Evaluating the Effectiveness of Selected Social Media Applications in Online Business Marketing

Mary Rose E. Elamparo[1]

[1]Assistant Professor, Cavite State University – Tanza Campus, Cavite, Philippines
Corresponding Author: maryrhose02@cvsu.edu.ph

Abstract: This study evaluated the effectiveness of selected social media applications in online business marketing. Specifically, the study aimed to: (1) determine the social media applications used for online business marketing activities; (2) analyze the effectiveness of selected social media applications in promoting online businesses; and (3) identify significant effects of these applications on online promotion and selling. The study followed a descriptive research design. It was used to describe the effectiveness of online business marketing through social media applications and to outline the business profile of the participants. The research method involved analyzing data collected from participants through survey questionnaires. This method was also used to determine the significant impact of social media applications on online business promotion and selling. In addition, the researchers used quota sampling to determine the number of participants. Data were gathered using a self-administered survey questionnaire, which was distributed to thirty-five (35) online sellers. Data collection took place from October 2020 to January 2021. As a result, most participants had been operating their businesses for one to five years (51%). Additionally, a majority (66%) reported earning a profit ranging from 1 peso to 5,000 pesos, primarily using Facebook to promote and sell their products or services. Furthermore, based on the findings and results, the use of social media applications was found to have a significant effect on online promotion and selling.

Keywords: Descriptive Research, Social Media, Applications, Marketing Effectiveness, Online Business Marketing, Quota Sampling.

1. Introduction

A. Background of the Study

Internet technology has certainly revolutionized the world of communication. It has become not just a tool for information retrieval, but also a means for building social relationships and communicating with others—whether for business or commercial purposes, making new friends, or reconnecting with old friends and long-lost relatives.

The term "social media" refers to the use of web-based and mobile technologies to transform communication into interactive dialogue. The two operative terms—*social* and *media*—highlight its nature. "Social" refers to the relationships between people with shared interests, whether as individuals, groups, or communities. "Media" refers to the platforms or channels through which user-generated content can be created and shared.

Although social media has existed for less than two decades, it has achieved widespread global acceptance. Platforms like Facebook and YouTube, followed by Twitter, blogs, Google, Instagram, Pinterest, podcasting, Snapchat, and others, have quickly gained massive user bases. In just over ten years, some of these platforms have attracted over one billion users worldwide. Social networking sites were initially intended as spaces where individuals could socialize, reconnect with old acquaintances, and build new relationships.

Today, many companies use social media as a marketing tool. Businesses benefit greatly from social media, gaining increased exposure, traffic, and sales. Social media also helps businesses cultivate loyal customers, gain market insights, generate leads, improve search rankings, form partnerships, and reduce marketing expenses. Companies can also obtain customer data through social media APIs, helping them refine and enhance their marketing strategies.

With the continued growth of social media and networking technologies, businesses that actively use these platforms are better positioned to adapt and thrive. The usage rate of social media marketing continues to rise year after year. At present, major platforms include Facebook, Instagram, Twitter, Snapchat, and YouTube. As technology continues to evolve, it becomes essential for businesses to adapt their platforms accordingly. This research was conducted to understand the importance of social media in the 21st century and its impact on business. With the wide variety of social media platforms available, this study also aims to identify the most commonly used and most effective platforms for business marketing.

B. Statement of the Problem

This study was conducted to determine the effectiveness of selected social media application on online business marketing activities. Specifically, the study aims to answer the following questions:

1. What is the business profile of the participants in terms of;
   a) years of operation?
   b) monthly sales?

2. What was the social media application used for online business marketing activities;
3. What are the products sold in selected social media application;
4. What are the effects of using social media on business marketing activities;
5. How effective are the selected social media application on promotional online business; and
6. Significant effects to the online promotional and selling in social media application;

Table 1
Conversion scale for interpretations of ratings

Rating	Statement Interpretation
4.6- 5.0	Strongly Agree
3.6- 4.5	Moderately Agree
2.6- 3.5	Agree
1.6- 2.5	Disagree
1.0- 1.5	Strongly Disagree

C. Significance of the Study

This study aims to provide valuable information about the benefits of using social media platforms for business purposes. It presents key concepts related to how social media can enhance business performance, particularly in the area of online marketing.

The study will help business owners and management teams gain deeper insights into the effectiveness of online business marketing through social media applications. It emphasizes how these platforms can offer low-cost engagement strategies that help businesses connect with their customers, increase visibility, and boost sales.

Lastly, this study will serve as a useful reference for future researchers. The results and findings may act as a foundation for more in-depth studies and further exploration of strategies that maximize the potential of social media in business development.

The data were gathered at selected social media applications such as Facebook, Instagram and Twitter at Tanza, Cavite.

