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Influences of Let's Eat Pare Facebook Community Group on the Food Purchase Behavior of Filipinos

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Abstract

The study aims to analyze the factors of Let's Eat Pare Facebook Community Group in shaping and influencing members' purchase intention within the community. The statistical sample included 100 participants through sampling within its members. Data analysis was carried out using Cronbach's Alpha. The results of the study highlighted the variables affecting the purchase intention, particularly awareness, discount, electronic word of mouth, intention, and perceived benefit, which explain purchase decision intention. The results presented in this study illustrated that consumers' attitudes, discounts, electronic word of mouth, purchasing products, and subjective norms have a significant and positive effect on purchase intention value. Consumers' subjective expectations influence other people's recommendations, and the influence of discounts will have a significant effect and positive impact on the intention to purchase in the Facebook group. Moreover, purchase intention fully affects perceived behavioral control and behavior, indicating that ease of use, convenience, and positive experience will affect consumers' purchase decisions.

Keywords: *Food purchasing behavior, Purchase intention, Attitudes*

Introduction

Last March 11, 2020, the World Health Organization (WHO) declared the outbreak of the infectious disease COVID-19 (COroNaVIrus Disease-2019), initially identified in Wuhan, China, as a pandemic (Ben Hassen et al., 2020). The pandemic has forced businesses to close, leading to unprecedented disruption in most industry sectors. Companies have experienced challenges in terms of health and safety, the supply chain, the workforce, cash flow, consumer demand, sales, and marketing. While some companies are struggling to survive, some businesses are thriving. This is apparent to technology-enabled solutions offering online entertainment, education, deliveries, and e-commerce. Consumers have also changed their consumption patterns, increasing the demand for takeout, snacks, alcohol, and cleaning products as we spend more than ever. (Donthu & Gustafsson, 2020).

The pandemic heavily impacted the global restaurant industry. Social distancing measures were in place, and implemented general caution towards public places caused many consumers to dine out less. According to Statista, the year-over-year change of seated diners in restaurants worldwide, compared to 2019, was zero percent on November 23, 2021. Even after reopening, jurisdictions suggested or ordered such businesses to focus on delivery services or reduce seating capacities because of the social distancing policy. The forecast for the future of restaurants is catastrophic. Experts estimate that over half of restaurants will not survive

(Severson & Yaffe-Bellany, 2020). Based on the study, the market size of the global online food delivery sector was 107.44 billion U.S. dollars in 2019, a figure that is forecast to grow to over 154 billion U.S. dollars by 2023. Due to the coronavirus (COVID-19) pandemic and a subsequent lack of in-house dining, worldwide digital restaurant food delivery grew across various countries from 2019 to 2020. Digital delivery services are meals or snacks ordered via mobile app, internet, or text message. In total, digital restaurant delivery increased 67% globally, with the United States increasing the most at 123% (Statista, 2021).

The Philippines had announced the first 2019-NCOV case through a Press Release from the Department of Health (DOH) and assured the public of intensified containment measures. Last March 12, in an evening address, President Rodrigo Duterte declared that the alert level for the coronavirus had been raised to its maximum level of Code Red Sublevel 2, marking the first massive lockdown in the country. The lockdown covered 16 cities and one municipality of Metro Manila for at least 30 days from March 15 to April 14, as prescribed by the Inter-Agency Task Force (IATF). In an article from *Inquirer*, The group Defend Jobs Philippines said 80% of food establishments were hit by the lockdown implemented in Metro Manila and the provinces of Bulacan, Cavite, Laguna, and Rizal last March. According to the article, Christian Lloyd Magsoy, the group's spokesperson, explained that of all the food enterprises impacted by the government restriction on dine-in services, only 20% could recover losses while most were struggling to thrive.

According to UNDP, MSMEs comprise 99.5% of business establishments in the Philippines, employing approximately 63% of the country's workforce. In the past, MSMEs were responsible for 40% of the country's Gross Domestic Product (GDP). During the second quarter of 2020 and almost four months since the community quarantine was put in place, the country's GDP sank to 16.5% as the Philippines experienced recession due to the COVID-19 pandemic. Since implementing community lockdowns, MSMEs suffered from disrupted cash flow and continuing expenses, which led to income losses. Close to 80% reported a reduction in their average monthly income from April to June compared to their average monthly income before the pandemic. While 20% tried to retain employees with total pay despite income losses, their cash flow was so severely affected that 25% of them began to lay off employees.

According to Nielsen, a consulting company that provides market and consumer insights state that 39% of Filipinos choose to eat at home more in the post-pandemic, 31% still have the same view on take-out orders, and 26% of Filipinos will not change their habit for food delivery. This pandemic has reoriented consumers' behavior toward consumption and food intake. Although, for now, nothing is quite sure if these patterns will prolong and be considered the new norm because of certain limitations in the untapped aspects of expanding. But the household's income will always dictate how and where money is spent regardless of a pandemic. Consumers nowadays are deeply concerned with the health and economic impact of the pandemic. Consumers respond differently and have differing attitudes, behaviors, and purchasing habits. People across the globe are afraid as they strive to adapt to a new normal. Fear runs high as individuals contemplate what this crisis means for them, but more significantly, it impacts their families, friends, and society.

Most households have cut their FMCG expenditure throughout the pandemic to manage their budgets. Kantar's July 2020 Purchase Confidence study revealed that 79% expressed worry about their financial situation. The report emphasizes value for money as the highest consideration, as Filipino shoppers focus on making the most of their budget. Online delivery platforms keep the sector of food and beverages afloat while lessening the gap in mobility. The

series of lockdown extensions gave more time for the consumers to reassess their eating habits for the new normal. As the developments in the country continue to prosper, lifestyles have adapted to become highly urbanized, busier, and more connected. Food delivery services became rampant in the market, giving rise to on-the-go consumption. One of the aspects in which the COVID-19 pandemic is causing significant changes is in people's food purchasing and consumption behavior due to the lockdown and social isolation directives and uncertainty about what will happen in the immediate future.

Managing consumers' path-to-purchase has been identified as a cornerstone of a successful marketing strategy (Lemon and Verhoef 2016; Shankar et al. 2010, 2011). Let's Eat Pare is a food community on Facebook that started in 2016, a hub for food-lovers to share food memes, restaurant, and recipe recommendations, and generally, share food-related posts. Through an official Let's Eat Pare vendor's accreditation system, they have expanded their community to support local food businesses. In an article in *Globe Business*, Mark Del Rosario says he initiated the group to help restaurateurs in the country by sharing best practices, creating food festivals, and building a community to collaborate with. The onset of the pandemic made that collaboration even more critical, especially when it came to helping out hospitals and frontliners. Social media helped them in mobilizing support. Members of the LEP Association of Food Vendors & Restaurant Owners (LEPA) stepped up and implemented the #TulunganPare movement to provide meals to our frontliners in Metro Manila.

Mark shares their strategy to stick together as a community and what helped them rise above the pandemic's challenges in an interview. Understanding food purchasing behavior is undoubtedly helpful for understanding how consumers' behavior changes and adapts during a crisis and is valuable guidance in emergency management efforts. According to the Global Consumer Pulse study, digital fraud attempts against businesses and consumers have increased in the Philippines during the pandemic. 44% of Philippine-based consumers have been targeted by digital fraud in the last three months. The study was based on intelligence from billions of transactions and over 40,000 websites and apps from TransUnion Truvalidate™, a flagship identity proofing, risk-based authentication, and fraud analytics solution suite (Crismundo, 2021). The security and safety of the Let's Eat Pare Facebook community members is also a majority priority to Mark. To prevent fraud and clickbait within the community, each member undergoes a vetting process using tools and filters available on Facebook. They also accredit and vet vendors to classify them as Official Let's Eat Pare (LEP) vendors and impose community guidelines in sharing content and insights within the group.

Consumers must use their cognitive resources (such as attitudes and beliefs) to address the difficulties and risks associated with online purchases. Based on the Theory of Planned Behavior, when customers use online food platform services, the attitude of the customers about the online food platform may cause benefits and losses at the same time; as such, they usually estimate the value they can get from online food delivery service before they use it, so the attitude of customers is very important. Subjective norms mean that the impact from other people will affect the customers' purchase intention, and it is straightforward to get feedback information from the internet, so subjective norms are a key factor that affects consumers' purchase intentions. The perceived behavioral control is also a key factor affecting consumers' purchase intentions. When consumers think it is not easy to use or difficult to find what they want, they buy food by themselves rather than using an online food platform.

