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## **DIGITAL ADVERTISEMENT AND PROMOTIONS USING SOCIAL MEDIA: FACTORS THAT INFLUENCE ITS EFFECTIVENESS**

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### **ABSTRACT**

*Social media offers many benefits to business owners, as it allows them to reach out to their customers and to gain the attention of more people/potential customers (Agrawal, 2019). The coronavirus COVID-19 pandemic is the defining global health crisis of our time and the greatest challenge we have faced since World War Two (Bautista and Pastorfide, 2020). Today, where technology is an edge in business, this study primarily focus of describing the factors that influence the effectiveness of advertisement and promotion using social media. It determines the demographic profile of the respondents; social media platform that mostly used by respondents; and lastly, rational, emotional, and psychological factors that influence the effectiveness of social media advertisement and promotions. The respondents of this study were the 200 consumers of any ages living in Cabanatuan City, Nueva Ecija, Philippines 3100. The researcher used a descriptive-quantitative research designed with a researcher's- made questionnaire. The results have shown that consumers are greatly affected by advertising and promotion that includes rational, emotional, and psychological factors, it creates attachment to the consumers when seen on social media. They should also work on to differentiate their product from a normal goods and services that is being availed by customers (Pastorfide and Pastorfide, 2020).*

**Keywords:** *Social Media, advertisement, promotions, rational, emotional, psychological*

### **INTRODUCTION**

Nowadays, social media has become one of the most important parts of our daily lives as it enables us to communicate with a lot of people. Social media are Internet resources that allow you to connect and exchange

content and build content in online communities. (Business.qld.gov.au) The greatest share of participants in this canvassing said their own experience and their observed experience among friends is that digital life enhances many of the dimensions of their work, play and home lives. (Sitamraju, 2018) Social media is very informative, entertaining and it also aware us about various situations or events which are going on in the society or in the world at large. Social media is computer-based technology which allows ideas, thinking and information to be exchanged by creating virtual communities and networks. (Dollarhide, 2020) Social media facilitates us to also enhance our viewpoints as it enables us certain interactive learning activities also. Social media is use as means advertising and promotions specially in this time of pandemics, all businesses are promoting their business selling their products online. For businesses of all types, social media offer great advertising possibilities. You can use social media to promote the name of your company and business, tell your customers what you think about your products and services, attract new customers and establish closer links with current customers. They can also use social media to help. (Business.qld.gov.au) It is becoming one of the main instruments used to disseminates the information. Thus, to summarize social media sites are the most important and unstring parts of human lives in the modern times.

As more and more people are spending increasing amounts of time on social networking sites there is growing concern for privacy and legal rights surrounding them like in advertising. for example, reported having 2.38 billion monthly active users and 1.56 billion daily active users as of March 31, 2019. Social media is used by billions of people around the world and has fast become one of the defining technologies of our time. (Appel et. al, 2019) Many people misinterpret some advertisements in television because some of these commercials has a bad effect in the mind of the people and affect the mental behavior of people especially children. Research indicates that children under eight years of age cannot objectively understand TV advertisements and are vulnerable to accepting advertiser messages as real, factual and impartial. This will contribute to bad eating habits as today's young people demonstrate.(APA, 2004) Majorities of these digital news consumers cite three specific factors of digital presentation as critical to whether they rely on a news source. Those factors are the behavior and placement of digital ads, load times, and how well a site works on a mobile device. (American Press Institute, 2016).

The phenomenal up rise of social media has sent business managers and marketers world- wide into a spin, trying to keep up with changes in consumer behavior as well as harness the potential of this new online channel. Marketers/producers have noted the increase in social media users but in their marketing operation and business strategies and results, the majority of business companies have still not completely used social media. (Chivandi, et.al, 2019) With the similarity rapid development and uptake of mobile technology, social media is

now accessible anywhere and at any time. In most of the 11 countries analyzed, a majority of adults report using at least one of the seven social media platforms or messaging apps included in this survey. (Silver, et. al, 2019) For marketers, has the power to achieve great results for very minimal cost, and in less time; on the other hand, doing creates incalculable risks that many businesses are not yet prepared to take. One such risk relates to the issue of how engagement with consumers via social media might impact consumers' subsequent behavior. This research conceptualizes these relationships, and explores a range of variables which are proposed to have an effect on behavioral outcomes.

Having said that it may be seen that the social media as an element of advertisement and promotion serves different impacts on the behavioral attitudes and buying decisions of consumers. We therefore would like to investigate its effects as tool and thus this study.

## **STATEMENT OF THE PROBLEMS**

This study aims to describe the influence of social media in different marketing and advertising activities on consumer. Specifically, it sought to answer the following objectives. Describe the demographic profile of the respondents. Describe the different platform of social media that is commonly use by the respondents. Lastly, describe the factors that influence social media advertising and promotion in terms of; rational factors, emotional factors and psychological factors.

