

Online Advertising Recommendations for
Cotijas: Based on a 2019 Study of Different
Online Advertising Methods.

**ONLINE ADVERTISING RECOMMENDATIONS FOR COTIJAS: BASED ON A 2019
STUDY OF DIFFERENT ONLINE ADVERTISING METHODS.**

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EXECUTIVE SUMMARY

This report is trying to determine the efficiency of different online advertising methods. The three methods analyzed are social media, video ads, and pay per click. The report covers the main characteristics of each method, costs, and customer profile. The goal is to present and determine an efficient online marketing alternative to Cotijas Taco Shop that can help to target new customers and increase sales.

Background: Cotija Taco Shop first started in June 1995. During that time, a smaller number of people helped Cotijas to reach and target customers easily through flyers and banners. Additionally, the small amount of surrounding business also played an important role since there were not many competitors. These factors allowed Cotijas to grow rapidly. Nowadays, Cotijas has a more significant number of people to reach and more competitors in the area. The exponential growth of technology has enabled businesses to use the Internet as a marketing tool. Surrounding businesses have a comparative advantage over Cotijas in terms of online marketing. The lack of an online advertising method has caused Cotijas to not be as successful as before.

Research Methods: The report contains primary and secondary resources. The majority of the sources in this report come from secondary research collected through Grossmont College's library database. The primary sources come from an interview with the current Cotijas's manager, Gabriela Ochoa. She provided some of the historical information about Cotijas due to her more than 20 years of experience. Another primary source is an interview conducted in the month of March to analyze current customers.

Online Advertising Methods: This report analyzed and explored three different methods of online advertising: social media, video advertising, and pay per click. Each advertising method has different characteristics, fees, and outcomes.

Costs of Implementation: The costs are divided into explicit and implicit. Explicit costs show the monetary expenditures that each method implies. Implicit costs are analyzed in terms of how many viewers is the business giving up for choosing a different type of online advertising. It is essential to examine both costs to have a more extensive understanding about the financial situation.

Recommendations: It is recommended that Cotijas start using an online advertising method. It is vital that Cotijas should consider important details such as the characteristics of each method and costs. A social media account like Facebook could be a short-term solution. Facebook has a relatively low fee compared to the other methods and the audience reached is considerable high. Implementing video advertising could be considered as an option in the future because of the price. Most likely this method will exceed the costs compared to the benefits due to the current situation that Cotija is facing. A Pay Per Click system it is suggested to use in the future as a long-term solution. This method has a more significant impact on large companies due to the price and competitiveness. Cotijas is a small family-owned business that would not benefit much from using this method.

Online Advertising Recommendations for Cotijas: Based on a 2019 Study of Different Online Advertising Methods.

INTRODUCTION

Introduction to Problem or Need / Background

Cotijas Mexican Food Restaurant first opens its doors to the public in the year of 1995 in East Orange Avenue located in Chula Vista California. This restaurant has more than 20 years of experience serving and pleasing its customers. Most Mexican restaurants in San Diego have an influence from the food of northern Mexico which is well known for having an outstanding meat quality. Contrary, Cotijas is trying to bring a mix of flavors and spices from all parts of Mexico, from south to north. Satisfying the growing demand for more authentic flavors is a priority for Cotijas.

When Cotijas first started in 1995, Chula Vista had a population of 148, 477 based on the United States Census Bureau. During that time, the number of surrounding business was limited to some mom-and-pop stores, so Cotija had a minimum competition in the market. For that reason, targeting customers through flyers and posters seemed to be an efficient way to do it. These conditions, small population and minimum competition, allowed Cotijas to experience exponential growth during that period. As the years went by, new businesses and customers appeared in the market. Around 1999, an Albertsons opened in the same plaza as Cotija. This event brought new customers leading to a significant growth in sales, where Gabriela Ochoa, current Cotijas' manager, usually refers to this period as the golden era. Cotija's manager did not feel the necessity to create a marketing strategy at that time since most of the customers were coming to the restaurant due to Albertsons' proximity. A few years later new Mexican

restaurants appeared in the area. This meant new competitors for Cotijas. For that reason, they needed to implement a marketing strategy to keep their popularity.