This study focused on online businesses operating through selected social media applications in Tanza, Cavite. Data were specifically collected from 35 online sellers using platforms such as Facebook, Twitter, and Instagram, who were considered the participants of this study. The research aimed to analyze the business profiles of these online sellers and assess the effectiveness of social media marketing in promoting their products and services.

2. Methodology

This chapter presents the research design and the sampling techniques used in selecting the respondent for the study. It also presents the data gathering procedures, the data analysis and the statistical treatments employed to achieve the objectives of the study.

The study utilized a descriptive research design, which was employed to evaluate the effectiveness of online business marketing through social media applications and to describe the business profile. This research method was used to analyze the findings based on the participants' responses to survey questionnaires. It also aimed to determine the significant effects of social media on online business promotion and sales.

A. Hypothesis

1. There is significant effect to the online promotional and selling in social media application

B. Participants of the Study

The participants of the study are focus on those who sells online business in selected social media application at Tanza Cavite with a total of thirty-five (35) participants.The researcher used quota sampling in in selecting the participants. A total of 35 online sellers in Facebook, Twitter and Instagram were selected and responded to the survey questionnaire.

C. Data Analysis

A survey questionnaire was developed in order to determine the social media application being used for online business marketing activities.

Questionnaires were given to the online sellers at Tanza Cavite through google forms. The duration of the survey was two days. The survey was depending upon the availability of the online sellers.

The researcher develops a survey questionnaire was based on the objectives of the study. The questionnaire consists of the following information. This was collected from the participants.

The effectiveness of online business marketing activities in social media application was determined through the use of self-administered survey questionnaire that were distributed to thirty-five (35) online sellers.

The data presented and analyze through the use of descriptive design. There applied in presenting the effectiveness of online business marketing activities in social media application.

Prior to data analysis, developed questionnaire survey questionnaire was evaluated to its reliability. This was done to determine the effectiveness of selected social media application on promotional online business. Descriptive statistics – frequency counts, percentage and weighted means were utilized in presenting the effectiveness and the effect of using selected social media applications on promotional online business.

3. Results and Discussions

This Chapter presents the findings of the data as a result of the survey conducted. It also presents relevant information regarding the problem under study.

A. Distribution of Participants According to Business Profile

The business profiles of the participants were collected through survey questionnaires that were distributed to them. The data include the years of operation and monthly sales.

(Table 2) shows that most of the participants is in the 1 year up to 5 years of operation with (51%) and they were (66%) gaining a profit from 1 peso to 5,000 pesos.

According to Gandy (2015) small business owners that remain dedicated and passionate about their business and hire the appropriate employees might sustain beyond 5 years and be profitable. Furthermore, small business owners that recognize the importance and need to understand the seasonality of their business might have an advantage in being profitable and sustaining beyond their first 5 years of being in business. Comprehending the seasonality of their future or current small business might aid in timing inventories, 81 staffing, and other decisions that correspond with the expected seasonality.

Table 2
Distribution of participants according to business profile

Business Profile	Frequency	Percentage (%)
Years of Operation		
1-4 months	10	29
5-8 months	5	14
1-5 years	18	51
6-10 years	2	6
Monthly Sales		
₱1-₱5,000	23	66
₱5,001-₱10,000	8	23
₱15,001 and above	4	11

B. Social Media Application

(Ttable 3.2) shows the social media application used to promote and sell products and services. It can be seen that majority of the participants (80%) chose Facebook, (16%) Instagram, while the least social media used is (4%) Twitter.

According to Atienza (2019) Facebook is like a big happy online jamboree tales. It can interact with customers and consumers and know their behavior. It can also get quick feedbacks and responses. As a business technology, Facebook is successful because it has its fan page and group page which is efficient and economical. In addition, Facebook can connect to pre-existing social media network is a huge advantage.

Table 3
Identifying the social media application used to promote and sell products and services

Category	Frequency (n=35)	Percentage (%)
Facebook	35	80
Instagram	7	16
Twitter	2	4
Total	44	100%

C. Product and services that sells and promote using the selected social media application

(Table 3.3) shows the product and services that can marketed using the social media application. It resulted that the most marketed product in Facebook is RTW (ready to wear) with (30%) followed by cosmetics with (15%). In Instagram is Cosmetics with (41%) followed by fashion accessories with (30%) while Twitter is Cosmetics with (39%) while RTW and fashion accessories give the same result with (28%).

According to Gupta (2020) clothing and fashion accessories are one of the popular categories on Facebook. With fashion trends moving at a faster pace, young shoppers are looking for inspiring looks or unique pieces to differentiate themselves from others.

