers are utilizing the sites and providing a new way to shop.

3. Methodology

The researchers utilized a hybrid strategy to collect data, which included a survey and an interview. The researchers created a survey and interview instrument and distributed it to social media users in Bulacan, Philippines. The researchers looked for several online food product sites and inquired if the owner used social media accounts or platforms to promote their business. The researchers conducted and administered the survey after the respondents gave their approval. The researchers then gathered the data after answering the research question, and the findings were tallied.

These data serve as the foundation for the researchers’ investigation. The responses from the survey questionnaires and interviews were encoded into the data matrix. The researchers examined the influence of Facebook as a social media platform in advertising various food products using mean, frequency, and percentage. The researchers considered ethics while doing their investigation. The business owners’ permission was secured. Furthermore, all claims were properly cited, demonstrating that ethical issues were considered.

4. Results

Figure 1 shows that 17 or 63% of the online food business are below 1 year in operation, 4 or 14.8% are in 1-2 years in operation, 2 or 7.4% are in 2-3 years in operation, 2 or 7.4% are in 3 years and above in operation, 2 or 7.4% have been existing for very long. The data shows that most of the respondents are below 1 year in online business. It can be traced that these are the times when jobs have been shut down due to the pandemic. According to an article in Research and Market (2020), with more people stuck at home due to the Covid-19 outbreak, there has been a surge in demand for food delivery services.

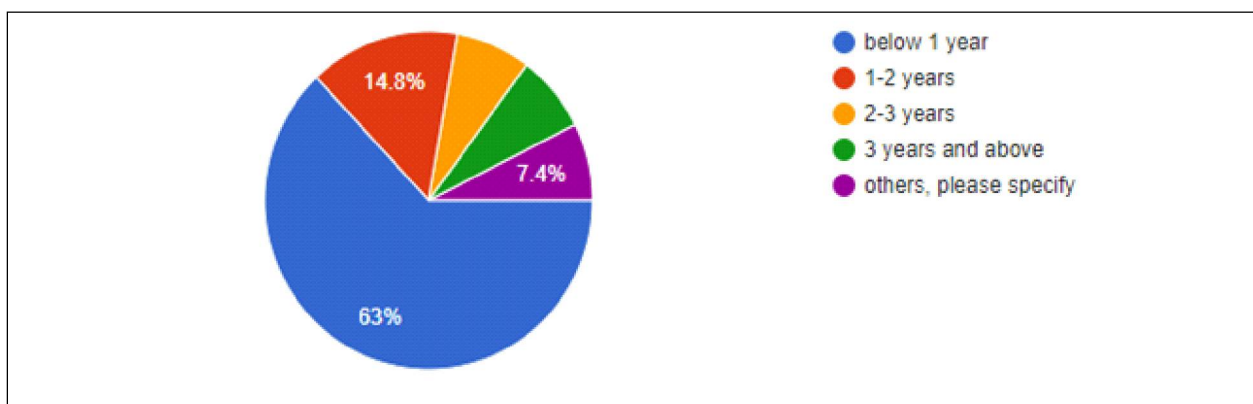


Figure 1: Profile of Online Business in terms of Age

Figure 2 shows that 13 or 48% of businesses are different kinds of food products such as: milk tea, different types of pasta (spaghetti, carbonara, mac and cheese, lasagna), mushroom preserved, Filipino rice cake commonly called as

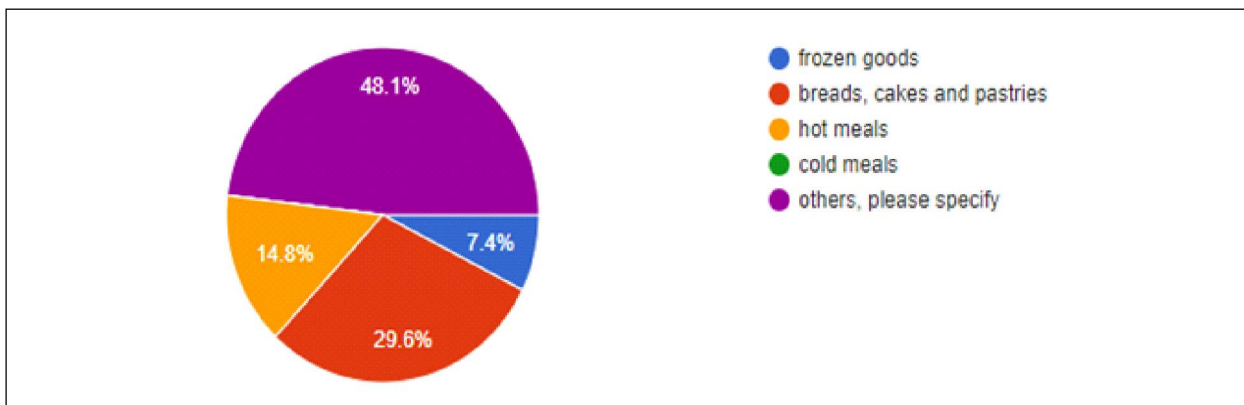


Figure 2: Profile of Online Business in terms of Type of Food Products

“Kakanin”, Korean dishes, burgers and chips, and takoyaki, 8 or 29.6% are selling breads, cakes and pastries, 4 or 14.8% are selling hot meals, 2 or 7.4% are selling frozen goods. The data revealed that the most significant percentage of the foods being sold online are from selecting different food varieties to cater to the different taste buds of the Filipinos.

Figure 3 shows that 27 or 100% of the respondents are using Facebook as an online platform. The data revealed that all of the online food businesses in Bulacan utilizes Facebook as their online platform due to its free usage. Aside from posting text on Facebook, it also allows its user to upload photos and videos, which can be vital to communicate with consumers and potential customers.

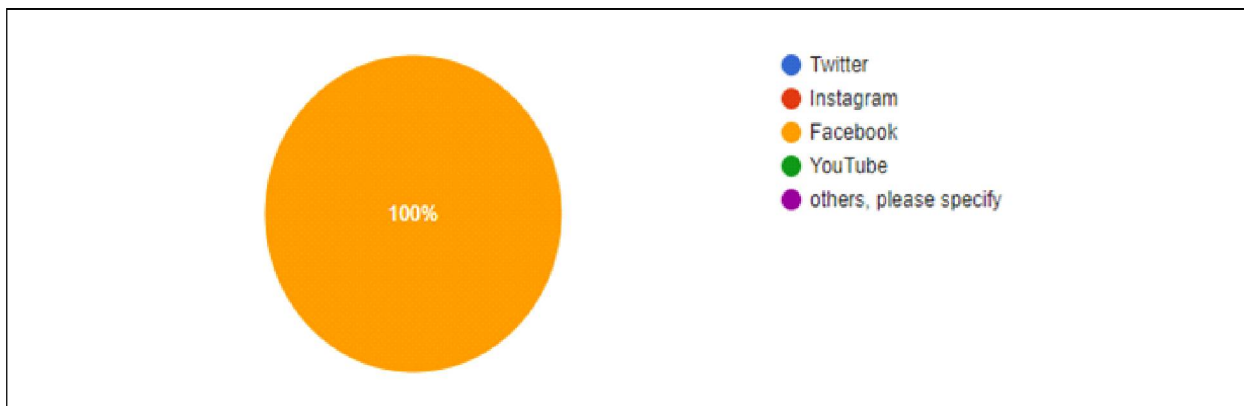


Figure 3: Profile of Online Business in terms of Online Platform

Figure 4 shows that 14 or 51.9% strongly agree that social media is better in terms of marketing cost, 12 or 44.4% are agree, 1 or 3.7% are disagree, and none strongly disagree. The data shows that most respondents strongly agree that