The population growth and the presence of new competitors in the market brought new challenges to Cotijas. Nowadays, Chula Vista is the second largest city in San Diego County with a current population of 270,471 as of the 2017 census (United States Census Bureau). Even though Cotijas is one of the oldest businesses in the area, the surrounding competitors were able to create an efficient online marketing method which helped them to gain popularity. More of the current customers that Cotijas has is because they have constantly been visiting the restaurant for many years. In other words, new customers are not coming unless they pass by the restaurant. The lack of an efficient online advertisement method is leading to a reduction of Cotijas' customers.

Purpose of the Report

The purpose of this report is to explore different methods of online advertising and determine which one is more suitable for Cotijas. This study will focus on three methods: social media, video advertising, and pay per click. The report will focus on three main areas of online advertising: Definition of each online advertising method, cost of implementation, and consumer profile.

The definition of each method will help to have a better and deeper understanding of each one. This section also explains some of the significant advantages that each method offers. Some disadvantages are analyzed, but the report mainly focuses on the benefits. In the cost of the implementation section, the study examines some the explicit and implicit costs of each method since the financial aspect plays an important role. This section will help to determine which method can bring more positive consequences at a lower price. The consumer analysis section

mainly analyzes current consumers. This study examines current Chula Vista population, age range, and consumers preferences. This section will help to have a better understanding of current consumers and how to target new ones.

Scope of the Study

The report findings will help managers at Cotijas to determine and implement the most efficient online advertising method. To evaluate the effectiveness of each method, this report analyzed some of the advantages and disadvantages of each method. It is crucial to consider some of the possible effects of online advertising. The study also analyzed some costs. First, it explains some of the explicit costs for each method which is defined as fees. Also, it is important to consider some of the implicit costs that do not require monetary expenditure and make them harder to identify. In the end, the consumer profile includes important details to analyze consumers which considers age range and preferences. The report will conclude with some conclusions and recommendations for each online advertising method.

Sources and Methods

The majority of the information shared in this report was gathered from secondary research sources. These secondary sources required extensive online research. Most of the books and articles used were collected through Grossmont College's library database. This report also has two primary sources, an interview with Gabriela Ochoa (Cotijas' manager) and a survey. The idea of the interview was to find some background information about the company. The study took place in March 2019 at Cotijas Restaurant. The survey was mainly realized to 100 customers on face to face basis. The study helped to find information about current customers.

RESULTS OF THE STUDY

Online Advertising Methods

Social Media

The exponential growth of social media in the past few years is allowing businesses to use these platforms as a marketing tool. Social media marketing involves companies creating and sharing content on social media platforms to achieve branding goals (Looy 116). Some of the Social Media marketing tools more common nowadays are Facebook, Twitter, Instagram, Tumblr, and Snapchat. According to Robert Adams, 70% of people in the United States have at least one social media account. Having the majority of citizens using social media often makes these platforms a marvelous way to target customers to sell products or services. On social media, businesses can make authentic connections with their customers by posting text, images, and videos which helps to audience engagement (Gomez).

One of the challenges could be to choose the most appropriate social media to advertise. A simple way to determine the effectiveness is to put some numbers and analyze the statistics of active users for each platform. According to Statista, a German statistical online porta, Facebook was the most popular network in January 2019 with 2.27 billion monthly active users. These results were obtained based on the number of active accounts. This is one of the main reasons why business owners decide to advertise their products and services through Facebook. The other larger networking platform is YouTube which has a significant impact on Video Advertising.

Video Advertising

Businesses should be able to adapt their marketing strategies based on their consumer responsiveness. Sometimes consumers demand something more interactive, colorful, and

animated to catch their attention (Groza and Ragland 74). Well-designed flyers or high-quality banner have an impact on consumer choices, but video ads offer businesses to connect with customers on a deeper level by using visual media sources. For that reason, videos are becoming an important part of the web browsing experience that advertisers can use it to reach their customers. YouTube is the primary networking of video advertisements, and these ads are either a must watch for 5-40 seconds or skip them by adding a blocker (Arnold). One of the advantages that video ads can offer to business is to target their market based on their customers' interests (Perreault et al. 151). For example, people looking at YouTube for recipes or something related to food will be more likely to be persuaded by restaurants advertisements. Video Ads could also have a negative perspective for some customers. People are annoyed because they must watch a video ad before watching the video that they want to watch (Wakabayashi and Maheshwari). As a result, just a few people click on the announcement that leads to the business's website. According to Arnold, around only 16% of people click the video ads linked page. This shows that most people are not persuaded.