For this matter, vintage clothing has gradually made its place as one of the top trends. Here's are the list of the top products amongst clothing and Fashion category on Facebook Marketplace: sunglasses, boots and backpacks, scarves, Neon-Ruffed Sleeves.

According to Prokofieva (2020) Over two thirds of Instagram's one billion active users. Instagram's biggest markets include beauty, health and fitness, travel, fashion, lifestyle, business, and animals. Keep that in mind when thinking about what products sell best on Instagram. Consumers prefer authentic images (#nofilter is among the top 100 Instagram hashtags), so avoid using photos that are heavily staged. Beauty and skincare have always been one of the most dominant markets on Instagram. And beauty products like facial rollers and Vitamin C serums are leading the charge. Vegan and cruelty-free products are also heavy-hitters over the mass-produced big box brands we've grown to hate. Because when you're talking about your face, pampering is the name of the game.

According to Wallace (2020) Twitter users shop online 6.9x a month, while non-users shop online just 4.3x a month. And there's particularly good news for smaller businesses: Twitter reports that 60% of users purchase from an SMB.

According to Feehan (2020) Twitter was a popular place for beauty brands to announce and connect with followers about new product releases this year. These posts averaged about 50% more engagement than the median, and naturally led to followers sharing their excitement or tagging their pals in comments. Beauty brands were posting least often on this channel with just three tweets/week on average, as compared to about six posts/week on Facebook and over 10 posts/week on Instagram. Leading beauty brands on Twitter saw almost 7x the engagement and were posting three times as often as median brands. It's worth noting that these top brands on Twitter saw twice the median engagement that top beauty brands did on Facebook, suggesting once and for all that Twitter is definitely still worth putting resources towards.

Table 4
Identifying the products and services that used to promote and sell in selected social media application

Category	Frequency
Facebook	
RTW (Ready to Wear)	17
Cosmetics	15
Fashion Accessories	12
Others	13
Instagram	
RTW (Ready to Wear)	6
Cosmetics	11
Fashion Accessories	8
Others	2
Twitter	
RTW (Ready to Wear)	5
Cosmetics	7
Fashion Accessories	5
Others	1

D. Effectiveness of Selected Social Media Application on Promotional Online Business

The effects of social media on promoting and selling products. The highest weighted mean of 4.6 which was interpreted as Strongly agree was fall at the measure of being visible of products and services on many social media platforms will help to connect with more possible customers and too much competitors that sell the same category. As a result, the study revealed that the business owners were strongly agree to the effectiveness of social media on promoting and selling products online.

According to Weilki (2020) the most important effects of activities taken by digital influencers include the transfer of information about a specific product or service and their impact on increasing brand awareness. Digital influencers have more and more influence on the way the promotional activities of modern organizations are conducted, and change the ways the online promotional system works. In addition to elaborating on and detailing certain issues, such as the real impact of digital influencers on the sale of products or services, such studies should also include respondents' perceptions of such negative phenomena as fake followers or fake sponsored content. In the future, they may have a real impact on the further development of the influencer marketing concept, and may adversely affect the perception of and trust in digital influencers.

According to Kit (2017) integrating all the promotional tools, so that they work together inharmony. It is also a concept that makes all the marketing tools work together as a unified force rather than work in isolation. It makes the use of entire marketing efforts in the form of advertising, public relation, personal selling, sales promotion, internet marketing, direct marketing in order to generate maximum impact on the target audience at the minimum cost. Social media marketing is a way of companies to engage with consumers in their efforts to further expand their business and connect with existing and potential customers. Thus, one important aspect is consumer engagement.

This data can be used to those business owners that operating their stores online. Despite of having too much competitor in social media application associating the products and services online will help the business to have a wide range potential customer. Since, every social media user's use to go to brand pages to learn more about the product/services, and to learn about the exclusive offers. The effectivity of social media as a marketing tool will only be possible when the business/store having their presence on social media provide the concrete and timely information needed by the consumers.

4. Conclusion

This chapter presents the conclusion drawn regarding the effectiveness of selected social media application on online business marketing.

After the analysis of the results, the following conclusions were drawn.

- Most of the participants is in the 1 year up to 5 years of business operation gaining a profit from 1 peso to 5,000 pesos.
- The participant's majority chooses Facebook, Instagram, while the least social media used is Twitter.
- Most marketed product in Facebook is RTW (ready to wear) and cosmetics. In Instagram is Cosmetics and fashion accessories while in Twitter is Cosmetics.
- Lastly, the participant we're strongly agreeing at being visible of products and services on many social media platforms will help you to connect with more possible customers and too much competitors that sell the same category. As a result, the study revealed that the business owners were strongly agree to the effectiveness of social media on promoting and selling products online.

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