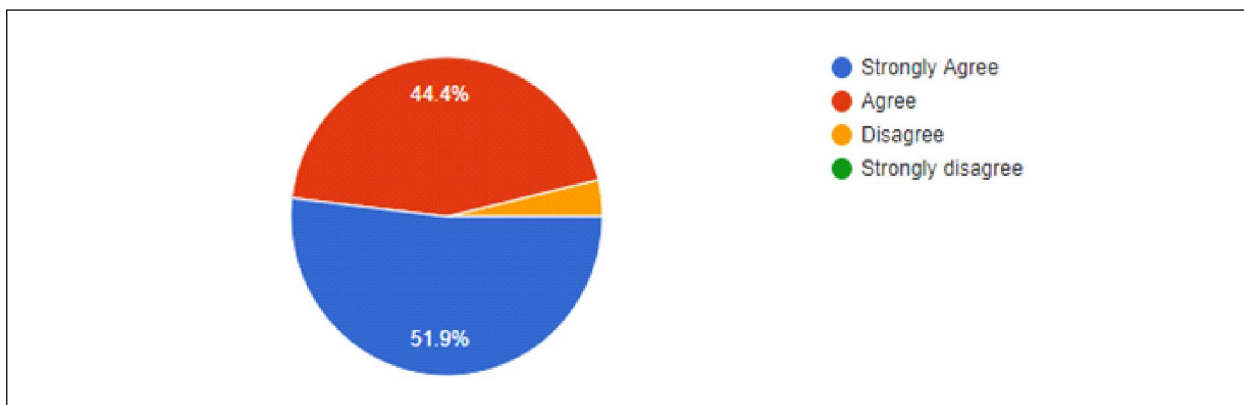


Figure 4: Impact of Social Media in Promoting Food Products in Terms of Cost

social media is better than other traditional marketing in terms of cost, like promoting on television, radio, or using printed ads are costly. Unlike in advertising on social media marketing, you can showcase your food business in the comfort of your home without breaking the bank.

Figure 5 shows that 14 or 51.9% are strongly agree that social media is better than other traditional marketing in terms of customer access, 12 or 44.4% are agree, 1 or 3.7% are disagree, and none strongly disagree. The data shows that most respondents strongly agree that social media is better than traditional marketing in customer access. The data shows that the respondents have more access to their customers in social media because almost everyone has turned to mobile phones and the internet.

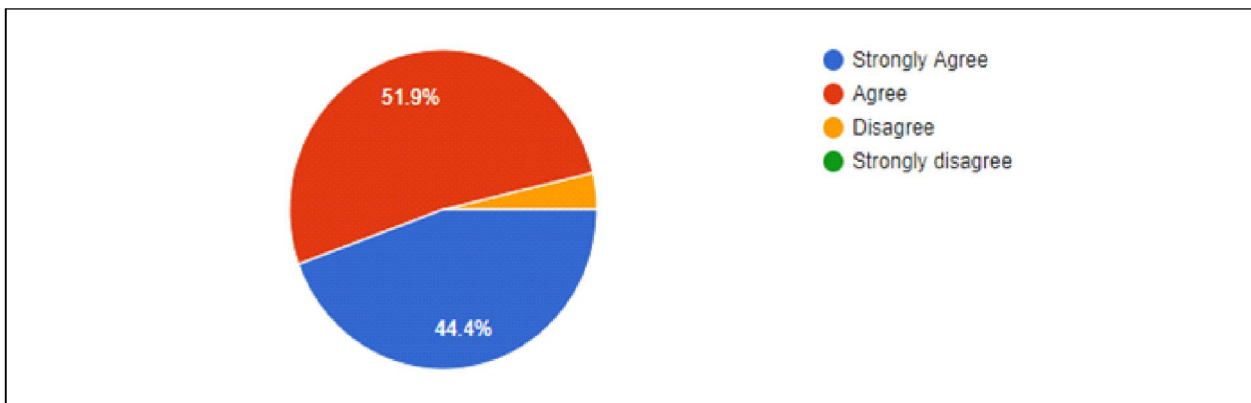


Figure 5: Impact of Social Media in Promoting Food Products in Terms of Customer Access

Figure 6 shows that 14 or 51.9% are strongly agree that social media is better than other traditional marketing in terms of labor, 12 or 44.4% are Agree, 1 or 3.7% are disagree, and none strongly disagree that social media is better than other traditional marketing in terms of labor. The data revealed that most respondents believe that in promoting food products, social media saves them from labor costs. There is no need to hire labor forces to promote their products and services, they will simply post text and videos and manage on their own. Thus, in expanding the business wherein social media advertising campaign is a need, digital marketing specialists will have to be hired.

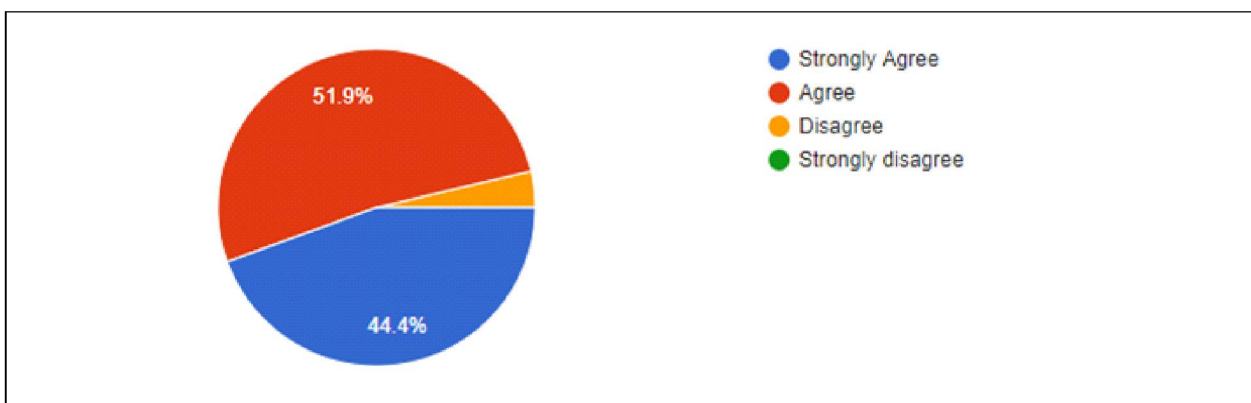


Figure 6: Impact of Social Media in Promoting Food Products in Terms of Labor

Figure 7 shows that 19 or 70.4% are strongly agree social media has increased business exposure in customer inquiry, 8 or 29.6% are agree, and none answered disagree, and strongly disagree. The data shows that social media makes it easy to draw and lead potential customers to the product and services.