The Theory of Planned Behavior model has been extensively applied to studies of online purchasing behaviors (George, 2004; Hansen et al., 2004; Ramus and Nielsen, 2005). In

accordance with Liang and Lim (2011), this model also conveys the following three important insights regarding the influences that govern food consumption: Food purchases are intended to fill an empty stomach and involve communication with others. For instance, a food purchaser may be concerned about the views of family members and friends regarding the quality and variety of the purchased food. Therefore, food purchases will be influenced by the perceptions of others (i.e., by subjective norms) (Hansen et al., 2004). Examinations of food purchasing behaviors must consider whether consumers have the necessary abilities and resources (the perceived behavioral control) to engage in online purchasing behaviors (Ramus and Nielsen, 2005; Shim et al., 2001).

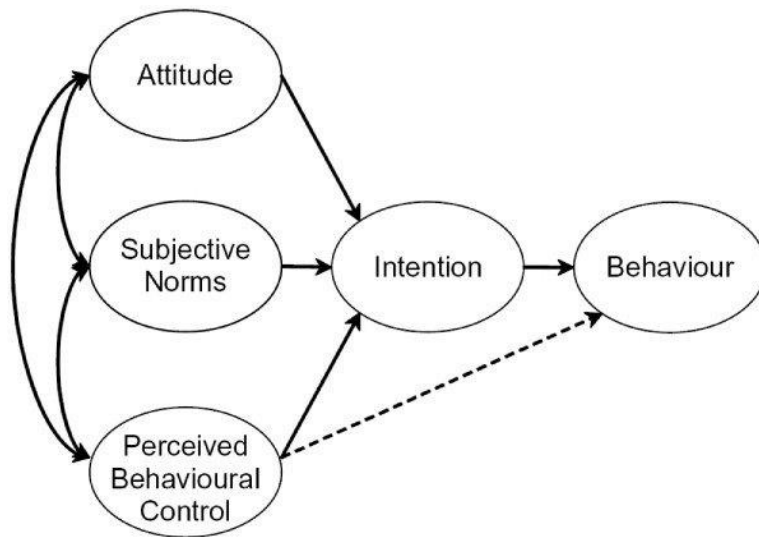
The Theory of Planned Behavior has been used to discuss lots of fields, e.g., new services, technology, and issues, which is why this study uses this model. Using the Theory of Planned Behavior model, researchers found that online food purchasing behavior out of the six variables (attitude, discount, electronic word of mouth, purchasing products, and subjective norms) impacts purchasing decisions. While perceived behavioral control was not significant in consideration of Facebook group marketing's influence on their decision, this research focused on analyzing the effectiveness of promoting the Let's Eat Pare official vendor and other branded food options in the group. Our findings provide a practical significance to the Let's Eat Pare Facebook Community and local food entrepreneurs that can be applied to maximize the efficiency of online food marketing tools and increase their profits amid the pandemic. This study provides valuable information to help start-up food vendors that significantly rely on the internet in promoting their products and strive with the influx of food competition online.

Framework

Framework Figure 1 shows the TPB Ajzen's (1991) model, describing how behavior is formed. According to Ajzen (1991), one's attitude toward a behavior, coupled with prevailing subjective norms and perceptions of behavioral control factors, influences an individual's intention to perform the behavior. Intentions are assumed to apprehend the motivational factors that influence behavior; they indicate how hard people are willing to try and how much effort they are planning to exert to perform the behavior. As a general rule, the stronger the intention to engage in behavior, the more likely it is to perform.

Figure 1

Theory of Planned Behavior



However, a behavioral intention can find expression in behavior only if the behavior in question is under voluntary control, i.e., if the person can decide whether to perform or not perform the behavior. Although some behaviors may meet this requirement quite well, most performance depends at least to some degree on such non-motivational factors as availability of requisite opportunities and resources (e.g., time, money, skills, cooperation of others; see Ajzen, 1985, for a discussion). Collectively, these factors represent people’s actual control over their behavior. To the extent that a person has the required opportunities and resources and intends to perform the behavior, they should succeed.

Attitude: This paper has created its conceptual model considering the different factors that affect the consumer’s purchase decision process. According to B. M. Staw and J. Ross (1985), An attitude can be thought of as composed of three highly interrelated components: (1) a cognitive component, dealing with the beliefs and ideas a person has about a person or object; (2) an affective component (affect), dealing with a person’s feelings toward the person or object; and (3) an intentional component, dealing with the behavioral intentions a person has concerning the person or object. This leads to the following hypothesis:

H1: Consumers’ attitudes toward purchasing food online will positively affect their intentions to engage with other Let's Eat Pare Facebook Community Group members.

H2: Word of mouth positively affects members' purchasing behavior in Let's Eat Pare Facebook Community Group.

H3: Discount positively affects attitude towards members in Facebook Community Group.

H4: Purchasing products positively influence members of the Facebook Community Group.

Subjective Norm: Some external variables influence individual purchasing behavior, such as perceived pressure from family, friends, and relatives to make a buying decision. As a vital subject norm, let’s Eat Pare Facebook Community Group has a significant and positive influence on its members’ food purchasing behavior. Members will choose their preferred brand and cuisine that interests them within the group. In research from (Etika et al., 2021), salient beliefs help predict and understand attitudes and indicate what might be helpful for interventions to change behavior (Ferguson et al., 2009). These salient beliefs first come to

mind when participants are asked open-ended questions and referred to as accessible beliefs (Ajzen and Fishbein, 2000). As stated in figure 2 are the factors affecting consumers buying behavior.

H5: Consumers' perceptions of subjective norms will positively affect their willingness to buy food online.

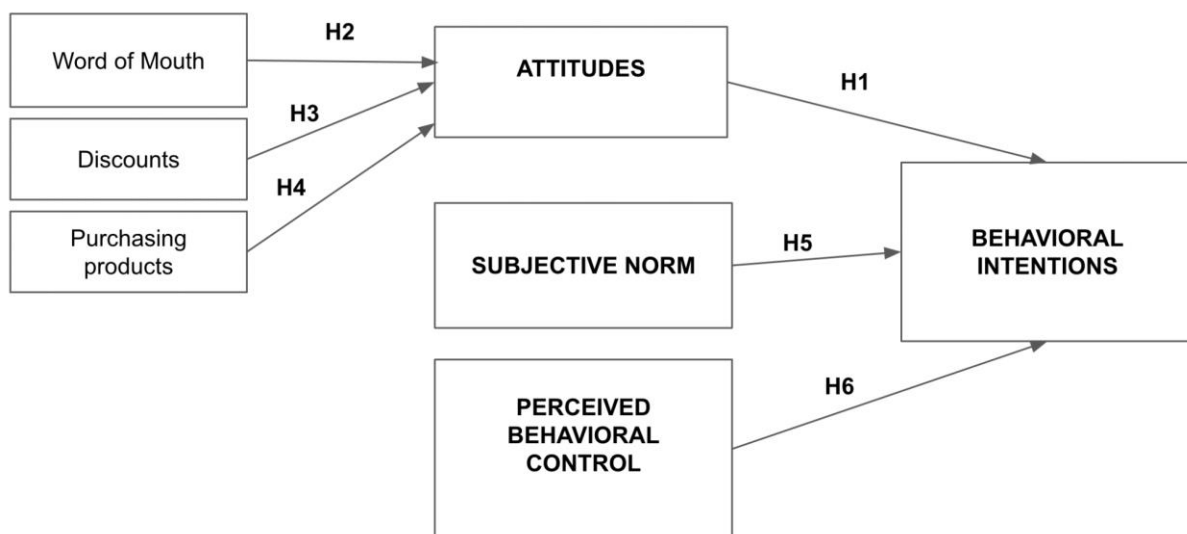
Perceived Behavioral Control: According to Ajzen (1991), perceived behavioral control represents a person's sense of how easy or difficult it is to do a certain behavior. Consumers' perceptions of their consumer behavior influence them to make online food purchase decisions.

H6: Consumers' financial capabilities related to perceived behavioral control will positively impact their willingness to purchase food online.

Methodology

This study is centered on the Theory of Planned Behavior to analyze whether the Let's Eat Pare Facebook Community Members' purchase intention is affected by online shopping values. A proposed research framework for verification and analysis is shown in Figure 2.

Figure 2
Conceptual Framework



Research framework: To assess the food purchase behavior within the Let's Eat Pare Facebook Community Group, we first must establish which factors and explanations such research need to entail. We begin with an overview of the Theory of Planned Behavior, explaining what resonates with the community group members' food purchasing behavior. The TPB model and consumer behaviors were combined to provide a conceptual framework for linking attitudes regarding online food purchases, subjective norms, perceived control, and purchase intentions. As demonstrated in figure 2, the study aims to identify how the food community influences the food purchase behavior of the members.