## **METHODOLOGY**

The study used a descriptive method of research. According to HYATTRACTIVE (2006), descriptive research is also known as statistical research; it describes data and characteristics about the population or phenomenon being studied. Descriptive research answers the questions who, what, where, when and how. Although the data description is factual, accurate and systematic, the research cannot describe what caused a situation. Descriptive research offers a relatively complete picture of what happens at some time and allows for further study questions to be developed at the same time. (Stangor, 2011) This study was conducted to describe the influence of social media advertising and promotions, thus, a descriptive research designed was used.

The study was conducted in Cabanatuan City, Nueva Ecija, Philippines 3100. The respondents were the 200 consumers of any ages that is willing to answer the survey-questionnaire. This study used a convenient sampling method. Convenience sampling is a type of non-probability sampling in which people are sampled simply because they are "convenient" sources of data for researchers. (Lavraska, 2008) The researcher used a

researchers-made survey questionnaire. Quantitative survey questions are defined as objective questions used to gain detailed insights from respondents about a survey research topic. The answers received for these quantitative survey questions are analyzed and a research report is generated on the basis of this quantitative data. (QuestionPro.com)

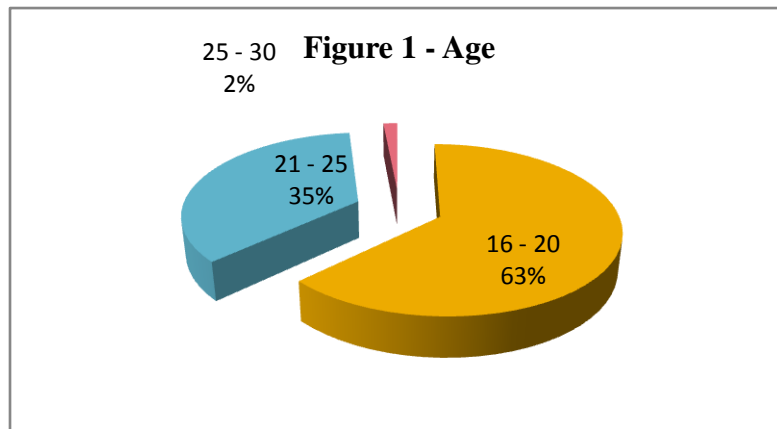
The responses received from the respondents were organized, classified, tabulated, analyzed, and interpreted using frequency distribution, percentage, and ranking. Excel spreadsheet was used to make all the computations. Numerical and adjectal values were used as follows:

Scale of Values	Scale of Range	Verbal Interpretations
4	3.25 – 4.0	Strongly Agree
3	2.5 -3.24	Agree
2	1.75 – 2.49	Moderately Agree
1	1.0 – 1.74	Disagree

**RESULTS AND DISCUSSION**

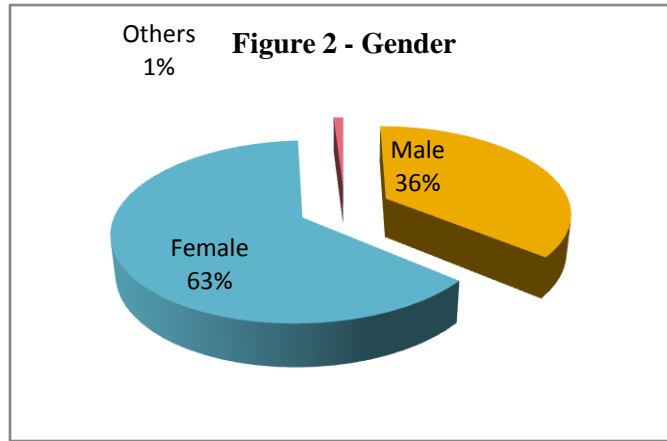
Section presents the results of the study conducted to describe the influence of social media as a means of advertising and promotions.

**1. Profile of the Respondents**

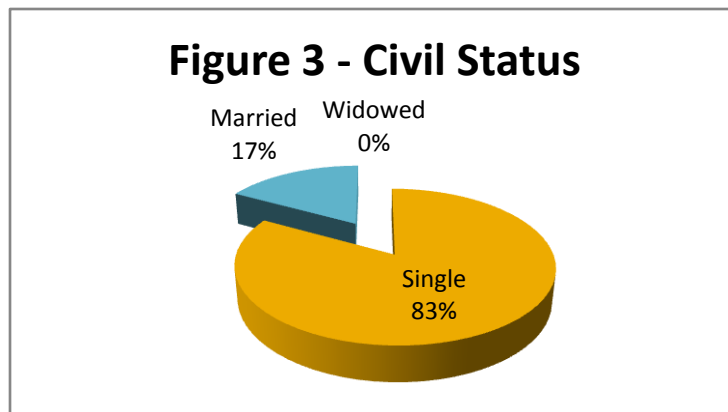


It can be illustrated from the data above that majority or 63% of the respondents were the 16 – 20years old. This ages are covered by the new generation called “Generation Z”. Generation Z refers to babies born in the mid-2000s until the present, even though the term is still not commonly used. This may mean the end of 'alphabet soup' (it does coincide with the literal end of the alphabet, after all). There has been a flourishing of potential

labels like Gen Tech, PM, iGeneration, Gen Y-Fi and Zoomers. (Kasasa.com, 2020) Thus, showing that most of the respondents using social media are from this generation.