Pay Per Click (PPC)

Another marketing tool that is becoming popular is called Pay Per Click (PPC). This is a system in which advertisers pay a fee based on the number of clicks that their ads have during a specific period (Farmiloe). The term PPC comes because businesses are paying everything a consumer click on their advertisements. Googles Ads is becoming one of the most popular PPC advertising systems for business. In PPC marketing system, keywords play an import role. Keywords are how potential customers may be searching on the Internet to find certain products and services (Farmiloe). For example, a keyword for Cotijas might be Mexican Food. That means every time users put on Google Mexican food Cotijas will appear on the browser. One of

the biggest challenges that businesses must face with PPC is the competition of other advertisers. If companies want their ad to appear in the browser, they have to bid against other marketers (Schonbrun). The decision is based on how much the firms are willing to pay for every time a customer clicks on their ad. The more money a company is willing to pay, the more likely its ad will appear on the browser. Schonbrun stated that one of the advantages that Google Ads can bring to businesses is the uncomplicated track of how many people are visiting their ads during a specific period. This will help to determine if PPC is bringing more costumers or not.

This section analyzed and defined three different online advertisements methods: Social Media, Video Ads, and Pay Per Click. The following part analyzes the financial factors that Cotijas should take in consideration to determine the best method.

Costs of Implementation

Budget plays an important role when a business is debating an online advertising method since it should be profitable. That means enterprises want their net income to exceed their net loss. Most businesses are mindful about what online advertisement method they are going to use (Moltz). It is crucial to spend money wisely and get the most of it. The cost might depend on business size.

Explicit Costs

This type of cost occurs when the business pays for certain services. This requires money expenditure. It is important to consider the price for each online advertising method to determine which one would be more appropriate for Cotijas.

Social media platforms usually offer two options for their customers: free and paid. The main difference is that the free option is more likely to have fewer viewers. Facebook has a system in which businesses must pay a daily fee for having their business. The fee might vary

based on the day of the week. The average price goes from \$10 to \$12.50 (Looy 117). For example, Saturdays and Sundays have a more expensive fee compared to a weekday since most likely more people will see advertisements on the weekends. Facebook also has another cheaper alternative. For instance, minimum budgets is a way in which businesses decide the minimum and the maximum amount willing to pay for their advertisements (Facebook). This alternative will help businesses to have a better estimated about how much they are spending on marketing.

Video ads cost might be different depending on video quality, targeted audience, duration, and overall goal. According to Arnold, the prices are between \$0.10 to \$0.30. YouTube uses a video system based on a pay video per view. This system has the same basis as a pay per click video. The difference is that YouTube allows businesses to promote their products more interactively. On average, the top YouTube channels have between 1-4 million views. This will lead to a cost of \$100,000 to \$400,000 (Groza and Ragland 78). It will depend on the number of views the video ad had.

Pay per click cost will depend on the number of views the advertisement has during a certain period. This method could be the most expensive. Farmiloe said, “The average cost in Google Ads is from \$1 to \$2” (4). The willingness to pay more for pay per click will be a key factor for a business. The most money a company spends on this online advertising method, the most successful its ads would be. For instance, the most prominent retailers spend around \$50 million per year for paid searches in Google Ads (Schonbrun). One of the main reasons behind spending millions of dollars in pay per click is because businesses must deal with keywords. Keywords lead to a competition among companies which will be determined based on the amount of money spent. Overall, pay per click has a higher explicit cost compared to the other two methods. It is more expensive and more competitive to have desired results.

Implicit Costs

Most of the time identifying what some of the implicit costs that certain events have are harder to identify compared to the explicit ones. An easy way to identify implicit costs is to relate them as the tradeoffs that the business faces for making certain decisions. It is not actual money expenditure, but it means a loss for the business. The implicit cost will be expressed in terms of how many viewers is the business giving up for choosing a different type of online advertisement.

Social platforms like Facebook has a tremendous amount of daily active users worldwide. According to Statista, Facebook was the most popular network in January 2019 with 2.27 billion monthly active users. Facebook might be not that expensive in terms of explicit costs, but it is costly for the implicit costs' standpoint. The main reason is that a business will be giving up the opportunity of being seen for more millions of people per day. "A huge and vastly growing number of Facebook users are active and consistent in their visits to the site, making them a promising audience for businesses' marketing efforts" (Perreault et al. 148)

Some YouTube active users consider video ads irritating because these ads stop them from watching videos. According to Statista, YouTube has 1,900 million active users worldwide. Nowadays, a lot of people are exposed to YouTube content in their daily life. YouTube has almost 5 billion videos watched, and 300 hours of video uploaded every day (Wakabayashi and Maheshwari). If a business decides to implement another online advertising method, this business will be losing the opportunity of YouTube users watch their advertising. Videos are becoming a powerful marketing tool to engage new customers.