Sampling Design and Procedure: People are now turning to social media to know what food they may try during lockdowns. To analyze the factors influencing the food purchasing behavior of the Let’s Eat Pare Facebook Community members, a self-administered online survey questionnaire was utilized to collect data from 100 respondents. There were two sections in the questionnaire. The first section gathered basic personal information from the respondents. The constructs were measured using a seven-point Likert scale in the second section, with (1) strongly disagree and (7) strongly agree. To study the impact of each variable on behavioral intention was undertaken through the SmartPLS software.

Statistical Analysis: The 100 respondents are the Let's Eat Pare Facebook Community Group members. They were 80 female (80%) and 20 male (20%) respondents. Women are the main group of online shoppers. Of the 100 respondents, 68 percent were in the 20-30 age group, followed by 21% in the 31-40 age group. And online purchasing food consumers were highly educated, as most of these consumers possessed at least a Bachelor's degree (85%). The majority of responses had monthly income ranging from Php31,000 to Php50,000 (34%) and Php11,000 to Php30,000 (32%), with 91 percent of respondents residing in the National Capital Region. In the perspective of Philippine society, people living in NCR had relatively substantial earnings and had enough financial capability to buy food from the Let's Eat Pare group.

Discussion of Results

With values of 0.70 and above, the constructions for Let’s Eat Pare Influences Filipinos' Food Purchase Behavior have internal reliability and validity. Composite reliability has acceptable values of 0.80 and above, with a minimum acceptance level of 0.60. As indicated in Table 1, all constructs are satisfactory for the average variance extracted.

Table 1
Cronbach’s Alpha, rho_A, Composite Reliability, and AVE

Variables	Cronbach’s Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Attitudes	0.755	0.76	0.86	0.672
Discounts	1	1	1	1
Word of Mouth	0.737	0.807	0.88	0.786
Intentions	0.868	0.868	0.919	0.792
Perceived Behavioral Control	1	1	1	1
Purchasing Products	1	1	1	1
Subjective Norm	0.802	0.808	0.883	0.716

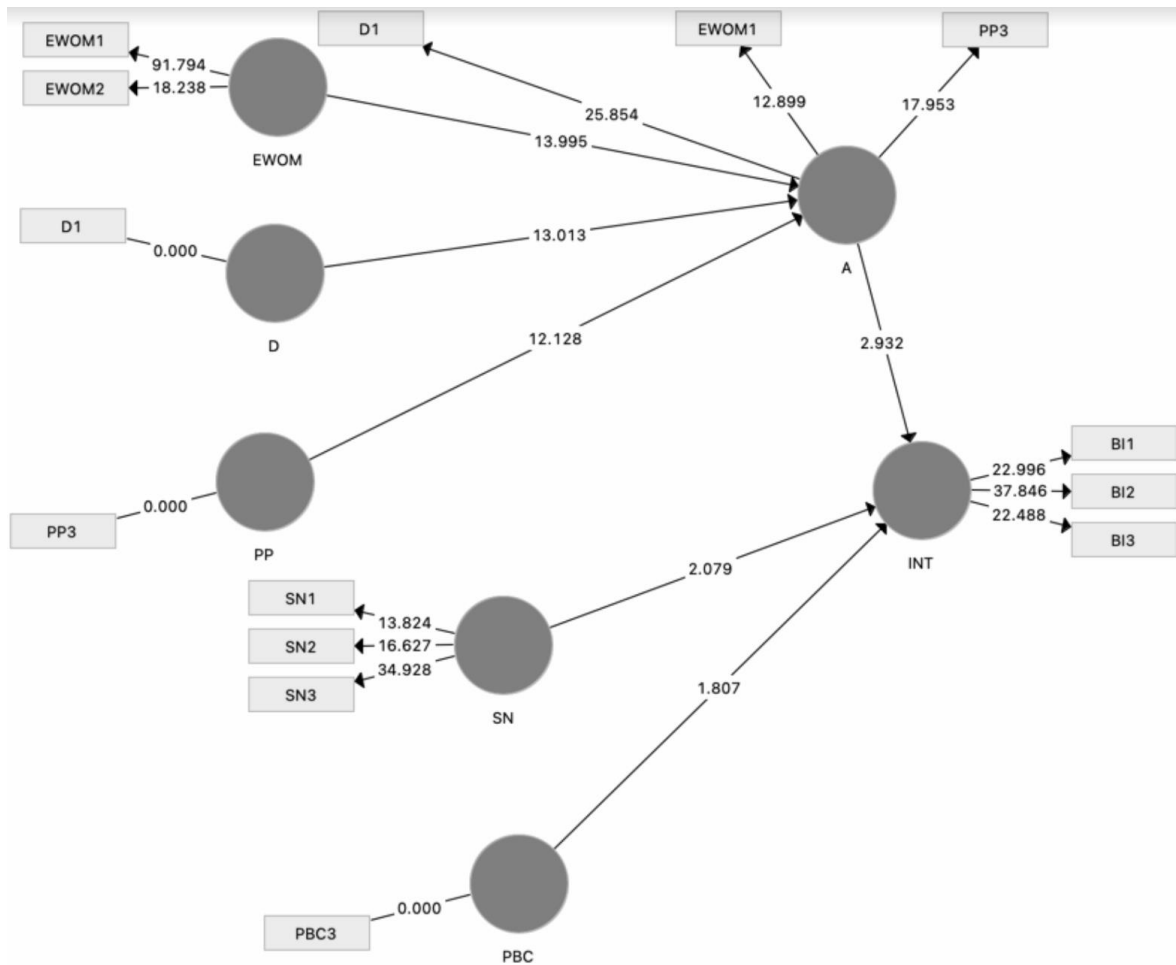
Table 2 shows the p-values that indicate the path coefficients. The results demonstrate that purchasing food intention within the community, discount, word of mouth, purchasing products, and subjective norm.

The model was used to test the hypothesis. The results (Table 2) revealed that attitudes were a significant predictor of members of the Let's Eat Pare group purchasing food intention inside the community, with a T statistic of 2.885 and a significant P-value of 0.004. Discounts, word of mouth, and product purchases are significant with a T statistic of 1.813 and a significant P value of 0.07; perceived behavioral control was nonsignificant. Subjective Norm was also significant, with a T statistic of 1.997 and a P-value of 0.046. The overview of path coefficients results is shown in Figure 3.

Table 2
Path Coefficients

Hypothesis	Variables	T Statistics	P Values	Results
H1	Attitudes -> Intentions	2.885	0.004	Supported
H2	Word of Mouth ->Attitudes	14.352	0	Supported
H3	Discounts ->Attitudes	13.049	0	Supported
H4	Purchasing Products -> Attitudes	12.097	0	Supported
H5	Subjective Norm -> Intentions	1.997	0.046	Supported
H6	Perceived Behavioral Control -> Intentions	1.813	0.07	Not Supported

Figure 3
Summary of Results



Conclusions

Despite the distance, it was food that binds us—with the online space being a communal venue for everyone to engage and discuss anything about their passion for it virtually. With unemployment on the rise during the early stages of the Enhanced Community Quarantine (ECQ), more individuals began looking for new and alternative ways to earn. Online selling was not new, but food items suddenly became the product of choice among many new small-time sellers. Food trends become more than just points for discussion. It allowed us to cope with many crises in ways that we never expected. The results presented in this paper show that consumers’ attitudes, discounts, electronic word of mouth, purchasing products, and subjective norms have a significant and positive effect on purchase intention value. Consumers' subjective expectations influence other people's recommendations, and the influence of discounts will have a significant and positive impact on the intention to purchase in the Facebook group. Moreover, perceived behavioral control does not affect consumers’ purchase decisions. The purchase intention becomes more important as consumers’ past experiences and anticipated future obstacles are considered.

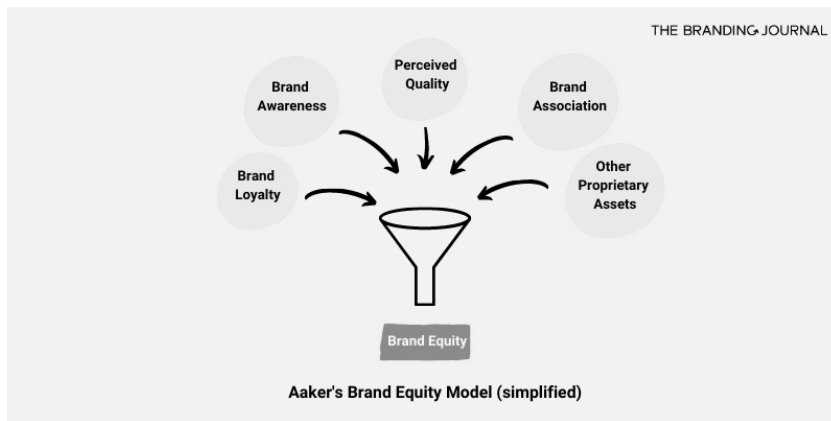
Therefore, Let’s Eat Pare Group should focus on the following:

Build Brand Equity

According to the Branding Journal, A popular definition of brand equity is that of renowned marketing theorist and Professor David Aaker, who defines brand equity in his book ‘Managing Brand Equity’ as: “A set of assets or liabilities in the form of brand visibility, brand associations and customer loyalty that add or subtract from the value of a current or potential product or service driven by the brand.” (Aaker, 1991).

