



The Impact of Social Media Marketing on Individuals' Attitudes and Perceptions in Davao City, Philippines

¹*Daniel S. Grenien, ²Karl P. Campos

¹ Student, Graduate School of Business, University of Southeastern Philippines, Philippines

² Faculty, Graduate School of Business, University of Southeastern Philippines, Philippines

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ABSTRACT

Social media marketing has grown more popular as a strategic tool for increasing brand recognition and implementing marketing campaigns. Businesses have adapted to its use to better capture its clientele as a response to the massive domination of social media use as observed over the years since its inception. In this social media driven era, it imposes the relevance of social media marketing and its impact towards consumers. This study aims to investigate how social media influences consumer attitudes on social media marketing and how they behave when making purchases. A survey was administered to 122 randomly selected participants at Davao City looking at their perspective toward social media and marketing through this platform. The study results shows that social media marketing has potential to positively influence business revenue. Furthermore, the study found that customers' perceptions of social media marketing factors have a relevant impact on their purchases.

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*Corresponding Author:

Daniel S. Grenien

Student, Graduate School of Business, University of Southeastern Philippines, Philippines

Email: dsgrenien04235@usep.edu.ph

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1. INTRODUCTION

One of the most significant changes in human interaction has been the rise of social media. The nature of human activity, surroundings, and contact has drastically changed as a result of the rapid expansion of web-based platforms that allow social behavior on the Internet (Berman et al., 2017). The proliferation of social media platforms and corresponding consumer adoption in recent years has precipitated a paradigm shift, significantly altering the ways customers engage with brands (Dolan et al., 2016). Social media had become a really important gradient in today's marketing mix in general and in promotion mix in particular (Bashar et. al, 2012). Social media

marketing is a new trend and rapidly growing way in which businesses are reaching out to targeted customers easily (Nadaraja & Yazdanifard, 2013).

As a result of the popularity of social media, businesses have restructured their organization primarily on marketing through this platform. Changes in consumer behavior require firms to rethink their marketing strategies in the digital domain (Tiago et al., 2014). Given that majority of people using online platforms to communicate with one another for entertainment, networking, and business, there is a need to conduct a study that focusing on social media's impact on company sales and serves as a foundation for these companies to improve their current strategies in terms of marketing.

2. METHOD

The conduct of this study utilizes empirical data extracted from a survey questionnaire of randomly selected individuals composed of 122 participants in Davao City. This study follows explanatory research design focusing on how social media affect consumer attitudes and views. The survey is composed by 2 (two) sections which include: 1. Consumer Demography; 2. Consumer Social Media Usage/Preferences which will generate answers to the research questions, to wit;

1. What are people's perceptions of using social media?
2. What does people feel toward social media marketing?
3. Does social media influence consumer loyalty and purchasing decisions?
4. Can businesses use social media to improve interactions with customers?
5. What factors are critical to social media marketing success?

Descriptive analysis is employed in analyzing responses gathered through the conduct of survey in this study.

3. RESULTS AND DISCUSSION

Participants in this study were residents from Davao City with age range from under 21 to above 50. All study participants owns at least 1 (one) social media account and were chosen through random sampling. After hearing the study's summary, participants have the choice to participate or not. Everyone agreed to take part in the survey and answer the questions honestly.

3.1 Results

The responses of the 122 survey participants regarding their opinions on businesses conducting marketing through social media were studied to determine the relationship between consumer purchasing decisions and social media. The following section contains an analysis of the survey responses used in this study.

Table 1. Consumer Demography (Age and Sex).

Age Group	No. of Respondents	Sex	No. of Respondents
under 21	0	Male	44
21 - 29	86	Female	74
30 - 39	19	Gender Variant	4
40 - 49	12		
above 50	5		
Total	122	Total	122

Table 2. No. of Social Media Accounts Owned

No. of Social Media Accounts	No. of Respondents
1	4
2	18
3	22
More than 3	78
does not have any social media account	0
Total	122

Table 3. Social Media Accounts Owned

Social Media Platform	No. of Responses
Facebook	117
Youtube	105
Instagram	74
Tiktok	63
Twitter	55
Snapchat	14
Viber	3
Pinterest	2
LinkedIn	2
Others (Whatsapp, Reddit, Snaptube, Google, Discord, 9gag, Vimeo, Qoura, 4chan, Weverse, Gmail, Telegram)	1

Table 4. Social Media Use (Time Spent and Frequency)

Frequency of Use	No. of Respondents	Time Spent	No. of Respondents
Everyday	111	Less than 30 minutes	12
3 (Three) times a week	6	30 minutes to an hour	18
Once (1) a week	1	1-2 hours	36
Rarely	3	3 or more hours	56
Never	1		
Total	122		122

Table 5. Ranking of Social Media Marketing Factors for Businesses, with 1 being the most important

