

Social Media Marketing: Impact of Facebook Commercial Communications to the College of Business Administration students of Polytechnic University of the Philippines

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Submitted by:

Aguilar, Jessica Angelie

Anaya, Joana Marie

Tizon, Jay An

Abstract

A deep understanding in the advancement of technology and its continuous innovation is now an essential part of everyday life. And now, the wide accessibility in the internet lead to a drastic change, the rise of social media platforms. Social media platform allows people to transform the communication and interaction of one another. This platform of information helps the world build networks and online communities. Since there is an increase in the number of the prolific users of these social media platforms worldwide, modern businesses see these as an innovative marketing communication tool to easily attract the online market. The prime purpose of this research is to explore how social media marketing; such as Facebook Commercial Communications (FCC) affects the student as the youth market. A survey was used to examine how factors such as and demographics (gender, age and population group), affect the sample which counts to 327 college of business students of PUP by the use of self-administered questionnaires.

To this end, this research determined that Facebook Commercial had a significant effect on the purchasing decision and behavior of the College of Business Students of PUP. The usage factor (device used, usage length, access duration, and profile update extent), clearly shows how the generation of these students are connected and mindful in using social media. The fulfillment of this study also contributes to the expansion and adaptation to any other research that aims to develop social media marketing such as FCC, and other distinct impact of social media usage to the demographic factors of the participants.

I. Introduction

Higher education has always stressed the development of the “whole student” along several dimensions—intellectual, social, civic, physical, moral, and spiritual. Students develop their minds, bodies, and spirits simultaneously, and they grow up using their heads, hearts, and hands. As students develop cognitively, integrating knowledge in ways that reflect their learning, they also need to grow both interpersonally, by considering themselves as part of a larger whole, and intrapersonally, by establishing a belief system that can influence and guide their choices and experiences. In today’s pluralistic and global society, where multiple worldviews and salient cultural traditions have a lasting influence on how we think, feel, and relate to others, this developmental journey is increasingly complex. (Braskamp and Engberg, 2010).

With the continuous rise and development of social media platforms, Facebook, a social media site, placed first with the highest demand of usage gaining a massive population of 2.41 billion users worldwide. Philippines is one of the countries with the greatest number of users. With an average of 49 million prolific social media user in the year 2016, it is then expected that it will continuously escalate from 49 million by the year 2023. These matter catches the eyes of certain brands and companies thinking that social media platform such as Facebook is an effective and efficient marketing platform. With numerous amounts of existing advertisements and online promotions, Facebook accumulated a big amount of profit and publicity. Hence the existence of Facebook Commercial Communication.

According to the Facebook Company, Facebook ads work because they're relevant for people, and easy to create and measure for businesses. Audience Network brings these same powerful features to ads on apps and sites beyond Facebook

where people spend their time. Marketing on Facebook offers getting personal with one of the world's biggest communities. Communication with people in familiar ways on Facebook whether the business is global or rooted in a local community, the businessmen can find their customers there.

As the year goes by, usage of social media is constantly becoming high. It is considered by millennials and generation Z students in the college of business as a part of their daily routine. It is evident that most of the college students in the ages 18-20, prioritize social media. Social media brings an interest to the different activities of the students.

Therefore, this research focused on gathering data and information with regards to the impact of Facebook Commercial Communications to attitudes of college students in purchasing. The researchers came up with the research topic entitled "Social Media Marketing: Impact of Facebook Commercial Communications to the College of Business Administration students of Polytechnic University of the Philippines". The researchers used self-administered survey questionnaires as research instrument. The students of College of Business Administration are dominated by Facebook users, in which majority, if not all, of the students are active and has frequent participation in every social media platform. They are potential respondents as they are mostly aware and mindful in using social media platforms. This research topic focused on the factors that affect the experience of Facebook user particularly the commercial communication which are now rampant in the said media site. This research also explained the relevance of the discussed situation currently experienced by the users of Facebook social media site may it be consciously or unconsciously. In this paper, the researchers aimed to explain how social media marketing, such as Facebook commercials, influence our respondents and their purchasing decision. The remaining section of this research will give further knowledge in the various area of the said study.

II. Literature Review

Social media is a great platform to promote and express concern and information, this was mainly introduced to the mass on the late 90's and early 2000 in which gain 5% increase for the year 2005, which also managed to keep its growth for a constant rise since the introductory state.

"Social media is a phrase that we throw around a lot these days, often to describe what we post on sites and apps like Facebook, Twitter, Instagram, Snapchat and others. So you can infer that social media are web-based sites that allow people to interact with each other." (Nations, 2019)

He described social media as a platform in which commonly used for expressions, he also stated the platform such as Facebook, Twitter, Instagram and such are some of most in-demand and had built their relevance to the market, with great numbers of users worldwide this enables them to easily established their company names and maintain relevance to the people.