Brand equity represents the value of a brand. It is the simple difference between the value of a branded product and that product without that brand name attached to it (Rosenbaum-Elliott, 2015). Aaker has derived a simple framework, which features key brand equity: brand awareness, brand association, perceived quality, brand loyalty, and other proprietary assets.

Figure 4
Aaker’s Brand Equity Model



Innovate Sustainably

The research undertaken by Kusumasondjaja (2018) found that interactive brand posts were responded to more frequently than informative message content. Twitter was more effective for informative appeal. The findings highlighted that Facebook worked better for interactive entertainment posts and that Instagram was more suitable for interactive content combining informative-entertainment appeals. Content marketing plays an important role in the success of marketing communications. The literature has argued that emotions in the message significantly affect consumer behavior.

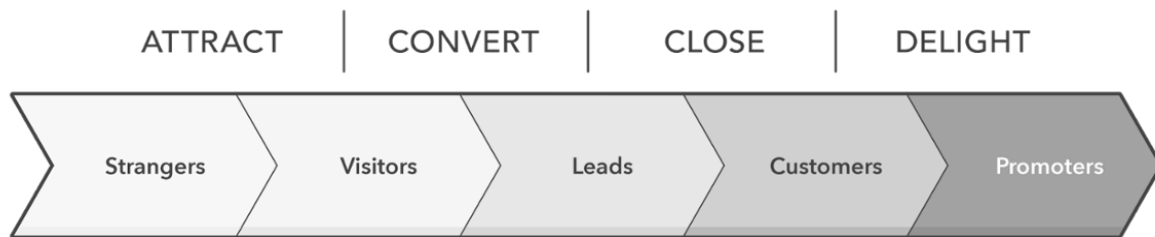
Creating and delivering the value proposition are critical issues that marketing planners should consider in planning strategies. These days, a high level of competition and rapid changes in the market and technology make it complex for a company to sustain momentum without focusing on delivering the customer’s value. Value propositions vary across industries and different market segments within an industry (Kaplan & Norton 1996).

Customer Acquisition

According to HubSpot, Acquisition marketing implements specific strategies to market your products and services to new customers. It typically requires collaboration and alignment between marketing and customer service teams.

Figure 5

Customer Acquisition Model from HubSpot



In the figure above, customer acquisition lives to attract and convert phases, where consumers become readers, visitors, and leads.

Capon and Hulbert (2007) linked the success of firms in the marketplace to the value provided to customers. They introduced a principle of customer value, with customer insights driving the company’s marketing activities. Customer value should also drive investment and production decisions because customers perceive value in the benefits of the product or service they receive. Capon and Hulbert state that a clear and compelling value proposition should be the basis of a firm’s functional, psychological and economic value, with related benefits. It shows how to “gain customers and beat competitors.” The Let’s Eat Pare Facebook group must focus on developing its consumer value proposition to get more new members and continue to drive members’ purchase intentions.

Based on the result of the study, we recommend the following marketing strategies to strengthen the relationship of its member, maintain the conversation and relevance within the community by segmenting each effort:

- Content plan - Create a full-year content plan to segment each topic in the community and to address the saturation of food choices within the group.
- #DailyDealsPare - All discount-related content can be tackled using this hashtag. This is a good strategy to convert other members to purchase from the official Let’s Eat Pare vendor.
- #AnongBagoPare - To stir conversation about new gastronomic discoveries within the community.
- #LEPSpecial - This encapsulates the membership perks in joining Let’s Eat Pare through webinars, affinity programs (teaming up with other brands), member discounts, mentorship programs, and more.
- SupportLEPVendor - Promoting small and medium businesses within the Let’s Eat Pare Association.
- Brand Collaboration - Let's Eat Pare community can partner with a brand to engage its members through user-generated content (UGC) entries. Admins can put up a program in collaboration with a sponsor and create a food competition amongst its vendors online. The members will judge entries based on their presentation, while official judges can defer on taste. Winning entries will be featured or get a chance to be part of the sponsor's ambassadorship program. We can also promote the vendors and increase their presence within the community through this engagement activity.
- Let’s Eat Pare Advocacy - A marketing that turns most enthusiastic members into brand advocates by launching a campaign entitled #HelpEndHungerPare. This initiative is part of Let’s Eat Pare’s commitment to the United Nations Sustainable Development Goals (UN SDGs), specifically UN SDG No. 2, which emphasizes ending hunger, achieving food security

and improved nutrition, and promoting sustainable agriculture. This program can be in the form of donation drives and e-volunteerism.

We hope to determine whether the emergence of food delivery platforms will change the consumption patterns of consumers, as well as to use the research results as a reference for the future development of strategies in expanding the Let's Eat Pare Community. Therefore, the administrator of Let's Eat Pare Facebook Community Group must consider perceived behavioral control before making a specific program, e.g., they should design a questionnaire to confirm the satisfaction of the purchasing experience and upgrade their existing website to let consumers easily find what they need. They should also use salient belief values to estimate the score of the achievement of a specific strategy. In this way, the admin can create marketing strategies to increase their platform's members and the revenue of their official vendors.

Limitations and Recommendations for Future Research

While conducting this study, we did not compare and rank each food platform available on social media and mobile apps, nor were the respondents asked to provide information on which food delivery platform they use. Therefore, we hope future research can further explore and analyze the differences among the service items offered by different organizations to infer whether said differences will generate different research findings. Future research can include delivery fees and platform commissions as research variables to find an acceptable balance for all parties while maximizing utility. If the Let's Eat Pare Group expands its reach, we recommend setting up a mobile application to give their official vendors another avenue to sell their products nationwide. The mobile application can directly check out and book the products they want to purchase and deliver them in real-time.

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Appendix

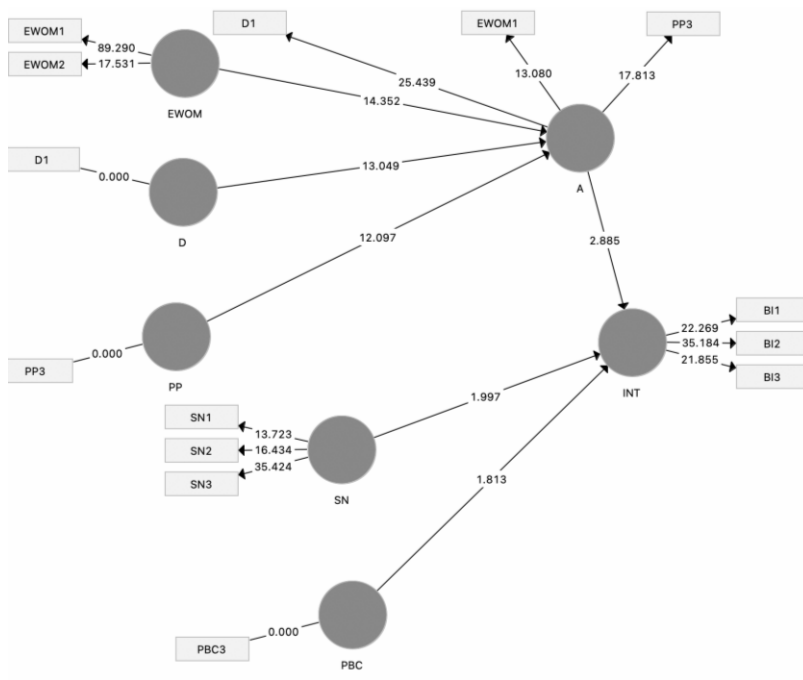
Appendix A: SmartPLS

Path Coefficient

Path Coefficients

	Mean, STDEV, T-Values, P-Val...	Confidence Intervals	Confidence Intervals Bias Cor...	Sampl	
	Original Sample (C)	Sample Mean (M)	Standard Deviation	T Statistics (O/ST)	P Values
A -> INT	0.409	0.407	0.142	2.885	0.004
D_ -> A	0.439	0.442	0.034	13.049	0.000
EWOM_ -> A	0.349	0.348	0.024	14.352	0.000
PBC_ -> INT	0.221	0.235	0.122	1.813	0.070
PP -> A	0.412	0.414	0.034	12.097	0.000
SN_ -> INT	0.246	0.233	0.123	1.997	0.046