Figure 8 shows that 12 or 46.2% strongly agree that social media has increased business exposure in terms of sponsorship, 12 or 46.2% are agree, 2 or 7.7% are disagree, and none strongly disagree. The data revealed that most of the respondents have positive feedback regarding the effectiveness of Facebook in sponsorships. Sponsored posts are made directly from Facebook’s business profile, making them easy to create and manage. They are intended for businesses

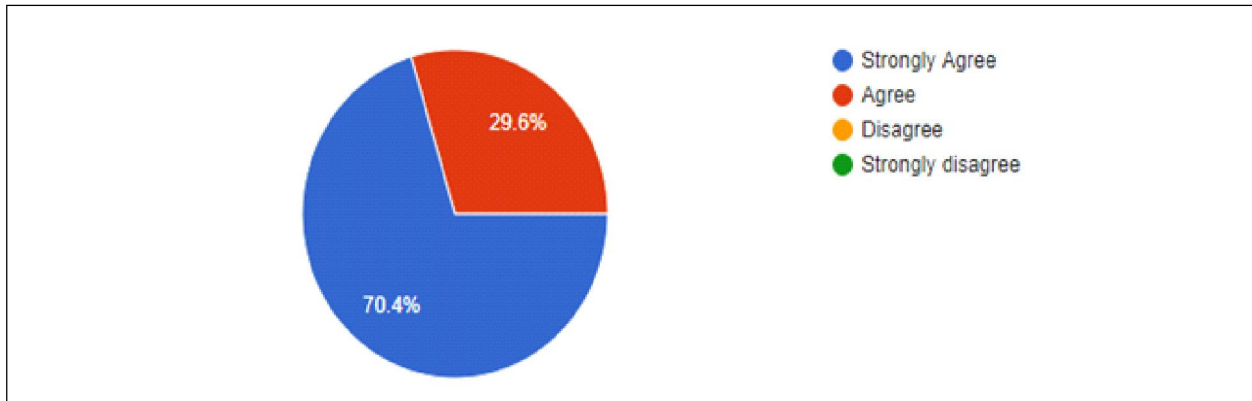


Figure 7: Impact of Social Media in Promoting Food Products in Terms of Customer Inquiry

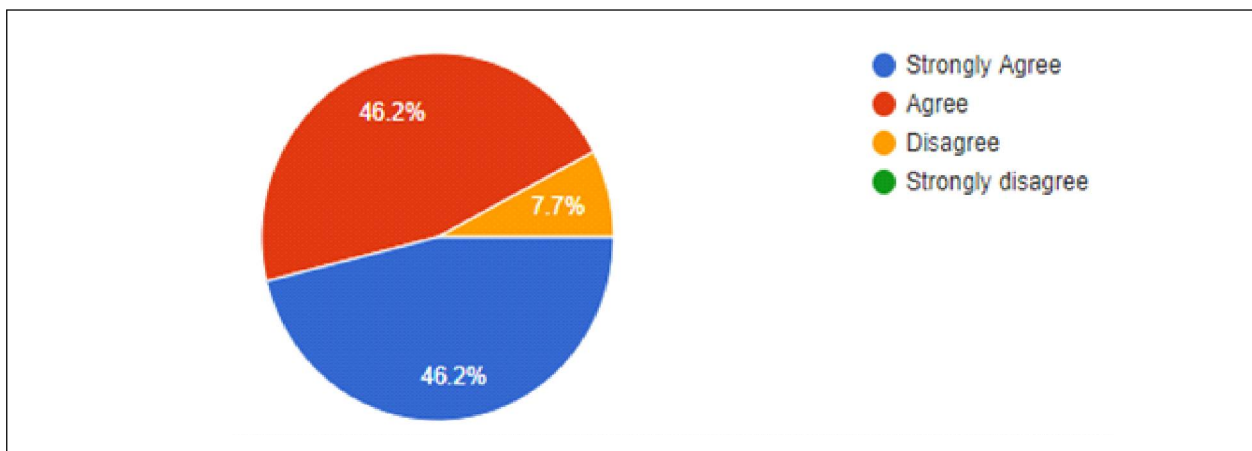


Figure 8: Impact of Social Media in Promoting Food Products in Terms of Sponsorship

without Facebook Ads Manager’s familiarity who want to develop brand awareness and are only concerned with short-term advertising campaigns.

Figure 9 shows that 16 or 61.5% are strongly agree that social media has increased business exposure in terms of product launching, 10 or 38.5% are agree, and none are disagreeing and strongly disagreeing. The data shows that the launching of their products and services through Facebook has increased the exposure of their businesses. In his article, Fitzgerald (2019) mentioned that Millennials are 1.6 times more likely to use digital channels to learn about new products.

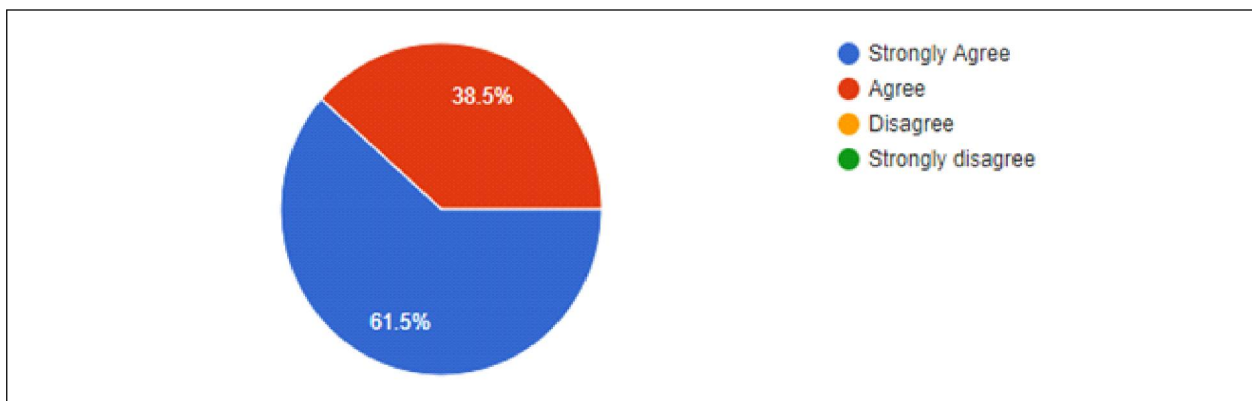


Figure 9: Impact of Social Media in Promoting Food Products in Terms of Product Launching

Figure 10 shows that 14 or 51.9% are strongly agree that social media used improve in terms of customer feedback, 13 or 48.1% are agree, and none disagree and strongly disagree. In a study conducted by Fitzgerald (2019), it was mentioned that consumers are 71% more likely to buy something based on social media referrals.