The data above shows that majority or 63% of the respondents were females. This data can be attributed that behind every social media platform stand millions of women – and they certainly seem to love their mobile phones. A Nielsen study shows that women spend nearly 10 minutes social networking through the mobile web, or through apps every day, whereas men spend a little less than 7 minutes (Brandwatch.com). Furthermore, In their study on online shopping orientations, Seock and Bailey discovered that women visited more websites and contrasted different options more thoroughly than men. They also found that while female respondents were more likely to find online sales and discounts, the shopping process of their male counterparts was more efficient and quicker (Zoovu.com, 2015).



It can be illustrated from the data above that majority or 83% of the respondents were single. It can be relate to the data above that most of the respondents are from ages 16 – 20 years old. This age range are commonly students from high school and college. A college degree is equivalent to a longer single life without children

(Bidwell, 2014). Moreover, logic dictates the younger generations spend the most time on social media. So, in case you're wondering: how much time do millennials spend on social media – the quick answer is around 2 hours and 30 minutes (Metev, 2020).

## 2. Describe the different social media platform that is commonly use by respondents.

**Table 1. Social Media Platforms Used by the Respondents**

No.	Social Media Platform (Can select more than one)	Frequency	Percentage	Rank
1.	Facebook	200	19.47%	1
2.	Twitter	130	12.66%	3
3.	Instagram	87	8.47%	5
4.	Youtube	188	18.31%	2
5.	FB Messenger	200	19.47%	1
6.	Skype	50	4.87%	6
7.	Snapchat	50	4.87%	6
8.	Tiktok	122	11.88%	4
	<b>Total</b>	<b>1027</b>	<b>100.00%</b>	

The Table 1 above shows that Facebook and FB Messenger rank on the same level which is Rank 1, followed by Youtube as rank 2, Twitter as the rank 3 and Instagram are only rank 4 on the list. Others falls below on the list.

The data from table one indicates that all of the respondents are using Facebook and FB Messenger which also dominates the ranking as the most commonly used social media platforms by the respondents. In 2020, Facebook's user population was over 800 million in Asia. In the Philippines alone, there were almost 74 million Facebook users as of 2019. Furthermore, it held nearly 93 percent of the country's social media market share as of 2020. Filipinos rely on social media app as a primary source of news and a platform for product placement (Statista.com). On the other hand, Youtube as the 2<sup>nd</sup> on the rank has become increasingly popular because of its accessibility to content creators and the ability to reach wide audiences. As of 2019, ABS-CBN entertainments' YouTube channel, a well-known entertainment news program, was the most popular YouTube channel with approximately 30.8 billion uploaded video views (Statista.com).

3. Describe the effectiveness of social media as a means of advertising and promotions in terms of; rational factors, emotional factors, and Psychological factors.

**Table 2 – Rational Factors**

No.	Indicators	Weighted Mean	Verbal Description
1.	Consumers gets an information about the product.	3.55	Strongly Agree
2.	Provides more options for seeking alternatives product and services	3.49	Strongly Agree
3.	Establishes a secured product and services to be chosen	3.31	Strongly Agree
4.	Saves time and money on choosing product.	3.33	Strongly Agree
5.	Creates an informative advertising that results to primary demand.	3.26	Strongly Agree
<b>Average Weighted Mean</b>		<b>3.39</b>	<b>Strongly Agree</b>

The data on the table 2 above shows the respondents “Strongly agree” with an average weighted mean of 3.39. The highest weighted mean on the indicators are the question no. 1 “Consumers gets information about the product”, followed by question no. 2 “Provides more options for seeking alternative products and services”. Question no. 4 “Saves time and money on choosing product.” rank 3<sup>rd</sup> and fourth on the rank is the question no. 3 “Establishes a secured product and services to be chosen.” Lastly, the question no. 5 “Creates an informative advertising that results to primary demand” which ranks last on the list.