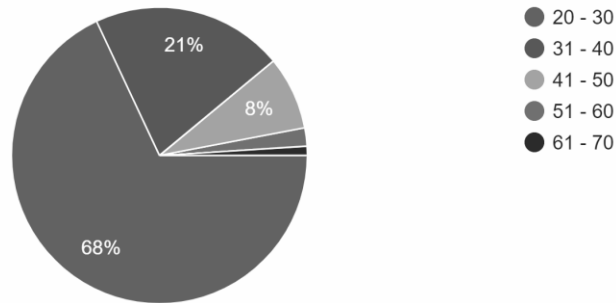
Summary of results



Appendix B: Survey Result

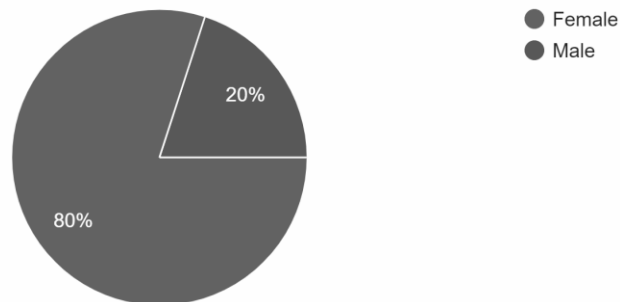
Age

100 responses



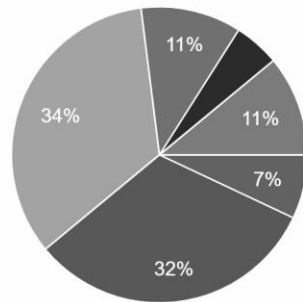
Gender

100 responses



How much is your monthly income?

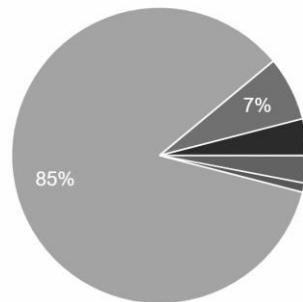
100 responses



- 10,000 and below
- 11,000 to 30,000
- 31,000 to 50,000
- 51,000 to 70,000
- 71,000 to 90,000
- 90,000 and above

What is your highest level of education?

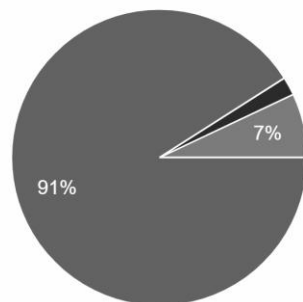
100 responses



- High School
- Vocational/Training
- Bachelor's degree
- Masteral's degree
- Doctorate degree

Place of Residence

100 responses

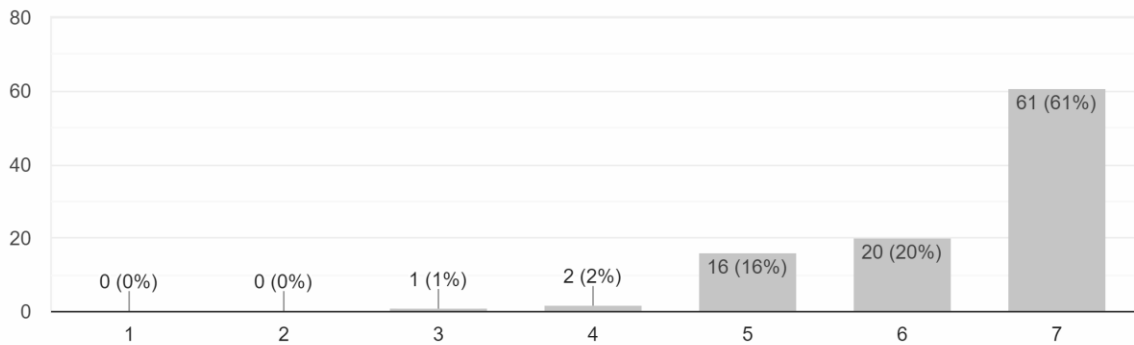


- National Capital Region (NCR)
- Cordillera Administrative Region (CAR)
- Ilocos Region
- Cagayan Valley
- Central Luzon
- Calabarzon
- Mimaropa
- Bicol Region

▲ 1/3 ▼

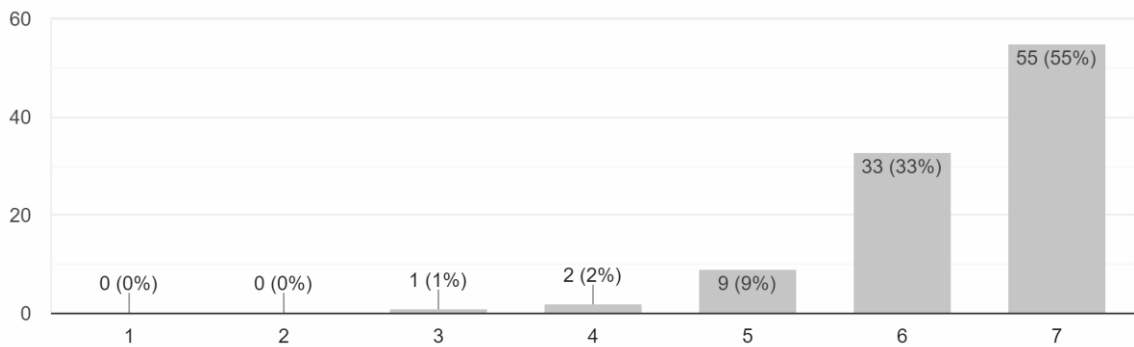
1. After considering an online food community, if the Let's Eat Pare group satisfies my food discoveries and expectations, I will recommend it to others.

100 responses



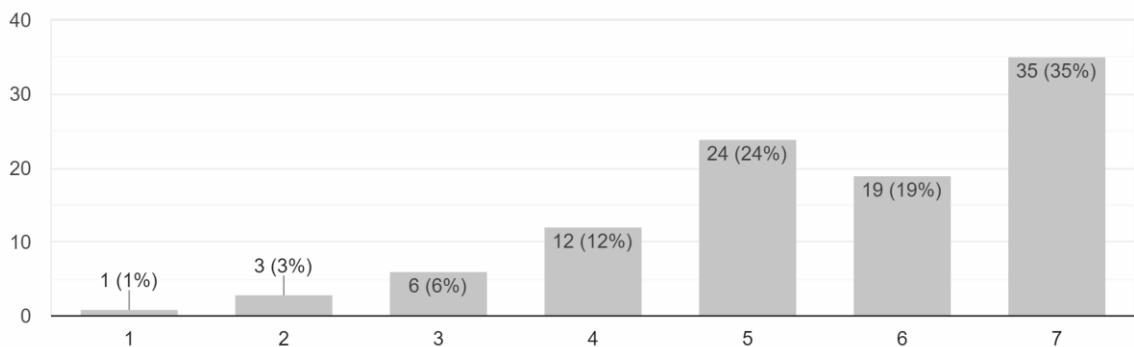
2. Positive evaluations and suggestions from others about the food or brand will affect my purchasing behavior.

100 responses



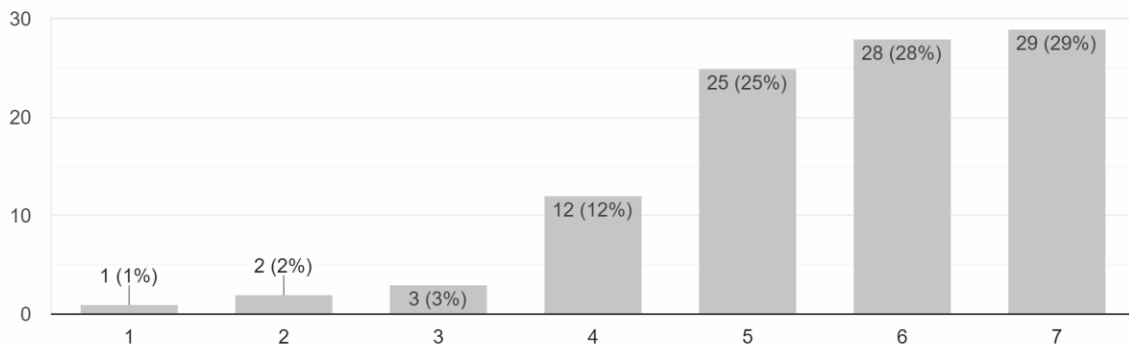
3. After considering food, if it does not satisfy my expectations, then I will warn others.

