

Social Media Marketing of Ready-To-Wear (RTW) Marketing Officers in the Philippines

KIM EDWARD S. SANTOS, MBA

Ph. DBA Candidate in Wesleyan University-Philippines

Instructor, College of Management and Business Technology, Atate Campus, Nueva Ecija University of Science and Technology, Nueva Ecija, Philippines
kimnyte@gmail.com

Abstract— One of the emerging trends in marketing is the usage of social media as a marketing tool due to its efficacy. The motivations of marketers who use social media marketing were investigated in this study. Additionally, this study discussed the precise actions taken by marketers who use social media marketing and their reasons for doing so. It also described the policies and experiences of marketers in the field of social media marketing. A quantitative descriptive method was used in this study. This study was able to show how social media marketing works that determines the marketer – respondents ' motives to use, specific actions, opinions for adopting, policies, and experiences. The main purpose of marketers is to bring awareness about their business and, eventually, can attract customers. Through social media marketing, their companies can advertise that includes their updated offers and discounts. However, they have experienced lack of expert in the field to help them for technical assistance and cannot outsource their activities in social media marketing. Thus, this resulted to its advantages and disadvantages.

Keywords— Social Media Marketing, social media, Marketing.

I. INTRODUCTION

One of the emerging trends in marketing is the usage of social media as a marketing tool due to its efficacy. Social media marketing (SMM) is a method of promoting a website, brand, or business by engaging with or gaining the attention of present or prospective customers via social media networks (Saravanakumar & Sugantha Lakshmi, 2012). To sustain a healthy and loyal relationship with their audiences, SMM strategists must consciously develop material that is relevant, appears attractive to the target audience, is appreciable, and true (Dwivedi et al., 2015).

Social media can play a critical and decisive role in this; they can be utilized in place of traditional marketing tools, enabling marketers to conduct a variety of marketing operations effectively and economically, frequently with the active participation of customers (Constantinides, 2014).

Social media efforts that are developed with the 4c's — connections; creation; consumption; and control — in mind will result in a higher return on investment because the company's marketing investments can better leverage the active "investments" that customers make when they engage with the company's brands (Hoffman & Fodor, 2010).

In addition to the preceding insights, the researcher sought to ascertain the marketer's motivation, specific actions, and opinions toward social media marketing. Additionally, the researcher aimed to learn about marketers' policies and experiences in the field of social media marketing.

OBJECTIVES OF THE STUDY

The motivations of marketers who use social media marketing were investigated in this study. Additionally, this study discussed the precise actions taken by marketers who use social media marketing and their reasons for doing so. It also described the policies and experiences of marketers in the field of social media marketing.

II. METHODOLOGY

A quantitative descriptive method was used in this study. Additionally, it is concerned with the state or relationships that exists; practices that are prevalent; and beliefs and processes that are occurring; as well as the repercussions that are being felt or emerging trends (Cohen et al., 2002).

The researcher surveyed a total of 47 (28 males and 19 females) Ready-To-Wear (RTW) Marketing Officers in Nueva Ecija.

III. RESULTS AND DISCUSSIONS

Table 1. Marketer's Motive for using social media marketing

Statement	Mean	Verbal Interpretation
<i>Our (the company) motive for social media marketing is...</i>		
1. To give information about existing products/services	4.16	Agree
2. To attract new customers	4.25	Strongly Agree
3. To create awareness about our business.	4.32	Strongly Agree
4. To give information about upcoming products/services.	3.79	Agree
5. To create word-of-mouth for our products/services.	4.13	Agree
6. To understand customer behavior.	3.55	Agree
Average Weighted Mean	4.03	Agree

Legend Verbal Interpretation (VI)

- 4.20 - 5.00 Strongly Agree (SA)
 3.40 - 4.19 Agree (A)
 2.60 - 3.39 Neither Agree nor Disagree (NAD)
 1.80 - 2.59 Disagree (D)
 1.00 - 1.79 Strongly Disagree (SD)

Table 1 presents the marketer's motive for using social media marketing. Marketer - respondents scored an average weighted mean of 4.03 and have a verbal interpretation of "Agree". They also strongly agreed that their company motive for social media marketing are "to create awareness about our business" (Mean = 4.32) and "to attract new customers" (Mean = 4.25). Analyzing the score, it can be declared that the primary purpose in the use of social media marketing is to let people know your

business to have more clients. This marketing strategy is different from the traditional ones.

The results back up Habibi, Laroche, and Richard's (2014) claim that social media marketing has a huge reach, efficiency, and success in attracting and keeping loyal clients. Similarly, it has evolved into a powerful instrument for businesses to reach customers at a low cost and with high efficiency.