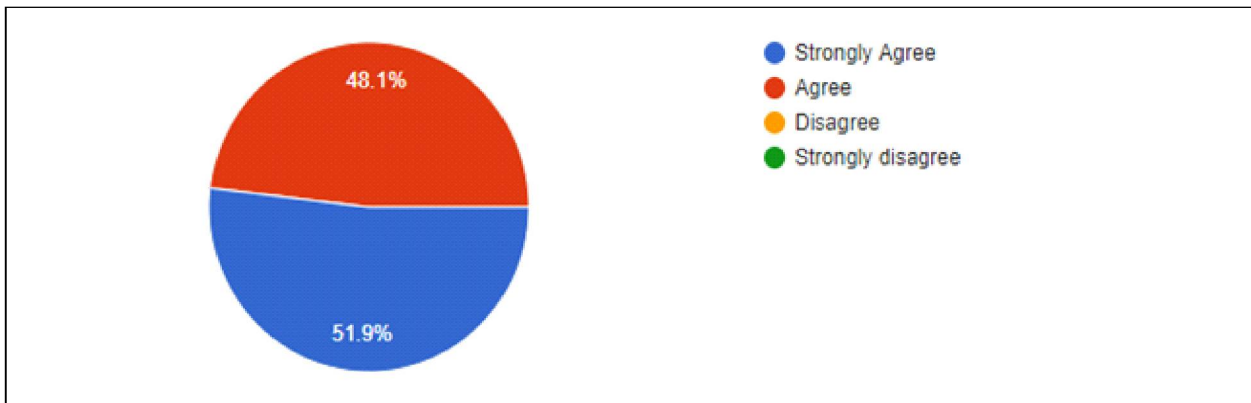


Figure 10: Impact of Social Media in Promoting Food Products in Terms of Customer Feedback

Figure 11 shows that 15 or 55.6% are strongly agree that social media improves customer satisfaction and product recommendation in terms of bulk orders, 12 or 44.4% are agree, and none disagree and strongly disagree. The data shows that customer satisfaction and product recommendation through bulk orders are high because consumers get more discounts if they purchase bulk orders. Most who take bulk orders are the re-sellers and entrepreneurs.

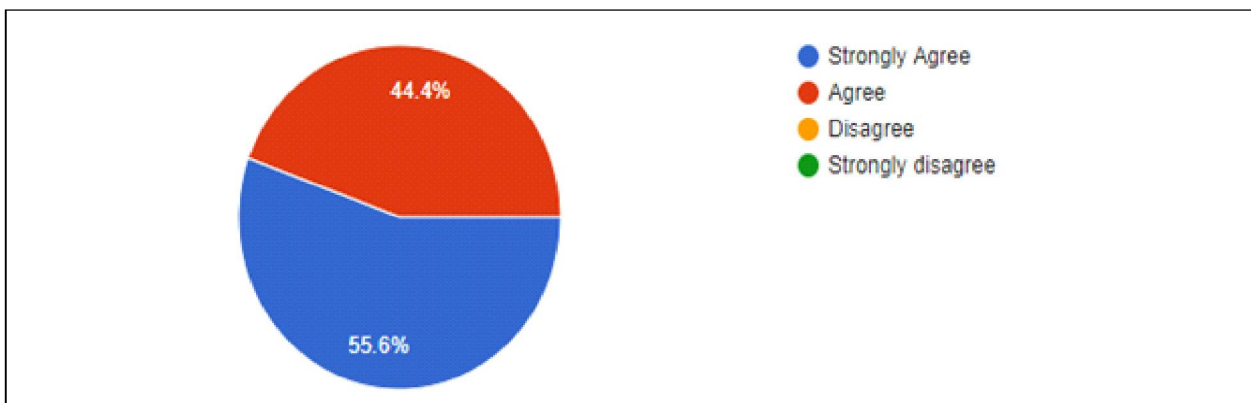


Figure 11: Impact of Social Media in Promoting Food Products in Terms of Bulk Orders

Figure 12 shows that 14 or 51.9% are strongly agree that social media improves customer satisfaction and product recommendation in terms of electronic word of mouth, 11 or 40.7% agree, 2 or 7.4% disagree, and none strongly disagree.

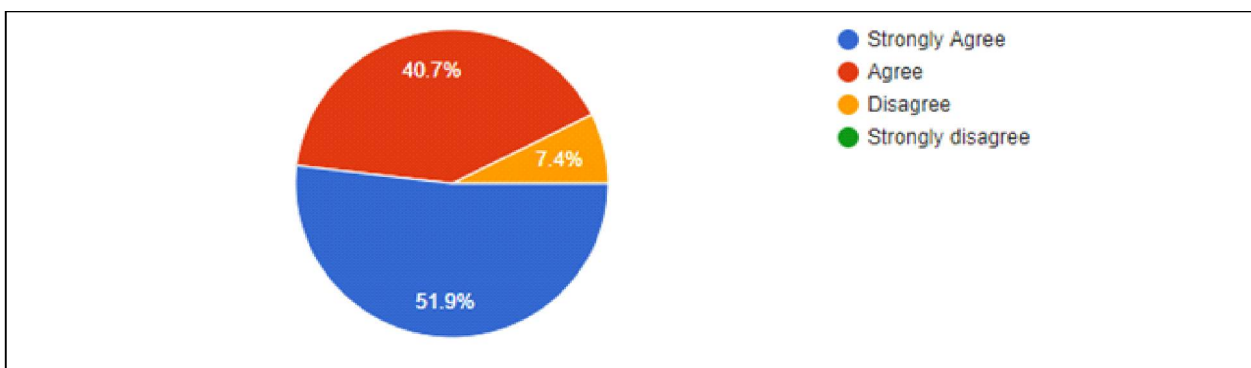


Figure 12: Impact of Social Media in Promoting Food Products in Terms of Electronic Word of Mouth

The data shows that mostly believes that the electronic word of mouth has affected their customer’s satisfaction towards their product and services and also their product recommendation. According to Whitley (2014), in a recent study, 64% of marketing executives indicated that they believe word of mouth is the most effective form of marketing. Hennig-Thurau et al. (2004) stated that although eWOM (Electronic Word of Mouth) may be less personal than the traditional WOM (Word of Mouth), it is seen as more powerful because it has significant reach and is publicly available.