Pay per click might be challenging to determine the exact number of viewers due to keywords. The most accurate way to present this information is through the percentage of users reached during a specific period. The numbers of people exposed to Google Ads will be according to the keywords that people are searching (Adams). Most likely people will be able to see paid advertisements related to their topics. Farmiloe stated that almost 78% of users recognized paid ads during their research on the browser. In other words, more than half of people surfing on the Internet are exposed to paid ads. This number shows that most people is reached with a pay per click advertising method.

Analyzing implicit costs, Facebook will have a higher implicit cost compared to the other two methods since Facebook has a competitive advantage in terms of the daily active users. More customers will be exposed to Facebook content.

This section analyzed explicit and implicit costs for each method. The next part will review some of the survey results which will help have a better understanding about the market and current customers.

Customer Analysis

Analyzing different variables will help businesses to have a better understanding of the market and eventually better ways to target customers. Chula Vista has a current population of 270,471 as of the 2017 census. In this area, the median household income in 2017 was \$70,197. (United States Census Bureau). During March 2019 around 2,344 customers visited Cotijas and 100 of them realized a survey.

Based on the survey, almost every customer said that he/she uses the Internet daily, except for two of them. In other words, 98% of the interviewed customer use the Internet daily, and only 2% of them use the Internet 2 to 4 times per week. This information shows that the

Internet will be an extraordinary place for Cotijas to advertise. Furthermore, 73% of customers said that online advertising influences their purchasing decisions, 22% believe that they only buy what they need and advertising strategies do not have any impact on their choices, and only 5% percent of them are not sure about the significance of online advertising.

Another essential aspect that the survey reveals is that the majority of the customers falls in the range of 36 to 50 years old (77%) and 11% of the customers are over 50 years old. This information shows that Cotijas is not accurately targeting younger people through online methods. The best way to engage teenagers and young adults is through the Internet.

The survey also showed the customers preferences about online advertising methods. In the interview, customers answered the question of “Which type of online advertising method is most preferred by you?” (Ochoa). The answers were the following, 81% believe that Social Media is the most preferred method, 12% were in favor of video ads, and only 7% of them mentioned that pay per click is the preferred method. The majority said that Social Media is the best way to advertise according to their opinion.

CONCLUSIONS

The following conclusions were obtained according to primary and secondary sources utilized to conduct this analytical report. The findings are listed based on the three online advertising methods analyzed in this report.

1. Social Media

This section explores three different online advertising methods: social media, video advertising, and pay per click. Social media platforms like Facebook have a significant number of active users. Facebook has 2.27 billion active users monthly in 2019. The fee for this service may vary, but the price on average is between \$10 to \$12.50 per day.

Saturdays and Sundays are more expensive than a weekday since more people use it on the weekend. According to the interview realized at Cotijas, 81% of the interviewed people believe that social media is the preferred way to advertise.

2. Video Ads

Videos are becoming an essential part of the searching experience. YouTube is the primary networking of video advertisements. YouTube has 1,900 million active users worldwide and almost 5 billion videos watched daily. This platform has a system in which users pay based on the number of views. The price depends on the video quality, duration, and people reached. The costs are between \$0.10 to \$0.30. According to the interview, this is the second preferred method after Facebook. Approximately 12% of the interviewed people voted for this method.

3. Pay Per Click

Googles Ads is becoming one of the most popular PPC advertising systems for business. The success will depend on the willingness to pay more. When a company pays more, its ads will be more likely to be seen. The average cost in Google Ads is between \$1 to \$2 per view. It is hard to determine the exact number of users reached, but almost 78% of users are reached for paid ads during their research. Keywords are defined as how potential customers may be searching on the Internet to business. The survey reveals that this method is less preferred by the customer at Cotijas. Only 7% of customer voted for this method.