Table 2. Specific Actions of Marketers towards Social Media Marketing

Statement	Mean	Verbal Interpretation
1. We give proper feedback to customers' queries received through social networking sites.	4.09	Agree
2. We give information about the latest offers & discounts through Social media.	4.28	Strongly Agree
3. We are running advertisements on social media.	4.63	Strongly Agree
4. We update our blogs on regular basis.	3.66	Agree
5. We upload interesting videos and images.	4.19	Agree
6. We conduct customer surveys through social media.	3.32	Neither Agree nor Disagree
7. We conduct open group discussions through social media.	3.05	Neither Agree nor Disagree
8. We do chatting on the net with our Customers	4.03	Agree
9. We conduct Corporate Social Responsibility (CSR) Campaigns on Social Media.	3.87	Agree
Average Weighted Mean	3.90	Agree

Legend Verbal Interpretation (VI)

- 4.20 - 5.00 Strongly Agree (SA)
 3.40 - 4.19 Agree (A)
 2.60 - 3.39 Neither Agree nor Disagree (NAD)
 1.80 - 2.59 Disagree (D)
 1.00 - 1.79 Strongly Disagree (SD)

Table 2 shows the specific actions of marketers towards social media marketing which has an average weighted mean of 3.90 and has a verbal interpretation of "Agree". Marketer - respondents strongly agreed on Statement 3 "We are running advertisements on social media" (Mean = 4.63) and Statement 2 "We give information about the latest offers and discounts through social media" (Mean = 4.28). On the other hand, they neither agreed nor disagreed on Statement 6 "We conduct customer surveys through social media." (Mean = 3.32) and Statement 7 "We conduct open group discussions through social media."

(Mean = 3.05). Despite the benefits for promoting a company or an organization using social media marketing, there has been lack of engagement between the marketers and the customers in terms of survey / feedback and open discussions. The goal of an organization's social media strategy is to leverage the platform to create successful advertising campaigns and to convert users into participants in such efforts. Also, this is to encourage users of social media to participate in product development by expressing their thoughts on this platform (Becker, Nobre, & Kanabar, 2013).

Table 3. Opinion of Marketers for adopting social media marketing

Statement	Mean	Verbal Interpretation
1. We claim ourselves more innovative than others.	3.57	Agree
2. We portrait more reputed organization than others.	4.10	Agree
3. We believe that advertisements through social media are more interesting than traditional advertising.	3.51	Agree
4. Social media advertisements are more cost effective than traditional advertising	4.77	Strongly Agree
5. Social media advertising is more informative than traditional advertising.	4.08	Agree
6. Social media is more reliable as compared to traditional media like newspaper, TV, Radio etc.	3.37	Neither Agree nor Disagree
Average Weighted Mean	3.90	Agree

Legend Verbal Interpretation (VI)

4.20 - 5.00 Strongly Agree (SA)
 3.40 - 4.19 Agree (A)
 2.60 - 3.39 Neither Agree nor Disagree (NAD)
 1.80 - 2.59 Disagree (D)
 1.00 - 1.79 Strongly Disagree (SD)

Table 3 displays the opinion of marketers for adopting social media marketing with an average weighted mean of 3.90 and has a verbal interpretation of "Agree". Marketer – respondents strongly agreed on Statement 4 "Social media advertisements are more cost effective than traditional advertising" (Mean = 4.77). In addition, they neither agreed nor disagreed on Statement 6 "Social media is more

reliable as compared to traditional media like newspaper, TV, Radio etc." (Mean = 3.37). The analysis supports the claim of Felix, Rauschnabel, and Hinsch (2017) that because businesses spend a lot of money on social media marketing, it's critical for them to understand the impact of social media marketing.

Table 4. Marketer's Policies of Social Media Marketing

Statement	Mean	Verbal Interpretation
1. We have our own separate department to handle Social Media Marketing activities.	2.65	Neither Agree nor Disagree
2. We make a separate budget for Social Media Marketing activities.	2.71	Neither Agree nor Disagree
3. We are taking guidance from Social Media Marketing Experts.	2.26	Disagree
4. We are outsourcing our social media marketing activities	1.98	Disagree
Average Weighted Mean	2.40	Disagree

Legend Verbal Interpretation (VI)

4.20 - 5.00 Strongly Agree (SA)
 3.40 - 4.19 Agree (A)

- 2.60 - 3.39 Neither Agree nor Disagree (NAD)
 1.80 - 2.59 Disagree (D)
 1.00 - 1.79 Strongly Disagree (SD)

Table 4 presents the marketer's policies of social media marketing with an average weighted mean of 2.40 and has a verbal description of "Disagree". Marketer – respondents on Statement 3 "We are taking guidance from Social Media Marketing Experts." (Mean = 2.26) and Statement 4 "We are outsourcing our social media marketing activities." (Mean = 1.98). The results show that, though it has its benefits, social media marketing lacks clear guidelines or policies and even having experts for the

technical support. In alignment, despite the importance of social media and the growing investment in social media marketing little is known about what motivates people to utilize one platform over another. Understanding the customer's buying process, from pre-purchase to post-purchase, is critical for creating effective and eye-catching advertisements that capture the customer's attention (Ashley and Tuten, 2015; Ismail, 2017)