Figure 13 shows that 15 or 55.6% are strongly agree that social media help improved the product sales in the quantity of purchased products, 12 or 44.4% are Agree, and none answered disagree and strongly disagree. The data shows that all of the online food businesses are convinced that social media helped them improved their sales because of the quantity of purchased products through bulk orders.

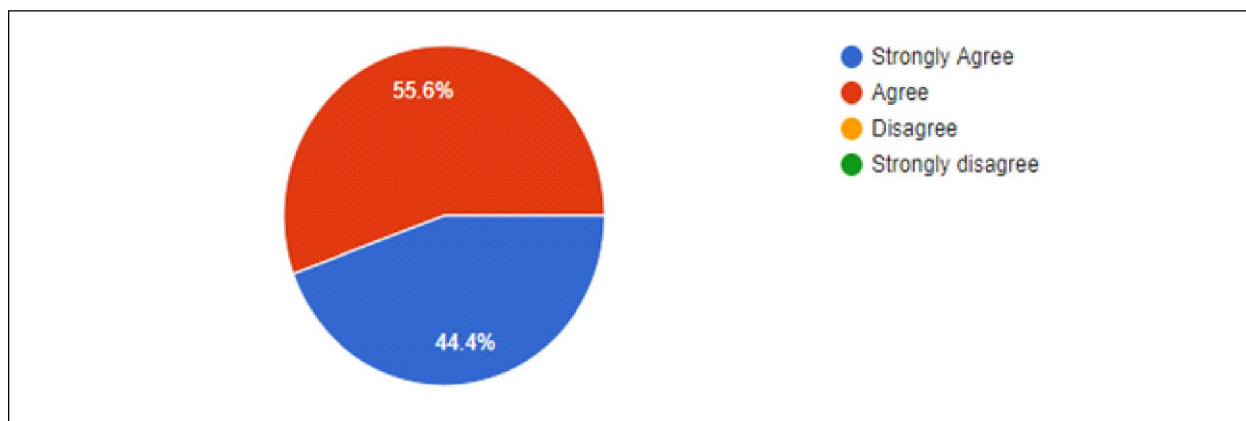


Figure 13: Impact of Social Media in Promoting Food Products in Terms of Product Sales in Quantity of Purchased Products

Figure 14 shows that 15 or 55.6% are strongly agree that social media help improve the product sales in the repeat purchase orders, 12 or 44.4% are Agree, and none answered disagree and strongly disagree. The data revealed that since among the customers are re-sellers and they usually purchase bulk orders, and repeat purchase orders as well.

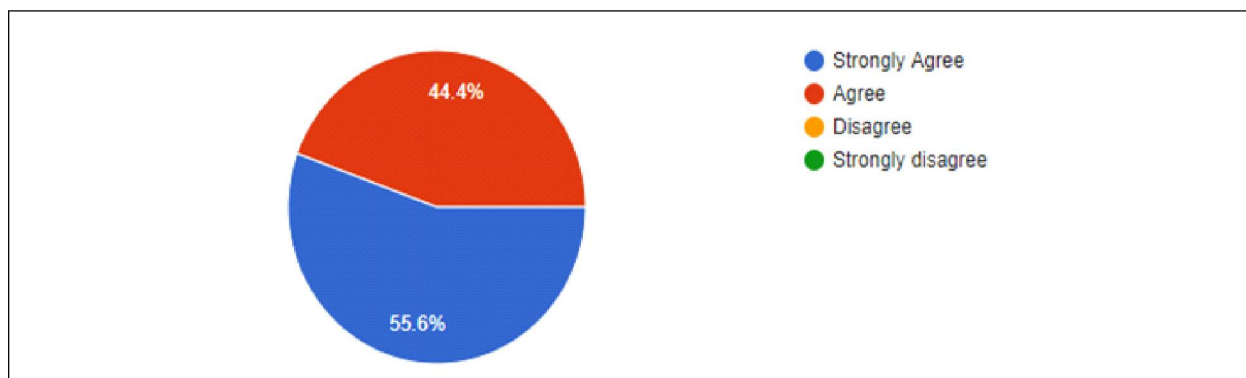


Figure 14: Impact of Social Media in Promoting Food Products in Terms of Product Sales in the Repeat Purchase Order

Figure 15 shows that 15 or 57.7% are strongly agree that social media help improve the product sales in the inventory of stocks, 6 or 23.1% are agree, 5 or 19.2% are disagree, and none strongly disagree. Managing inventory of stock online helps improve product sales than the manual inventory system which affects the product sales.

Figure 16 shows that 17 or 63% are strongly agree that social media is an important communication channel for business for marketing, 10 or 37% are Agree, and none answered disagree and strongly disagree. This shows that social media is essential in promoting food products.

Figure 17 shows that 17 or 65.4% strongly agree that social media is an important communication channel for business for promotion, 9 or 34.6% are agree, and none answered disagree and strongly disagree. The data revealed that

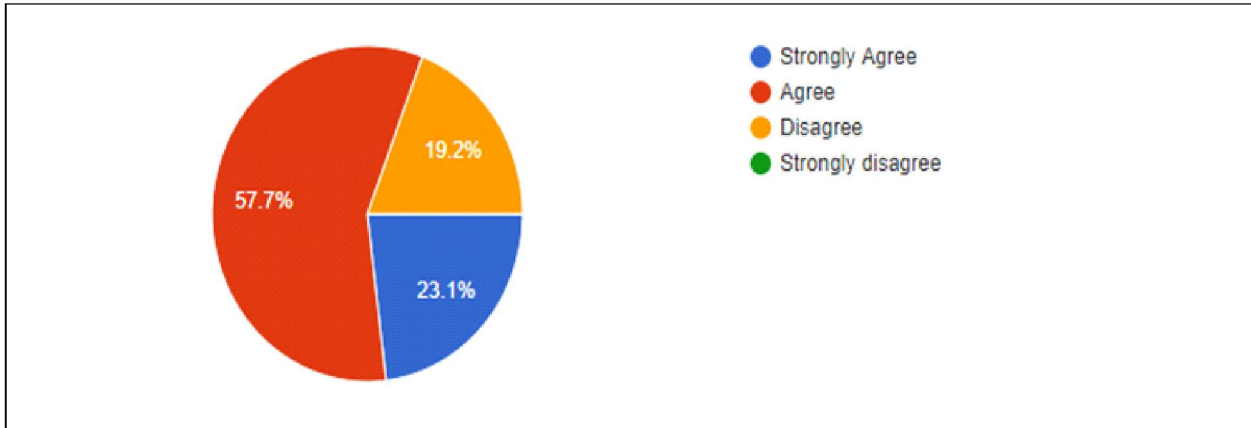


Figure 15: Impact of Social Media in Promoting Food Products in Terms of Product Sales in the Inventory of Stocks