RECOMMENDATIONS

The recommendations are created by the author of this report and confirmed for the Manager at Cotijas, Gabriela Ochoa. The recommendations are based on the findings of this

research through the analysis of primary and secondary sources. Recommendations are arranged by the online advertising methods analyzed.

Social Media

It is recommended that Cotijas start using social media platforms to advertise its products. This method will be suitable due to the low cost and a high number of people reached. Ideally, Cotijas should consider using social media pages as a short-term goal. Social media will potentially increase the number of customers and Cotijas will be able to compete with surrounding businesses. A Facebook page will help managers to target a broader market. In other words, people of different ages will be reached due to Facebook's popularity. *Video Ads*

It is suggested that Cotijas consider using this method in the future since videos are becoming a massive part on the Internet. Analyzing the current situation, this method will exceed the costs compared to the benefits of Cotijas. Every day people are exposed to videos what makes this system more appealing for businesses. This method seems to be gaining popularity, so that it might be more widely used and accessible shortly. Even the interview realized in March at Cotijas reveals that 12% of the customers considered videos as a powerful marketing tool.

Pay Per Click

It is recommended that Cotijas consider using pay per click as a long-term goal. This method is one of the most expensive. Pay Per Click systems have a more significant impact on large companies. Big companies spend a lot of money on this kind of advertising services. A pay per click system is also competitive where businesses compete for the keywords related to their products. Cotijas is a small family-owned business that would not benefit much from using a pay per click system as an advertising tool.

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APPENDIX

Appendix A: Interview with Gabriela Ochoa

Interviewer: Rafael Ochoa

Date: March 22, 2019

Subject: Background information

Interview profile questions:

- 1. What company do you work for?**
Cotija Taco Shop.
- 2. How long have you worked with this company?**
20 years.
- 3. What is your position there?**
Co-owner, manager and administrator.
- 4. When Cotija was founded?**
December 1994 (24 years)

Subject questions:

- 5. Can you give me some examples of marketing methods that Cotija have used in the past?**
When the restaurant first started the best way to advertise was passing out flyers around the area. In this way, people around will know about us. It was a period when we advertise the restaurant through the radio but it did not really last because of the price. Also, we created some banners and flags in order to be more noticeable for people passing by our area. These methods were really helpful in the past, but I feel like times have changed and we need to move with them.
- 6. What online advertising methods is Cotija using currently?**
Nowadays, Cotija is not really using any type of online advertising method. We are using some old marketing methods such as flyers. The main reason is because we are looking for a reliable method. I believe that it is hard to find a good one because you have to consider a lot of factors such as business size and budget.
- 7. Do you think online advertisement is important? Why?**
I totally believe that online advertising has a great impact on people's minds. This is an effective way to influence in their decisions. For example, a well-designed ad can change

someone's perception about products and services that some businesses offer. It is a perfect way to persuade people.

8. In your opinion, which type of online advertising method is more efficient?

I believe that Social Media is an efficient method for many reasons. It is easy to use and create content. Most of the social media platforms offer two alternatives: free and paid. Social media is becoming a great channel for marketers to advertise their products because most people use it, especially Facebook. Besides that, Facebook is a social media widely used for many persons which makes it a great place to advertise.

9. Do you believe that Cotija is currently using an adequate online advertising method?

No, we are not using any online advertising method at the moment. I believe that we are not even using marketing at all to bring more customers to our business. As I mentioned before, we only use some flyers to advertise our business. They are good, but not enough. I believe that we need to update our marketing strategies and using online advertising methods will be a huge step forward for our business.

10. Do you believe that surrounding businesses have a comparative advantage compared to Cotijas in terms of online marketing?

Yeah, other business around us are doing an incredible job in terms of marketing. They are being creative and using online advertising properly. For that reason, they are bringing new customers to their places. As a result, they having a notable advantage over us. We need to change how things are managing right now. Even Cotijas at other locations in Sn Diego County are using better methods to advertise. In the past few years, I have noticed that many of our customers have been coming because they passed by our restaurant when they are visiting surrounding business.

In the past few years, I have noticed that many of our customers have been coming for many years or the new ones are coming because someone else recommended this place. This means that not many new customers are coming.