The data reveals that most of the respondents “strongly agree” that rational factors on social media greatly affect them. In the era of Web 2.0, social media advertising can simultaneously stimulate consumers' brand purchase intention and brand information sharing intention. Product sales and brand information diffusion are equally important for a company that conducts advertising (Lou and Koh, 2018). The data also shows that the respondents “strongly agree” that information and alternatives for product and services are important to them. Social media networks tend to raise brand awareness and affect the decision-making process of the buyer and later allow frequent purchases that create customer loyalty (Chivandi et. al. 2019). Therefore, consumers are more likely to have interest on social media advertising and promotion if they shows rational presentation on the consumers.

**Table 3 – Emotional Factors**

<b>No.</b>	<b>Indicators</b>	<b>Weighted Mean</b>	<b>Verbal Description</b>
<b>1.</b>	Attracts the consumers to purchase the product	3.49	Strongly Agree
<b>2.</b>	Creates special link between the consumers and the product when it's frequently advertised	3.32	Strongly Agree
<b>3.</b>	Gives more satisfaction when the product is highly promoted	3.37	Strongly Agree
<b>4.</b>	Affects the bonding of the family with the product they used	3.21	Agree
<b>5.</b>	Gives consumer an ease and a certain level of trust in buying the products	3.23	Agree
<b>Average Weighted Mean</b>		<b>3.32</b>	<b>Strongly Agree</b>

The table 3 above shows that respondents “strongly agree” on the statement indicators above with an average weighted mean of 3.32. Detailing the data above, the question no.1 has a highest weighted mean of 3.49 and a verbal interpretation of “strongly agree”. Question no. 3 rank 2<sup>nd</sup> with a weighted mean of 3.37 and a verbal interpretation of “strongly agree”. Question no. 2 as the 3<sup>rd</sup> on the rank with the weighted mean of 3.32 and a verbal interpretation of “strongly agree”. Lastly, Question no.4 and no. 5 rank least on the table above. They have a weighted mean of 3.21 and 3.23 respectively with a verbal interpretation of “Agree”.

This data above reveals that most of the respondents “strongly agree” that emotional factors on social media advertisement and promotion activities are effective way to convince consumers. Research shows that social media interaction may result in emotional attachment (Rhamadini and Halim, 2017). Furthermore, respondents also “strongly agree” on question no. 3 “Give more satisfaction when product is highly promoted”, this can be attributed that according to Alex Allwood of The Holla Agency “It comes down to how your customer experiences the brand – and how that brand makes a person feel.”(Neilpatel.com). Thus, social media advertising and promotions are effective when it has an emotional attachment to its target consumers.



**Table 4 – Psychological Factors**

<b>No.</b>	<b>Indicators</b>	<b>Weighted Mean</b>	<b>Verbal Description</b>
<b>1.</b>	Can affect people's thinking what brand of product to buy.	3.41	Strongly Agree
<b>2.</b>	Affects the perceptions of people about the product and services.	3.27	Strongly Agree
<b>3.</b>	Makes people depend on the benefits they can get to the product or services.	3.08	Agree
<b>4.</b>	Provides messages that influence the attitude towards the product or services.	3.26	Strongly Agree
<b>5.</b>	Develop their loyalty to the product or services.	3.37	Strongly Agree
<b>Average Weighted Mean</b>		<b>3.27</b>	<b>Strongly Agree</b>

Table 4 shows the effectiveness of social media as a means of advertising and promotion according to psychological. The respondents rated 3.41 or strongly agree to the statement of “Can affect people’s thinking what brand of product to buy”, 3.37 or strongly agree to the statement of “Develop their loyalty to the product or services”, 3.27 or strongly agree to the statement of “Affect the perceptions of people about the product or services”, 3.26 or strongly agree to the statement of “Provide messages that influence the attitude towards the product or services” and 3.08 or agree to the statement of “Makes people depend on the benefits they can get to the product or services”.

The data shows that respondents “strongly agree” that psychological factors on social media advertising and promotion affects that consumers buying behaviors and decision making. Psychological factors are based on their perceptions and attitudes, including their ability to comprehend information and how they see their needs (FitzGerald, 2019). This can be concluded that psychological factors greatly affects consumers on social media advertising and promotions.

## **CONCLUSION AND RECOMMENDATION**

From the data presented above, a conclusion was derived. The researcher concluded that majority of the respondents are female which are more active on social media. Facebook and FB Messenger was the most commonly used social media platforms by the respondents and followed by Youtube. On factors affecting social media advertising and promotion which are the rational, emotional, and psychological factors respondents strongly agree that these three factors greatly affect the consumers behavior on social media in terms of decision

making. Thus, marketers should ensure that these three factors are always considered when making an advertisement and promotion in social media.

The researchers suggest that marketers should always make social media marketing as a part of their product advertisement and promotions. They should also focus on Facebook and FB Messenger and Youtube as the commonly used social media platform of the consumers. Moreover, marketers must innovate their approach on social media advertisement and promotions to make it more compelling to consumers which ages 16 – 20 years old that is always available on social media.

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