100 responses



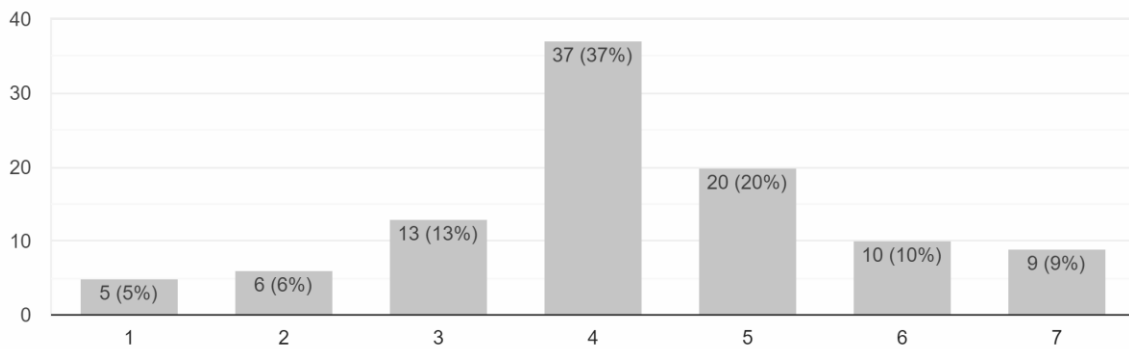
4. I feel that I'm getting a good deal in the group.

100 responses



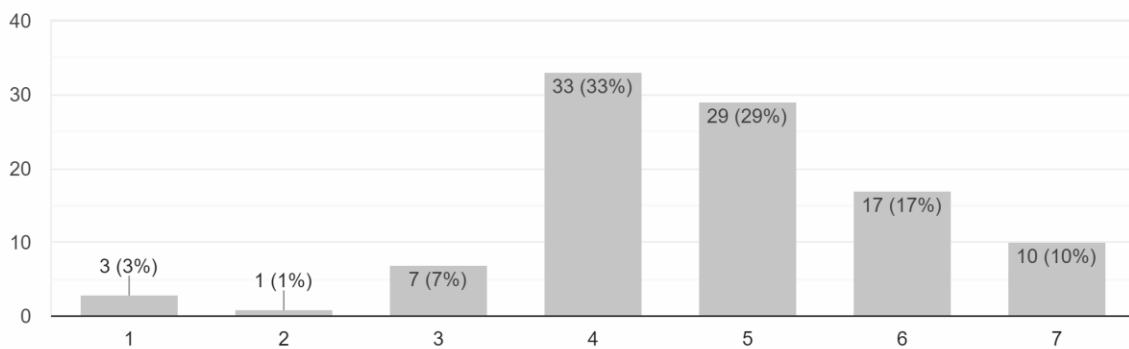
5. I save money every time I purchase online.

100 responses

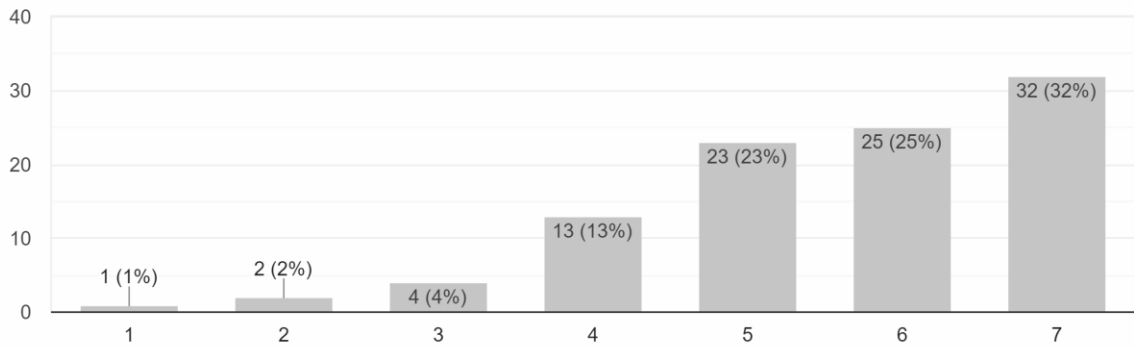


6. I feel like a savvy shopper.

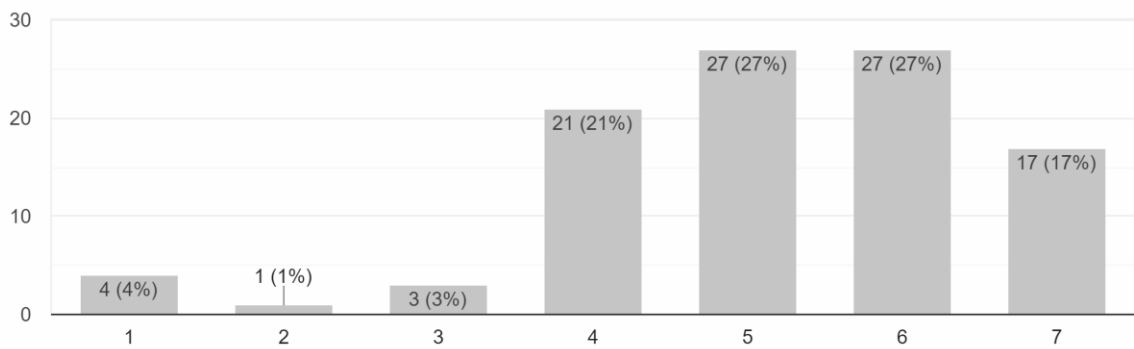
100 responses



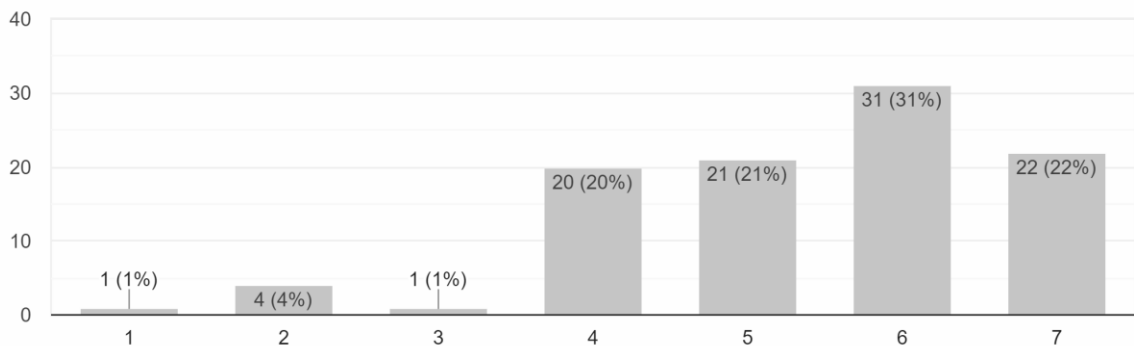
7. It is easy to choose and make comparisons with other products while purchasing online.
100 responses



8. I feel that it takes less time in evaluating and selecting a product while purchasing from the Let's Eat Pare group.
100 responses

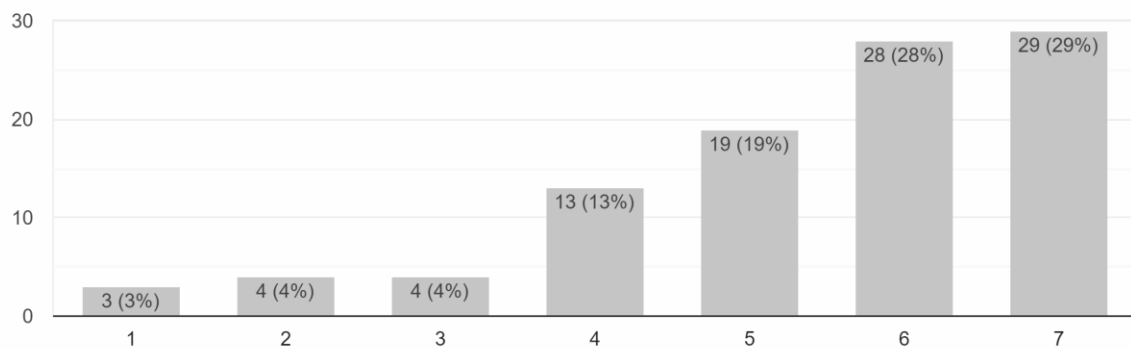


9. I like to shop online from a trustworthy Let's Eat Pare vendor.
100 responses



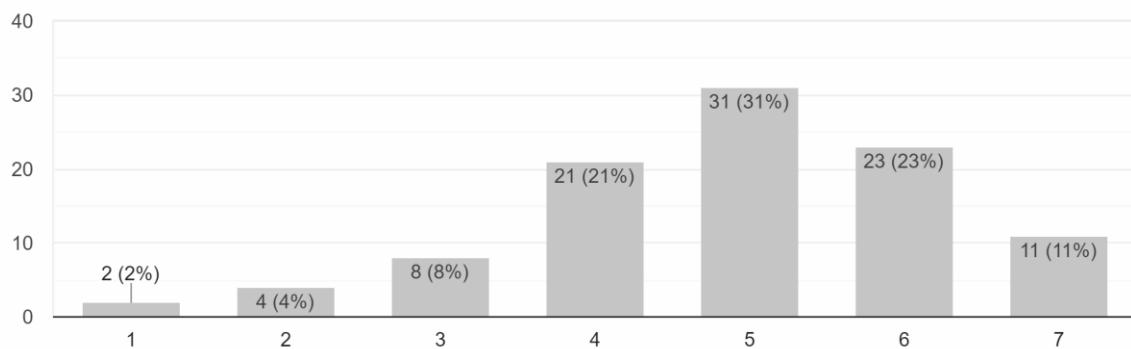
10. The trend of buying food from Let's Eat Pare among people around me is increasing.