Table 5. Marketer's Social Media Experience

Statement	Mean	Verbal Interpretation
1. We are finding Social Media as an effective tool of marketing for our business	4.53	Strongly Agree
2. Social media marketing is very cost effective	4.70	Strongly Agree
3. Social media helps us identify our loyal customers.	4.08	Agree
4. It is very difficult to handle the negative response of customers on social networking sites.	4.46	Strongly Agree
5. Measurement of Return on Investment is not possible in case of social media marketing.	4.06	Agree
Average Weighted Mean	4.37	Strongly Agree

Legend Verbal Interpretation (VI)

- 4.20 - 5.00 Strongly Agree (SA)
 3.40 - 4.19 Agree (A)
 2.60 - 3.39 Neither Agree nor Disagree (NAD)
 1.80 - 2.59 Disagree (D)
 1.00 - 1.79 Strongly Disagree (SD)

Table 5 shows the marketer's social media experience that has an average weighted mean of 4.37 and a verbal interpretation of "Strongly Agree". Marketer – respondents strongly agreed on Statement 2 "Social media marketing is very cost effective" (mean = 4.70), Statement 1 "We are finding Social Media as an effective tool of marketing for our business" (Mean = 4.53), and Statement 4 "It is very difficult to handle the negative response of customers on social networking sites." (Mean = 4.53). The results show that there are advantages and disadvantages in the use of social media marketing.

This confirms the study of Hansson, Wrangmo, and Solberg Sjøilen (2013) that the business world is becoming more dynamic and interactive as new technologies and communication channels such as social media are introduced. It has given customers the capacity to express themselves and communicate in entirely new ways, which has had a significant impact on businesses. Businesses

have been compelled to develop and employ social media marketing as a result of these new advancements, which has evolved into a crucial marketing channel over time.

IV. CONCLUSIONS AND RECOMMENDATIONS

This study was able to show how social media marketing works that determines the marketer – respondents ' motives to use, specific actions, opinions for adopting, policies, and experiences. The main purpose of marketers is to bring awareness about their business and, eventually, can attract customers. Through social media marketing, their companies can advertise that includes their updated offers and discounts. However, they have experienced lack of expert in the field to help them for technical assistance and cannot outsource their activities in social media marketing. Thus, this resulted to its advantages and disadvantages.

The researcher, therefore, recommends (1) to evaluate the different facets of social media marketing to benefit both the marketers and the user – consumers; (2) to develop clear and sustainable company policies for marketers on the implementation of social media marketing as a strategy; (3) to look for expert/s that can help the marketers, the company in general, in technical assistance; and (4) to study how to handle responses of customers in this kind of strategy because is far different from a traditional strategy.

REFERENCES

- [1] Ashley, C., Tuten, T., 2015. Creative Strategies in Social Media Marketing: An Exploratory Study of Branded Social Content and Consumer Engagement. *Psychol. Mark.* 32, 15–27. <https://doi.org/10.1002/mar.20761>
- [2] Becker, K., Nobre, H., Kanabar, V., 2013. Monitoring and protecting company and brand reputation on social networks: when sites are not enough. *Glob. Bus. Econ. Rev.* 15, 293–308. <https://doi.org/10.1504/GBER.2013.053075>
- [3] Cohen, L., Manion, L., & Morrison, K. (2002). *Research methods in education.* routledge. <https://doi.org/10.4324/9780203224342>
- [4] Constantinides, E. (2014). Foundations of social media marketing. *Procedia-Social and behavioral sciences*, 148, 40-57.
- [5] Felix, R., Rauschnabel, P.A., Hinsch, C., 2017. Elements of strategic social media marketing: A holistic framework. *J. Bus. Res.* 70, 118–126. <https://doi.org/10.1016/j.jbusres.2016.05.001>
- [6] Dwivedi, Y. K., Kapoor, K. K., & Chen, H. (2015). Social media marketing and advertising. *The Marketing Review*, 15(3), 289-309.
- [7] Habibi, M.R., Laroche, M., Richard, M.-O., 2014. The Roles of Brand Community and Community Engagement in Building Brand Trust on Social Media. *Comput Hum Behav* 37, 152–161. <https://doi.org/10.1016/j.chb.2014.04.016>
- [8] Hansson, L., Wrangmo, A., Solberg Søylen, K., 2013. Optimal ways for companies to use Facebook as a marketing channel. *J. Inf. Commun. Ethics Soc.* 11, 112–126. <https://doi.org/10.1108/JICES-12-2012-0024>
- [9] Hoffman, D. L., & Fodor, M. (2010). Can you measure the ROI of your social media marketing?. *MIT Sloan management review*, 52(1), 41.
- [10] Ismail, A.R., 2017. The influence of perceived social media marketing activities on brand loyalty: The mediation effect of brand and value consciousness. *Asia Pac. J. Mark. Logist.* 29, 129–144. <https://doi.org/10.1108/APJML-10-2015-0154>
- [11] Saravanakumar, M., & SuganthaLakshmi, T. (2012). Social media marketing. *Life science journal*, 9(4), 4444-4451.