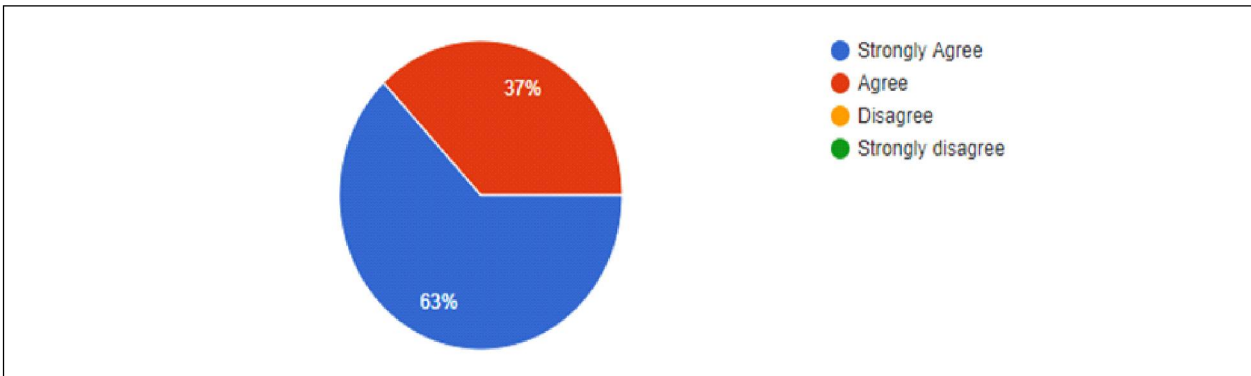


Figure 16: Impact of Social Media in Promoting Food Products in Terms of Communication Channel for Marketing

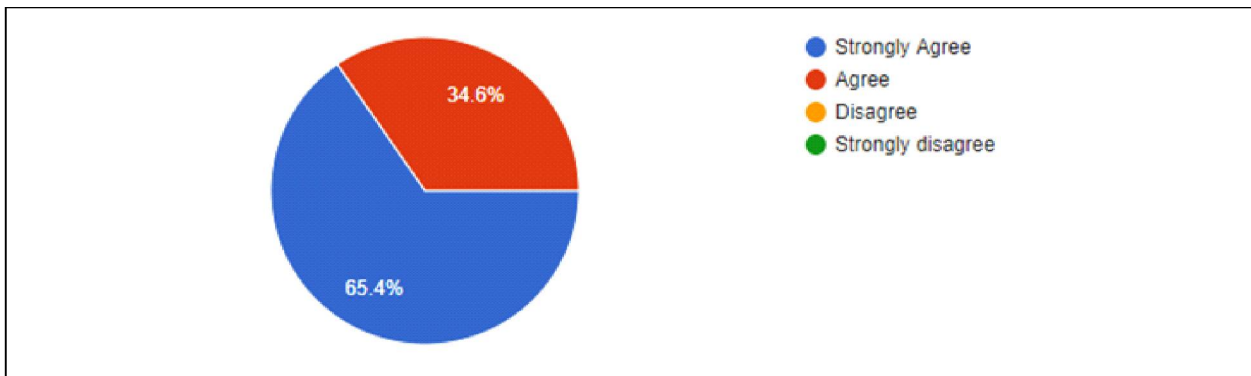


Figure 17: Impact of Social Media in Promoting Food Products in Terms of Communication Channel for Promotion

social media platforms, particularly Facebook, help you associate with your customers, improve responsiveness about your products and services, and increase your sales.

Figure 18 shows that 17 or 63% are strongly agree that social media is an important communication channel for business for sales, 8 or 29.6% agree, 2 or 7.4% disagree, and none answered strongly disagree. The data shows that using Facebook in promoting food products boost sales.

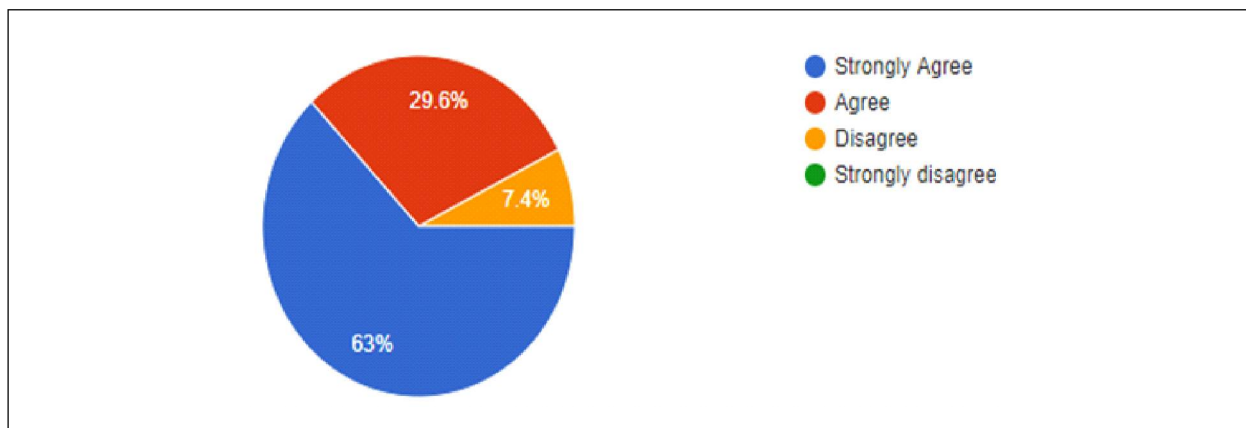


Figure 18: Impact of Social Media in Promoting Food Products in Terms of Communication Channel for Sales

Table 1: Interview and Transcript

Online Business (OB)	Answer
Question#1 Why do you choose that social media in promoting your food products?	
OB1	This is the center of life
OB2	Used by most people
OB3	It can reach a lot of FB users
OB4	To engage more potential buyers
OB5	Easy to promote products and easy to ride the trend
OB6	It is cost efficient and time saving
OB7	Has wide range of potential customers
OB8	The most accessible platform for all potential customers
OB9	Social media offers many benefits to business owners
OB10	It makes it easier to show other people the products
OB11	To reach wider audience
OB12	Allows us an immediate interaction and engaging with customers
OB13	It is the best way for me to sell my product
OB14	More customers and chances to endorse your food product
OB15	It is accessible to everyone
OB16	On social media many people are seeing our food product
OB17	I can market my products without me spending money
OB18	It is much easier to reach to everyone
OB19	Social media is the biggest influence