3.1 Facebook leads to benefits

They are nearly considered countless numbers of social media platforms on the internet, in which Facebook was considered as one of the biggest and most in-demand platform nowadays, they have a total number of 2.41 billion users worldwide and for the Philippines alone they had a 41 million Filipino user for the year 2016 and expected to reach a total number of 49 million user in the year 2023, this attracts a lot of company to use Facebook as a medium in lot of manners such as business, school, offices, and even communication. For businesses, Facebook appears as a potential way to generate certain businesses with their accessible features and constant service that leads to almost zero traffic when it comes to accessibility and projection. They also consider Facebook as a low-cost marketing strategy in which marketing activities that would cost thousands of dollars through other channels can be used on Facebook for a fraction of the cost, this makes Facebook ideal for businesses from small to medium (new entrants) which has a small allocated budget for marketing and promotional activities, and also for larger businesses could also be useful, it could be a trial for marketing campaigns which can assure small to zero damage properties for finance if turns out unsuccessful.

Facebook can help businesses to build long-term relationship with their costumers, since Facebook itself is considered as a company that can strive for a long-term business cycle, Facebook gives businesses the space to create a more long-term, interactive platform where social media employees can really engage with your customer base, it is also a great way to centralize information and also engage with your customer base in a one-on-one format. Facebook was also considered as an efficient channel for communication since it can help businesses to roots itself in this sort of one-to-one engagement with their customers, it is a great way to keep their base active is to pin posts to the top of their timeline. Often times, customers will visit their Facebook page en masse in search of information, to gauge company's stance on a particular issue, or because they are interested in learning more about the company in general.

3.2 Facebook as a Marketing Platform

Marketing is one of the most profound parts of business in which almost every process done in business uses Marketing as foundation to remain constant and avoid stagnant, this sector plays a vital roles for the success of businesses since the primary objectives of most businesses is to expand market and penetrate sales, "Marketing is one of the most important things a business can do. Not only does marketing build brand awareness but it can also increase sales, grow businesses and

engage customers.” (Gross, 2019), she also stated that “It equalizes modern marketing is a less expensive game than ever before. Social media platforms and email campaigns have made reaching out to consumers a much more finance-friendly possibility”, Marketing serves as an important strategy in ensuring the growth of businesses. While businesses current customers should always be their main priority, marketing efforts can help them expand bases. Strategies such as social media posts and email campaigns can not only engage existing consumers but spread the word to new potential customers. In essence, marketing secures their business’s future through new and old customer engagement. Facebook advertising was also considered most targeted kind of advertising, it can help businesses to reach exact audience, its easy advertise to people by age, interests, behavior, and location on Facebook. Advertising in Facebook was considered fastest and most efficient, it can drive immediate results. Businesses can start reaching thousands of people daily. Facebook might be a fast way to drive traffic and conversions wherein Facebook advertising could be a best solution.

Facebook advertising can significantly establish company’s brand awareness. Since it is easy to boost companies’ website traffic through multiple sources, the precision and cost-effectiveness of Facebook advertising makes it more beneficial than other sources, Facebook advertising will increase their customer attribution. Attribution is a number of times your audience sees your brand. The more times they interact with the business, the more likely they will convert. Facebook advertising will help business increase their touch points with their audience and leads them to more conversions in the future. Facebook advertising to work for their business and its will likely decrease their acquisition costs. Because Facebook advertising doesn’t require a lot of money and engagement, they can cut out some of the other expensive advertising campaigns they are invested in. Facebook advertising can drive repeat business from customers who have purchased from them in the past. Using their audiences feature, they can import your customer emails into their Facebook advertising campaign. This will allow them to advertise directly to their audience that is most likely to buy from them.

III. Methods & Materials

The research population comprised of students from Polytechnic University of the Philippines taking up courses Office Administration, Human Resource Management, Entrepreneurship and Marketing Management who used and have viewed communications on Facebook. The study utilised a quota sampling technique using Cochran technique by a single questionnaire. The sample of students from Polytechnic University of the Philippines taking up courses Office Administration, Human Resource Management, Entrepreneurship and Marketing Management. As a preliminary to the selection of a sample, the population was subdivided based on course offerings called sampling units, or units. The sampling units comprise the whole of the population, and are non-overlapping, in the sense that every element in the population belongs to one and only one unit. (Cochran, 1953). Thereafter, each course was targeted via quota sampling, with a non-probability sampling technique wherein the assembled sample has the same proportions of individuals as the entire population where they were asked to participate in the research on a voluntarily basis.