100 responses



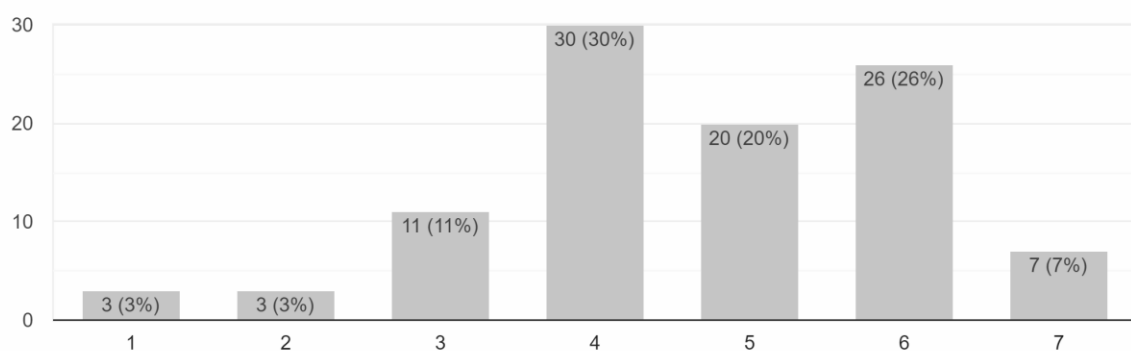
11. People around me generally believe that it is better and cheaper to purchase food online.

100 responses



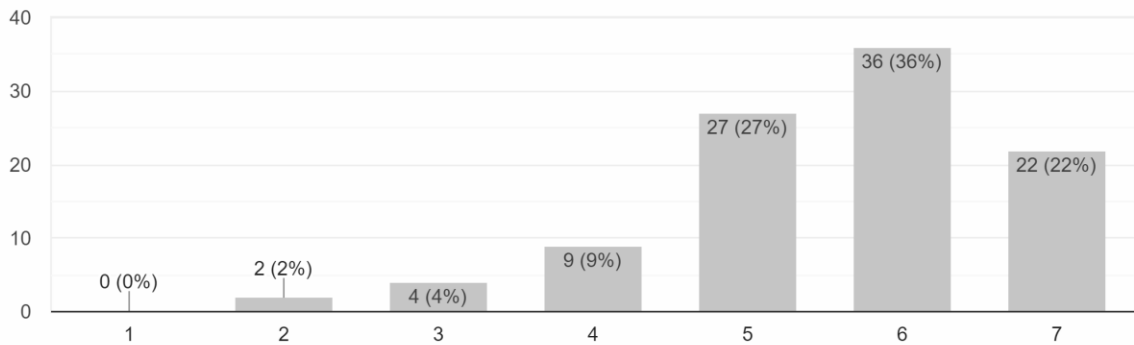
12. My close friends and family members would appreciate it if I buy food from Let's Eat Pare.

100 responses



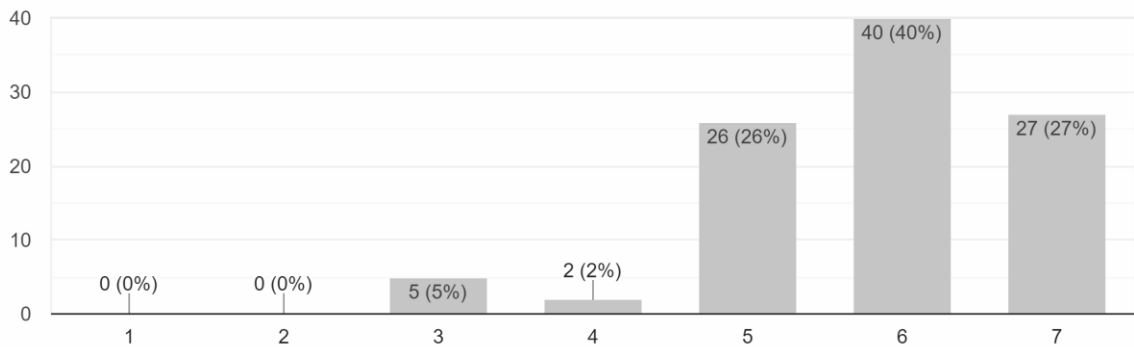
13. I have complete information and awareness where to buy and discover new food trends based on the Let's Eat Pare group.

100 responses



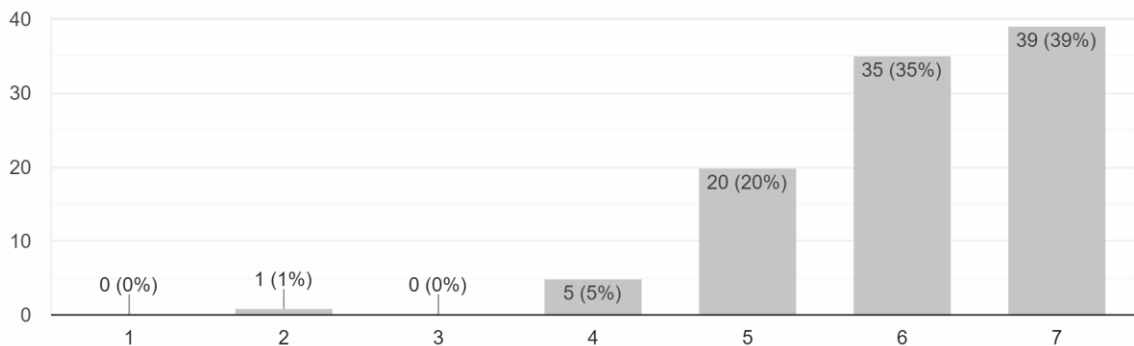
14. I have the financial capability to buy food from Let's Eat Pare.

100 responses



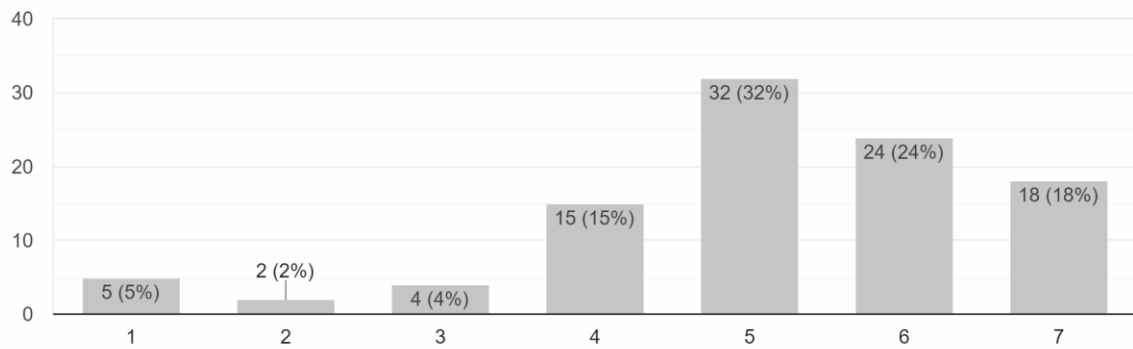
15. I can take the decision independently to buy food from Let's Eat Pare.

100 responses



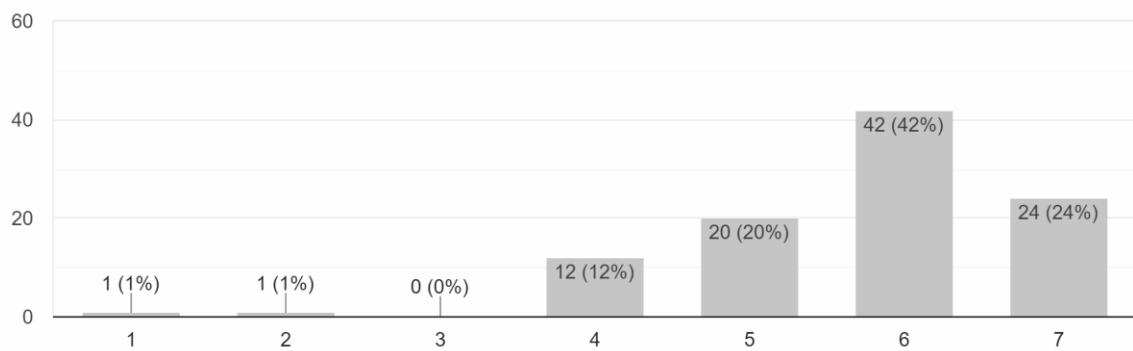
16. I am willing to buy food from official Let's Eat Pare vendors regularly.