Table 1 (Cont.)	
Online Business (OB)	Answer
OB20	Very accessible, free and convenient
OB21	It's so visible all over the social app
OB22	The most effective way to communicate with your audience
OB23	Business is fire; social media is the fuel
OB24	I truly believe many people can easily see my products
OB25	Big help to make our products more visible
OB26	We earned many loyal customers
OB27	People nowadays they are more focused on social media
OB28	This saves me time and effort which is essential for business
OB29	People no longer go out to buy foods. Because here I get a lot of buyers
OB30	This platform would be more effective
Question#2 Are you satisfied with the social media you are using? Why?	
OB1	Yes, I can reach and know different people who are interested in our product
OB2	Yes, I observe that there are people who come to our store from different places to inquire
OB3	Yes, additional sales/deliveries
OB4	Yes, because we get to interact with buys as smoothly as possible
OB5	Yes, because Facebook is one of the crowded place where all people are there and browsing it
OB6	Yes, it provides leads on my target market
OB7	Yes, I am using right now for it helps in promoting our food shop in easier way with less hassle
OB8	Yes, because our sales and orders keep on increasing because of Facebook and Instagram
OB9	I'm using like Facebook page, due to this social networking site allows to have conversations with customers
OB10	Yes, I am satisfied because it makes it easier and faster to sell the product
OB11	Yes, because of the social media platforms that we've been using we were able to create a brand awareness
OB12	Yes, because it helps us to improve brand loyalty and build stronger customer relationship
OB13	Yes, using social media I can easy make any conversation w/my buyers, friends and family
OB14	Yes, of course because almost 100% of business man are using social
OB15	Yes, I am, it really helps my business
OB16	Yes, I do very satisfy with what social media I've used right now
OB17	Yes, I'm satisfied because it is effective

Table 1 (Cont.)	
Online Business (OB)	Answer
OB18	Yes. It's better than giving away flyers
OB19	Yes, because it is convenient and energy saver
OB20	I am satisfied of course; it really helps boosting my sales
OB21	Yes, I am. Social media make the marketing so easy
OB22	Yes, because Facebook which gives us the opportunity to connect with friends and family
OB23	Yes. This generation spends more time in social media
OB24	Yes, I'm satisfied. It helps me to boost my sales
OB25	Yes. Because we are new in this kind of business
OB26	Yes. Because if you post your product more Internet users can see it
OB27	Yes, because this can give us more
OB28	Yes, because Facebook is doing a good job
OB29	Yes, I am satisfied because when I use social media I make money
OB30	I am satisfied, using Facebook is very effective instrument to use in running a business
Question#3 How often do you update your content in the social media?	
OB1	Normally once a month or sometimes
OB2	Every time we have changes
OB3	Everyday
OB4	Frequently
OB5	Every time we have new launch products
OB6	I try to update it every day
OB7	We post mostly every day
OB8	We post almost every day
OB9	2-3 times only per week
OB10	More often especially when the internet is fast
OB11	As much as possible every other week
OB12	We update our social media content every day
OB13	Almost every day
OB14	If we are having a promos and new flavor with the product
OB15	Once a week

Table 1 (Cont.)	
Online Business (OB)	Answer
OB16	As much as possible every day
OB17	I'm updating it twice or thrice a week
OB18	Almost every day
OB19	Almost every day
OB20	I update my content once a week
OB21	Every time the app requires to update
OB22	At least 2-3x a week
OB23	Once or twice a day
OB24	I update our social media accounts every day
OB25	Every day if I had a chance
OB26	Usually weekly or every other day
OB27	Every day
OB28	At least once day
OB29	3 to 4 a week
OB30	Every time we had a new product
Question#4 Do you use the feedbacks you got from social media to improve your products and services? How are you implementing those feedbacks?	
OB1	Yes, because we follow their advice
OB2	Yes, but not all
OB3	Yes, by creating or trying our customer's suggestions to make them pleased
OB4	Yes, by working and executing them as a team
OB5	Feedbacks are the guides of every products and store or company
OB6	Yes, I do. I take them constructively and use them to improve my products
OB7	We improve our customer service and product quality based on feedbacks we're given
OB8	Yes, of course. Good and bad feedbacks are very much appreciated
OB9	Yes, customer feedback is very important. "Feedback is the breakfast of champions"
OB10	Yes, I use their good comments to get leads from other people to buy the product
OB11	Yes, we acknowledge and respond so that customers are aware that we're listening to them
OB12	Yes, we use the feedbacks we got from social media to improve our products

Table 1 (Cont.)		
Online Business (OB)	Answer	
OB13	Yes, it helps to attracts more buyers that is good for my small business	
OB14	Yes, the feedback coming from the customer can help us to improve	
OB15	Yes, feedbacks are important to me, whether it's bad, because it can help me to get my products better	
OB16	Yes, it's a big help for me to used feedback at least we prove the other customer that we can give the satisfaction	
OB17	Yes, I'm using it. Feedbacks play a big role in any businesses' success so I'm always considering it	
OB18	Yes, we used it to improve the quality of our products	
OB19	Yes. For us being online seller, feedbacks are the most important thing	
OB20	Yes, I do. Their feedbacks are important	
OB21	Yes, customer's feedback is important to make the business to improve	
OB22	Feedback, comments and suggestion are very much needed to improve your product	
OB23	Yes, by accepting positive and negative feedbacks and improving the product	
OB24	Yes, it will be helpful for us if the customers will give suggestions	
OB25	Yes. Because I still believe that customers are always right	
OB26	We appreciate our customer's feedback to us	
OB27	Yes, for us to improve more and exceeds their expectations	
OB28	It's very much needed to be able to serve the customers better and give them the quality they want	
OB29	Yes, I use their feedback to find out what my customers want	
OB30	I believe that the feedbacks from my customers are important	
Question#5 What do you think are the advantages and disadvantages of promoting your food products in social media platforms?		
	Advantage	Disadvantage
OB1	Less cost of promoting products	Sometimes our products or even our own material was imitating
OB2	FB makes possible to know our product	People might pirate our product
OB3	We reach a lot customer for deliveries	Competitors create/make the same products as we serve
OB4	Sales boost and good marketing strategy	One from the team should devote his/her time to manage and maintain such platform
OB5	Good and easy way to access the products	Easy to the competitors to copy the post, products, and strategies of selling
OB6	It is way easier to promote any business through social media	One negative feedback posted online, even if untrue, can ruin a business