Courtesy of Rodney Duffett, structured (all of the questions were standardised) self-administered questionnaires were utilised, which allowed the respondents to complete the questionnaires on their own. Three questionnaires were present to evaluate the three hierarchy-of effects model attitudinal levels for Facebook among College of Business Administration respondents. The questionnaires comprised of three sections. The first section determined the respondents’ social media usage factors by means of five multiple-choice questions. The questions determined how Facebook was accessed; the length that was used; log-on frequency; number of hours spent on Facebook; and how often their Facebook status was updated (refer to Table 2 for the results). Two nine-item scales on the second section aimed to determine the different levels of the hierarchy of effects model for each of the three attitudinal responses via five-point symmetric Likert scale statements that ranged from “strongly disagree” to “strongly agree” was on each questionnaire. The awareness and knowledge scales, were taken from Duffett (2015c). The liking and preference scales, which assessed affective attitudinal responses, were taken from Duffett (2015a). The intention to purchase and purchase scales, which evaluated behavioural attitudinal responses, were taken from Duffett (2015b). The principle component factor analysis was utilised to confirm the cogency of the hierarchy-of-effects attitudinal scales in terms of FCC (refer to Table 1). (Duffett, 2017)

One degree program per person was assigned to two researchers while one researcher took two degree programs to implement the survey. The self-administered questionnaires were distributed on a face-to-face basis, and the researchers were available to answer questions from the respondents which contributed to the high response rate. A total of 337 useable questionnaires were completed, and the data was coded, captured and analysed through RStudio. The mean, median and mode were computed using the software along with the standard deviation. Variance and Cronbach’s alpha were then

garnered from MS Excel from the raw data. Analysis of variance (ANOVA), via Wald’s Chi-square statistic distribution, was employed to compare each of the hierarchy-of-effects model attitude stages to establish if there were significant differences (Pallant, 2010). ANOVA was employed to compare the number of different means via the Wald’s Chi-square

statistic distribution, and was applied as the GLM to establish if there were statistically significant outcomes between the predictor variables and dependent measures (Pallant, 2010).

However, ANOVA only reveals that the groups differ, but not where they differ, therefore, post hoc tests were used for this purpose, and involve pairwise comparisons that consider all of the different combinations of the groups. A frequently used method, known as the Bonferroni pairwise comparison, was implemented to locate where the differences were between the above-mentioned variables (Cohen, Manion & Morrison, 2007).

IV. RESULT AND DISCUSSION

Table 1: Facebook Usage and Demographics Factors among College of Business Administration

	TOTAL CBA		OFFICE AD		ENTREPRENEURSHIP		HUMAN RESOURCE		MARKETING	
Usage factors	n=337	%	n=78	%	n=56	%	n=101	%	n=102	%
Access										
Smart phone	259	76.9	62	79.5	43	76.8	60	59.4	94	92.2
Feature phone	19	5.6	5	6.4	0	0	13	12.9	1	1
PC	21	6.2	5	6.4	3	5.4	10	9.9	3	3
Laptop	22	6.5	4	5.1	4	7.1	10	9.9	4	4
Tablet	15	4.5	2	2.6	6	10.7	7	6.9	0	0
Other	1	0.3	0	0	0	0	1	1	0	0
Length of Usage										
≤1 year	12	3.6	1	1.3	2	3.6	6	5.9	3	3
2 years	24	7.1	3	3.9	3	5.4	16	14.9	2	2
3 years	35	10.4	3	3.9	11	19.6	14	13.9	7	7
4 years	52	15.4	16	20.5	13	23.2	8	7.9	15	14.7
≥5 years	210	62.3	53	67.9	27	48.2	56	55.4	74	72.5
Log on frequency										
Several times a day	90	26.7	23	29.5	8	14.2	29	28.7	30	29.4
Daily	201	59.6	44	56.4	46	82.1	47	46.5	64	62.7
2-4 times a week	32	9.5	16	20.5	1	1.8	10	9.9	5	5
Once a week	13	3.9	2	2.6	0	0	10	9.9	1	1
2-4 times a month	10	3	5	6.4	0	0	5	5	0	0
Once a month	7	2.1	1	1.3	1	1.8	5	5	0	0
Log on duration										
≤ 1 Hour	49	14.5	8	10.3	10	17.9	15	14.9	16	15.7
2 Hours	66	20	14	17.9	7	12.5	31	31.7	14	13.7
3 Hours	56	16.6	3	3.9	8	14.2	24	23.8	21	20.6
4 Hours	62	18.4	21	26.9	9	16.1	17	16.9	15	14.7
≥ 5 Hours	90	26.7	19	24.4	22	39.3	13	12.9	36	35.3
Profile Update incidence										
Several times a day	23	6.9	8	10.3	1	1.8	7	7	7	7
Daily	42	12.5	14	17.9	5	8.9	17	16.9	6	5.9
2-4 times a week	47	13.9	25	32.1	3	5.4	14	13.9	5	5
Once a week	30	8.9	5	6.4	5	8.9	14	13.9	6	5.9
2-4 times a month	59	17.5	24	30.8	4	7.1	16	15.9	15	14.7
Once a month	154	45.7	24	30.8	38	67.9	32	31.7	60	58.8
Demographics										
Gender										
Male	33	9.8	22	28.2	25	44.6	31	30.7	33	32.4
Female	69	20.5	56	71.8	31	55.4	70	69.3	69	67.6
Age										
13-14	2	0.6	1	1.3	1	1.8	0	0	0	0
15-16	15	4.5	11	14.1	2	3.6	0	0	2	2
17-18	79	23.4	35	44.9	7	12.5	28	27.7	9	9
19 and above	238	70.6	31	39.7	44	78.6	73	72.3	90	88.2