100 responses



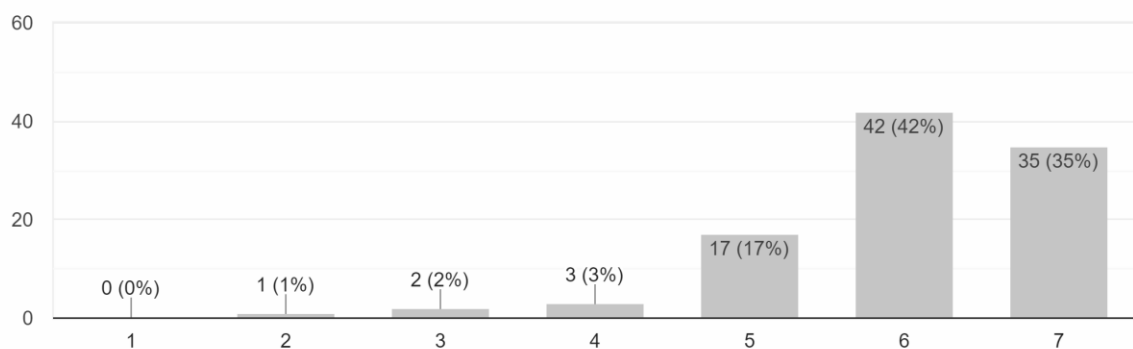
17. I would also recommend others to buy from Let's Eat Pare vendors.

100 responses



18. I am willing to buy food from the Let's Eat Pare group in the future.

100 responses



Appendix C: Pre-test with reliability results

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To assess the effectiveness of the Word-of-Mouth research communication concerning Emerging Needs, Gathering of Information, and Evaluation of Alternatives, questions from (Özdemir et al., 2016) were adopted. Please choose the best answer for the following statement:

Strongly disagree	Disagree	Somewhat disagree	Neutral	Somewhat agree	Agree	Strongly agree
1	2	3	4	5	6	7

VARIABLE	ITEMS	QUESTIONS	SOURCE	RELIABILITY														
Electronic Word of Mouth	EWOM1	After considering an online food community, if the Let's Eat Pare group satisfies my food discoveries and expectations, I will recommend it to others.	Özdemir et al., 2016	<p>Reliability Analysis</p> <hr/> <p>Scale Reliability Statistics</p> <table border="1"> <tr> <td>Cronbach's α</td> <td></td> </tr> <tr> <td>scale</td> <td>0.752</td> </tr> </table> <p>[3]</p> <hr/> <p>Item Reliability Statistics</p> <table border="1"> <tr> <td colspan="2">if item dropped</td> </tr> <tr> <td>Cronbach's α</td> <td></td> </tr> <tr> <td>EWOM1</td> <td>0.635</td> </tr> <tr> <td>EWOM2</td> <td>0.685</td> </tr> <tr> <td>EWOM3</td> <td>0.691</td> </tr> </table>	Cronbach's α		scale	0.752	if item dropped		Cronbach's α		EWOM1	0.635	EWOM2	0.685	EWOM3	0.691
	Cronbach's α																	
	scale	0.752																
if item dropped																		
Cronbach's α																		
EWOM1	0.635																	
EWOM2	0.685																	
EWOM3	0.691																	
EWOM2	Positive evaluations and suggestions from others about the food or brand will affect my purchasing behavior.																	
EWOM3	After considering food, if it does not satisfy my expectations, then I will warn others.																	

To test how discounts affect the Let's Eat Pare Group members, we have adopted (Montaner, T., & Pina, J. 2011) the 7-point Likert scale validated by Martínez, Montaner, and Pina (2004). Please choose the best answer for the following statement:

Strongly disagree	Disagree	Somewhat disagree	Neutral	Somewhat agree	Agree	Strongly agree
1	2	3	4	5	6	7

VARIABLE	ITEMS	QUESTIONS	SOURCE	RELIABILITY
Discounts	D1	I feel that I'm getting a good deal	Montaner, T., & Pina, J. 2011	<p>Reliability Analysis</p> <p>Scale Reliability Statistics</p> <hr/> <p>Cronbach's α</p> <hr/> <p>scale 0.932</p> <hr/> <p>[3]</p> <p>Item Reliability Statistics</p> <hr/> <p>if item dropped</p> <hr/> <p>Cronbach's α</p> <hr/> <p>D1 0.955</p> <p>D2 0.848</p> <p>D3 0.903</p> <hr/>
	D2	I save money		
	D3	I feel like a savvy shopper.		

Moreover, this portion will cover the questions about influencing consumers to shop online; these factors are Convenience, Time Saving, and Security. All questions in this section are constructed with a 7-point Likert scale adapted from (Sultan, M. U., & Uddin, M. N. 2011). Please choose the best answer for the following statement:

Strongly disagree	Disagree	Somewhat disagree	Neutral	Somewhat agree	Agree	Strongly agree
1	2	3	4	5	6	7

VARIABLE	ITEMS	QUESTIONS	SOURCE	RELIABILITY
Purchasing products	PP1	It is easy to choose and make comparisons with other products while purchasing online.	Sultan, M. U., & Uddin, M. N. 2011	<p>Reliability Analysis</p> <p>Scale Reliability Statistics</p> <hr/> <p>Cronbach's α</p> <hr/> <p>scale 0.946</p> <hr/> <p>[3]</p> <p>Item Reliability Statistics</p> <hr/> <p>if item dropped</p> <hr/> <p>Cronbach's α</p> <hr/> <p>PP1 0.921</p> <p>PP2 0.935</p> <p>PP3 0.909</p> <hr/>
	PP2	I feel that it takes less time in evaluating and selecting a product while purchasing from the Let's Eat Pare group.		
	PP3	I like to shop online from a trustworthy Let's Eat Pare vendor.		

According to (Al-Swidi et al., 2014), to measure attitude, perceived behavior subjective norms, and buying intention, a structured questionnaire was adapted and modified based on previous studies (Ajzen and Fishbein, 1980; Misra et al., 1991; Grunert and Juhl, 1995; Zotos et al., 1999; Lockie et al., 2004). A 7-point Likert scale was used for the measurement of all the items. Please choose the best answer for the following statement:

Strongly disagree	Disagree	Somewhat disagree	Neutral	Somewhat agree	Agree	Strongly agree
1	2	3	4	5	6	7

VARIABLE	ITEMS	QUESTIONS	SOURCE	RELIABILITY
Subjective Norm	SN1	The trend of buying food from Let's Eat Pare among people around me is increasing.	Al-Swidi et al., 2014	<p>Reliability Analysis</p> <p>Scale Reliability Statistics</p> <hr/> <p style="text-align: center;">Cronbach's α</p> <hr/> <p>scale 0.834</p> <hr/> <p style="text-align: right;">[3]</p> <p>Item Reliability Statistics</p> <hr/> <p style="text-align: center;">if item dropped</p> <hr/> <p style="text-align: center;">Cronbach's α</p> <hr/> <p>SN1 0.843</p> <p>SN2 0.680</p> <p>SN3 0.789</p> <hr/>
	SN2	People around me generally believe that it is better and cheaper to purchase food online.		
	SN3	My close friends and family members would appreciate it if I buy food from Let's Eat Pare.		
Perceived Behavioral Control	PBC1	I have complete information and awareness regarding where to buy and discover new food trends based on the Let's Eat Pare group.		<p>Reliability Analysis</p> <p>Scale Reliability Statistics</p> <hr/> <p style="text-align: center;">Cronbach's α</p> <hr/> <p>scale 0.906</p> <hr/> <p style="text-align: right;">[3]</p> <p>Item Reliability Statistics</p> <hr/> <p style="text-align: center;">if item dropped</p> <hr/> <p style="text-align: center;">Cronbach's α</p> <hr/> <p>PBC1 0.956</p> <p>PBC2 0.861</p> <p>PBC3 0.747</p> <hr/>
	PBC2	I have the financial capability to buy food from Let's Eat Pare.		
	PBC3	I can take the decision independently to buy food from Let's Eat Pare.		
Behavioral Intentions	BI1	I am willing to buy food from official		<p>Reliability Analysis</p>

Scale Reliability Statistics	
Cronbach's α	
scale	0.929

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		Let's Eat Pare vendors regularly.		
	BI2	I would also recommend others to buy from Let's Eat Pare vendors.		
	BI3	I am willing to buy food from the Let's Eat Pare group in the future.		