Ranking of Social Media Marketing Factors for Businesses	Rank				
	1	2	3	4	5
Consistency of posts	31	23	22	28	17
Type of content posted	18	27	27	22	10
Customer engagement	26	25	39	14	17
Online promotions	17	23	21	45	15
Timing of posts	29	6	12	12	62

Table 6. Likeability of Posting a Product Disliked on Social Media

Likeability of Posting A Product Disliked on Social Media	No. of Responses
Everyday	8
3 (Three) times a week	4
Once (1) a week	1
Rarely	67
Never	42
Total	122

Table 7. Table of Responses to Yes/No questions

Question	Yes	No
1. Does online visibility of business/ product affect your purchase?	106	16
2. Are you currently following any business on social media?	95	27

3. Do you think that businesses will achieve better outcomes when it comes to customer loyalty and profitability if marketing integrates social media?	117	5
4. Did you ever take any advantage on a sale you saw on social media?	106	16

3.2 Discussion

According to the survey results, 7 out of 10 respondents (70.5%) falls in the ages of 21 and 29. This age group includes Gen Z and Millennials, both of which have grown up with social media. Out of the 122 responses, 3 out of 5 (60.7%) were female. 44 of 122 respondents (36.1%) were male and 4 of 122 respondents (3.3%) represents the gender variant group (Table 1). Majority of the respondents of the study were female, however, male and gender variant population was represented in the study.

All study participants own at least 1 (one) account in social media, with approximately six out of ten (63.9%) having more than three (3) social media accounts (Table 2). The top five (5) platforms in social media used by the participants are (in order of preference) Facebook(1), Youtube(2), Instagram(3), Tiktok(4), and Twitter(5). Approximately 9 out of 10 of the respondents engage with their social media daily (91%) with approximately 3 out of 4 respondents (75.4%) spending more than one hour (Table 4). The findings show that consumers are widely available on social media and that marketing through these platforms can engage customers. This supports the study of Berman that social media has drastically affected the human activity with its rapid expansion. With the prevalent adaption of customers towards social media use, hence, the need for businesses to shift their strategies to engage with customers better through including social media marketing in their strategy as cited in the study of Dolan et. al.

Respondents believe that the top priority for a business using social media marketing is the consistency of posts (1), followed by the type of content posted (2) and customer engagement (3). Based on the factors provided, their perception is that online promotions(4) and timing of posts(5) is at the bottom of the list in terms of prioritization (Table 5). This answers the question which factors are critical to social media marketing success.

Most respondents (54.9%) rarely posts about a product or service they dislike (Table 6). Majority of the respondents (86.9%) agrees that their purchases are influenced by a business's or product's online visibility. Approximately 3 out of every 4 participants (77.9%) currently follows a business on a platform in social media. Most respondents (95.9%) believe that incorporating social media into the marketing efforts of businesses will enhance business outcomes through profitability and customer loyalty. Most respondents (86.9%) did take an advantage of a sale they saw on social media (Table 7).

The data gathered implies that based on the consumers point of view, brand recognition is significantly affected by social media marketing. Thus, confirming its relevance for business to align their strategies by including social media in their marketing mix as mentioned in the studies conducted by Bashar et. al, Nadaraja & Yazdanifard and Tiago et. al. Van Asperen et al. published a study in 2018 that found a partial positive relationship between customer loyalty and social media engagement: the study found that only consuming social media is related to affective loyalty. Furthermore, Altimeter Group (2009) report in collaboration with WETPAINT shows a correlation between the brand's social engagement and its financial performance among the top 100 global brands. The brands most heavily engaged in Social Media Marketing show 18% revenue growth against 6% revenue decline for not involved brands (Constantinides, 2014).

4. CONCLUSION

The results of the online survey gathered from the sample population in this study shows that businesses having a presence in social media platforms can substantially affect its revenue. Social media has broken down geographical barriers and heralded new ways of doing business to those who are flexible and keen to adapt to changes in technology and business environment (Jagongo & Kinyua, 2013). Given that customers are constantly engaging with their social media accounts daily, it is vital for businesses to take advantage of these platforms in engaging with their target market. Given that most respondents agree that what they see on social media influences their purchases, businesses must consider the relative factors that influence their choices.

Businesses will benefit from engaging in social media marketing for the reasons stated above. These benefits also include the ability to know customer perceptions through feedbacks, online visibility, increased brand recognition, and business-to-customer communication. According to the findings of this study, social media cannot only enable direct contact with customers, but it also leads to customer loyalty for businesses. By doing these kinds of marketing efforts (digitally), the effectiveness of each campaign can be measured, the behavior of the customers or even the potential ones could be tracked beforehand, and the reach of the message could be spread wider rather than making only traditional marketing efforts (Silvia, S. 2019). As a result, it is reasonable to conclude that social media can aide businesses in sustaining relationships with prospective consumers and lead them to profitable ventures.

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