

Comparative analysis of the effectiveness of traditional and digital marketing strategies in a coffee shop in Roxas Boulevard, Pasay city

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INTRODUCTION

The rapid expansion of the coffee shop industry in Metro Manila has intensified competition among small and independent establishments. In highly urbanized districts such as Pasay City, coffee shops operate within a dynamic environment characterized by strong digital penetration and deeply rooted community-based word-of-mouth culture. As businesses navigate evolving consumer behavior, the comparative effectiveness of digital marketing strategies and traditional marketing approaches remains a critical managerial concern. While digital platforms offer scalability, targeting precision, and multimedia engagement, traditional marketing continues to draw strength from credibility, interpersonal trust, and social influence.

Grounded in the Elaboration Likelihood Model (ELM), this study examines how digital and traditional marketing strategies influence customer attraction through central and peripheral routes of persuasion. Specifically, it evaluates engagement with informative content, message quality, cognitive effort, attractiveness of cues, credibility and trustworthiness, and emotional appeal. The study aims to determine whether a significant difference exists between the effectiveness of digital and traditional marketing strategies in attracting customers to a local coffee shop along Roxas Boulevard, Pasay City.

LITERATURE REVIEW

Marketing effectiveness in hospitality contexts has increasingly been examined through digital transformation lenses. Digital marketing platforms—including social media, online reviews, and influencer endorsements—enable businesses to deliver curated, visually appealing, and strategically designed content (Soedarsono et al., 2020). Studies indicate that digital storytelling and visually optimized content enhance customer engagement, improve brand recall, and strengthen emotional connections (Ramos & Gillespie, 2022; Zhang et al., 2023).

However, traditional marketing remains influential, particularly in relationship-oriented cultures such as the Philippines, where personal recommendations significantly shape purchasing decisions. Research shows that peer referrals and word-of-mouth communication continue to foster high levels of trust and credibility (Johnson, 2024; Dupaco Community Credit Union, 2022).

The Elaboration Likelihood Model provides a theoretical framework for understanding how customers process marketing messages. The central route emphasizes logical evaluation of message quality and informative content, while the peripheral route relies on cues such as emotional appeal, attractiveness, and source credibility (Petty & Cacioppo, 1980). By integrating ELM, this study evaluates how both digital and traditional marketing strategies activate persuasive mechanisms within a localized coffee shop context.

METHOD

This study employed a quantitative comparative research design. Data were collected from 108 Generation Z respondents (aged 18–27) who had experienced both digital and traditional marketing strategies of Coffee + Puffs, a local coffee shop in Roxas Boulevard, Pasay City. Purposive sampling ensured participants were frequent coffee shop patrons exposed to both marketing approaches.

A structured questionnaire measured the perceived effectiveness of digital and traditional marketing across six engagement dimensions: informative content, message clarity and quality, cognitive effort, attractiveness of cues, credibility and trustworthiness, and emotional appeal. Responses were measured

using a four-point Likert scale. Statistical treatments included percentage distribution for respondent profiling and mean analysis to determine comparative effectiveness.

FINDINGS

Results reveal that digital marketing outperformed traditional marketing across most engagement dimensions. Digital marketing achieved higher mean scores in informative content (3.57 vs. 3.15), message clarity and quality (3.77 vs. 3.65), cognitive effort (3.84 vs. 3.65), and emotional appeal (3.49 vs. 3.34). These findings indicate that digital platforms are more effective in delivering structured, visually engaging, and cognitively accessible content.

However, traditional marketing demonstrated stronger perceived credibility and trustworthiness, reflecting the enduring influence of interpersonal recommendations within Filipino consumer culture. While digital marketing excels in reach and presentation control, traditional marketing retains strength in authenticity and relational trust.

Overall, digital marketing achieved a higher overall effectiveness mean (3.67) compared to traditional marketing (3.45), indicating a statistically meaningful difference in perceived impact.

IMPLICATIONS OR CONCLUSION

The findings suggest that digital marketing strategies are more effective overall in attracting Generation Z customers within urban coffee shop environments. Nevertheless, traditional marketing remains essential for building credibility and sustaining relational trust. Coffee shop operators should adopt an integrated marketing approach that leverages digital platforms for engagement while reinforcing traditional word-of-mouth authenticity.

From a managerial perspective, investments in social media storytelling, high-quality visual branding, and informative content should be prioritized. Simultaneously, loyalty programs and referral incentives can strengthen traditional marketing impact. The study contributes to hospitality marketing literature by providing localized empirical evidence within a Philippine urban context and demonstrates how central and peripheral persuasion routes interact within contemporary small-business environments.

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