11. Can you mention some of the surrounding businesses that had an impact in Cotijas?

At the beginning, most of the competitor were mom and pop businesses. This did not mean a significant competition for us. Later on, around 1999 an Albertsons opened in the same plaza. These days were really good for our business in terms of customers. Having an Albertsons next to us helped us significantly to bring a handful of new customers. I usually refer to these days as the golden era. During that time, a new Mexican restaurant appeared just across the street. Even though, this meant a competitor for us. Having Albertsons next to us was our competitive advantage. Unfortunately, the Albertsons closed a few years later. It was a period were nobody rented the place were Albertson was. These days were not good for our business because it was empty around us. A few

years ago, a new store open where Albertsons was. A Pilipino store open, Sea Food City, open which brings a new customer to us.

Appendix B: Survey on Online Advertisement

- 1. How often do you use the internet?**
 - a) About once a week
 - b) 2 to 4 times a week
 - c) 5 to 6 times a week
 - d) Daily

- 2. What age group below do you belong to?**
 - a) Less than 18
 - b) 18 to 25
 - c) 26 to 35
 - d) 36 to 50
 - e) Over 50

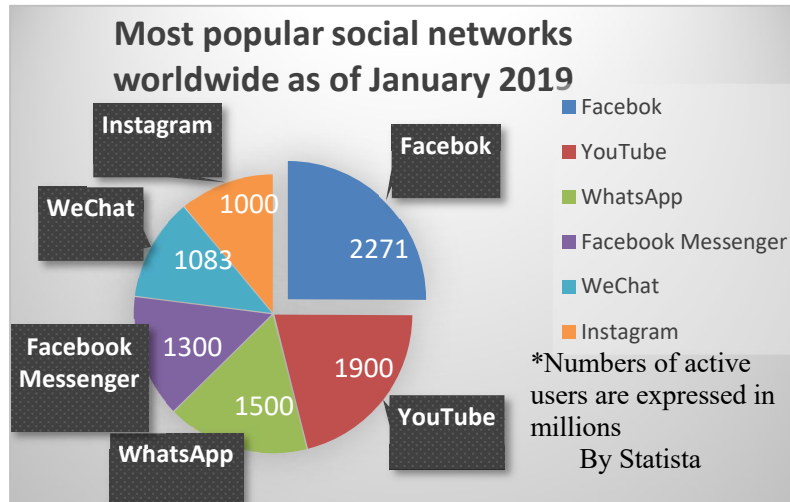
- 3. How did you hear about this place?**
 - a) Friend and/or family
 - b) Facebook
 - c) Google
 - d) I passed by the restaurant
 - e) I was visiting surrounding businesses

- 4. Do you believe that online advertisements influence you on your purchasing decisions?**
 - a) YES
 - b) NO
 - c) I AM NOT SURE

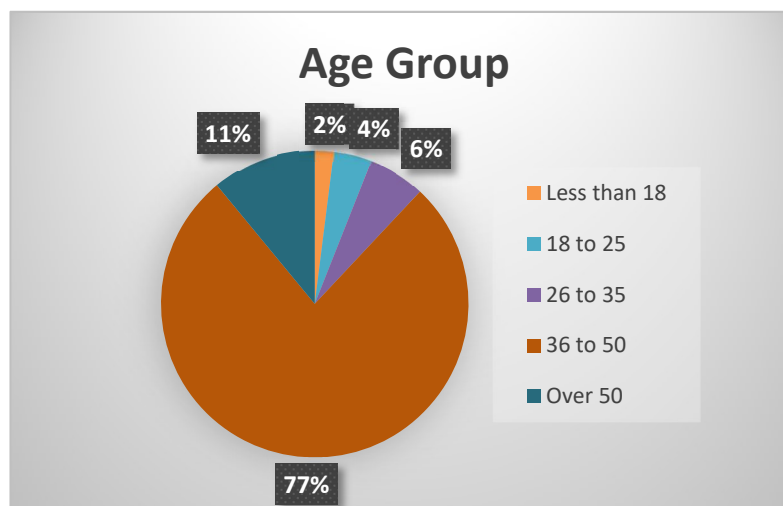
- 5. Which type of online advertising method is most preferred by you?**
 - a) Social media
 - b) Video Ads
 - c) Pay-Per-Click

- 6. What social media do you use the most?**
 - a) Facebook
 - b) Instagram
 - c) Snapchat
 - d) Twitter
 - e) Tumblr
 - f) Other _____

Appendix C: Figure 1 Most popular social networks worldwide as of January 2019



Appendix D: Figure 2 Results from Survey part 1



Appendix E: Figure 3 Results from Survey part 2