Table 1 (Cont.)		
Online Business (OB)	Answer	
	Advantage	Disadvantage
OB7	Promoting food products in social media platforms is much easier	Customer's negative feedback
OB8	We can reach thousands of people by just simply posting and sharing posts	People keep on asking the actual size of our products since they can only see it via photos
OB9	Social media allow you to communicate on a personal basis with individual customers and groups	Wasted time and money for little or no tangible return
OB10	More people see products and can easily offer to your other friends	If you do not know how to social media you can be fooled by people or scammed
OB11	It creates brand awareness, brand reputation, and cost-effective.	Exposure to negative reviews and time consumptive
OB12	This can set us apart from our competition	There are people who always aim to damage one's reputation
OB13	Social media is more people and more interested buyers will approach	Sometimes buyer's expectation didn't met
OB14	Having lot of people whom can reach your business or product	We're having a scam customer or having a competitor and same business
OB15	It is totally free, you just need to post it and share it to your friends	Some people may copy your product when they see that it's successful
OB16	It's a free promotion and many people will see it	I don't know if its scam or not
OB17	It's free, very accessible, and you can reach many people	Anybody can put negative reviews on it which will greatly affect your business
OB18	Everyone is on social media every day	When the customer doesn't have internet connection or don't use data
OB19	Most of the people are using social media	False/fake news advertisement; scammers are still everywhere
OB20	Social media is accessibility	I have to answer all the comments and messages I receive and it consumes a lot of time
OB21	More people can see and might get interested in your food products	It may take time for your business to kick in the market
OB22	Positive feedback	Negative feedback
OB23	Accessibility, engagement, promotion, marketing	Plagiarism

Table 1 (Cont.)		
Online Business (OB)	Answer	
	Advantage	Disadvantage
OB24	My product will be known easily by many people	Not all people who see my post or content is nearby to my store
OB25	More ways to visit FB page if you want to know what's in the menu	Can sabotage us just only by commenting negative feedback
OB26	Social media have wide scope. Social media are really easy to use	Some of our customers doubt our products to be freshly good
OB27	It is for our guests to be notified easily	It is the contents and the competitors
OB28	Being able to be known by many people just by posting	Competitors can easily get idea on how to make advertisements like yours
OB29	Many clients, easy way for people to get to know you	When a customer posts negative feedback
OB30	You can reach and stay connected to your target audience anytime	Negative review becomes visible to all your followers, including your current and potential customers

5. Discussion

Findings from this research indicate that the majority of internet food product businesses were less than a year old because those were the times when employment were lost owing to the pandemic's lockdown. People were confined at home, thus there was a high demand for food delivery. Various food items had become marketable. During the lockdown, the only thing to do is eat because it is what most Filipinos like. Social media has been shown to be superior to traditional marketing because it can reduce marketing and promotion expenditures while also providing a competitive advantage in labor costs. Because practically everyone prefers to learn about new products through digital means, social media marketing has gained some traction in business. Because of its large reach and public availability, social media promotes consumer satisfaction and product recommendations. Customers are pleased with the food product's ease of access and the quick transaction. Product recommendations are quickly available online for online food product businesses. Fifteen respondents, or 55.6%, strongly agree that social media helps improve product sales in terms of amount purchased, repeat buy orders, and stock inventories. Out of 26 respondents, 17 (or 63%) strongly agreed that social media is a vital communication tool for businesses for marketing and sales. While 17 (or 63%) of the 27 respondents strongly agreed that social media is a significant communication medium for business marketing. Because Facebook is the most popular social media network, internet retailers and food businesses use it. It is the fastest means to get in touch with current and potential consumers. Most online food businesses that often update their webpage seek to be more engaging and create strong client relationships. Almost all online food businesses utilize positive comments as part of their promotional strategy. At the same time, they all appear to be experimenting with the clients' recommendations. The benefits of social media in promoting food goods that were highlighted in the research are all genuine. To set up a business platform, all you need is a computer, a Facebook account, and an internet connection. There are no structures to construct, no permissions to obtain, and the fact that it is open to the public makes it simpler to attract potential clients. It is inevitable that you will receive bad feedback on your foodstuff products, no matter how fantastic they are. Facebook Marketplace was designed to be a community-focused tool that brought people together to purchase and sell items. It has no additional payment mechanism; all you need to access the service is a profile. Uploading a photo, deciding on a pricing, uploading, and marketing are all basic processes. The disadvantage is that it is a haven for fraudsters.

6. Conclusion

Food products have always been sellable; however, it is advised to follow the trend. In order to reach a larger market, it is also preferable to use other social media sites such as Twitter, Instagram, YouTube, and others rather than focusing just on Facebook. Social networking is quite popular with both products and viewers. If your items are not available on any social media site, you are missing out on the opportunity to run a profitable business. The same is true if you are on social media but are not interacting or connecting with your target market and are having problems successfully sustaining your social approach. It is therefore suggested that online businesses that want to stay ahead of the competition use social media marketing services such as social media strategy development, social page optimization, social media campaign development and management, paid social ads setup and management, community building and management, and multimedia content creation and publication. You may anticipate a greater reach, valuable exposure, better visibility, more followers, higher engagement, higher conversion rates, enhanced brand trust, more leads, and higher sales at the absolute least. As a food product, your material must be visually appealing. You must have images or visuals that your viewers can relate to, so make the most of your photographs. The importance of visual marketing strategy in product recognition cannot be overstated. It is also advised that you present your product story with appropriate and consistent images in order to have a more dominating and long-term influence. To do so, create a content calendar with graphics and sketch out the subject for each day of the week, ideally many weeks in advance. Make sure to include all of the necessary hashtags in this social calendar. In addition, seek for potential influencers and collaborate with them to increase your food product advertising. Viewers see a prominent influencer sharing a product on social media as more genuine than any premium marketing. However, be cautious of who you partner with, choose the right collection of influencers, and be really excited about food and an expert in this field. The benefits of using social media to promote food goods are numerous. However, drawbacks such as unfavorable remarks and fake purchasers will undoubtedly make life difficult for you. Negative feedback should not be ignored. It will give an irritated client another cause to reject your food offerings. You must respond with every word, whether favorable, negative, or neutral. Maintaining public relations is essential for product development. When dealing with negative remarks about your food products, make sure not to replace them or refund the money simply because your customers are unhappy. Examine the problem first, then explain how you plan to solve it. It is difficult to remain calm, but in order to save your company, you must always be courteous. To resolve a disagreement, request that the consumer message you directly, phone you, or send you an email. Consider negative comments as sources of information from which you may discover what your clients dislike about your items. Another downside of advertising things on social media is the presence of bogus buyers. It is advised that internet sellers be technologically knowledgeable in order to avoid online frauds. Keep up to date on the newest advances in security and privacy. Be wary of anyone you trade with online, and use extreme caution.

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