Table 1 shows three hundred thirty-seven students coming from the College of Business Administration (from degree programs Office Administration, Entrepreneurship, Human Resource Management and Marketing Management) of Polytechnic University of the Philippines finished a survey scaling the how social media marketing such as Facebook commercial influence them and their purchasing behavior.

As anticipated, smartphone is the most usable device when it comes to Facebook access, collectively having 76.9% of responses. Followed by PC and Feature Phone both resulted to 6.4%. While the remaining 4.8% belonged to others and laptop. It shows that most of the college student are using Facebook for more than or equal to 5 years (62.3%). While 15.4% stated that they have been using Facebook for four years now. 10.4% said they have been using Facebook for three years now. 7.1% were using Facebook for two years and 3.6% for one year of usage.

Most of them logged on to Facebook daily (59.6%) meaning, frequent exposure to Facebook Commercial Communications is observed. Several times a day followed with 26.7%, 2-4 times a week (9.5%), once a week (3.9%) and once a month (2.1%). The A greater number of the students updated their profile once a month (45.7%). The usage factor shows some unique findings since its promulgation in certain researches, and will be expanded upon following discussion. Students aging 19 years old and above accounted for the greatest number of sample (70.6%) presumably most of the college students are in that age bracket

Therefore, this analysis has produced unique results in this regard, which are elaborated on in subsequent text. The population groups closely resembled on the characteristics of the greatest number of users of social media which are the millennials and generation Z.

Table 2- 5: Influence of FCC in terms of Usage and Demographics Factors on Attitude Stages Table 2:

Table 2: AWARENESS

AWARENESS	Mean	Standard Deviation	Reliability
Q1.1	3.922	0.9193872	0.91239
Q2.1	3.814	0.9411431	
Q3.1	3.794	0.8713053	
Q4.1	3.794	0.9370085	
Q5.1	3.686	1.043418	
Q6.1	3.608	1.118316	
Q7.1	3.598	1.083264	
Q8.1	3.647	1.021037	
Q9	3.667	0.9474649	

Table 3: KNOWLEDGE

KNOWLEDGE	Mean	Standard Deviation	Reliability
Q1.2	3.79	NA	0.916749
Q2.2	3.735	0.8779642	
Q3.2	3.745	0.8523267	
Q4.2	3.696	0.8650441	
Q5.2	3.794	0.8825956	
Q6.2	3.792	NA	
Q7.2	3.735	0.953643	
Q8.2	3.833	0.9757793	
Q9.1	3.74	NA	

Table 4: LIKING

LIKING	Mean	Standard Deviation	Reliability
Q1.3	3.396	NA	0.931332
Q2.3	3.406	NA	
Q3.3	3.45	NA	
Q4.3	3.5	0.9825205	
Q5.3	3.566	NA	
Q6.3	3.559	0.928893	
Q7.3	3.49	0.9723412	
Q8.3	3.294	1.130918	
Q9.2	3.465	NA	

Table 5: PREFERENCE

PREFERENCE	Mean	Standard Deviation	Reliability
Q1.4	3.539	0.9299374	0.920522
Q2.4	3.683	NA	
Q3.4	3.614	NA	
Q4.4	3.569	0.9493072	
Q5.4	3.495	NA	
Q6.4	3.441	0.9394914	
Q7.4	3.422	0.9691915	
Q8.4	3.465	NA	
Q9.3	3.49	NA	

Table 2-5 showed that FCC was most effective when accessed via mobile devices in terms of cognitive and affective attitude responses. Length of usage and log-on frequency exhibited minimal influence on attitudes. FCC was found to be more effective when the respondents spent longer periods of time on Facebook across all attitude stages. Teenagers who updated their Facebook profiles frequently displayed the most positive attitudes to FCC. Gender and age showed little influence on the attitude stages.

Table 6: Facebook Commercial Communications Attitudinal Scales

	Item Number	Sum of Variance	Total	Reliability
Awareness	9	7.856	41.569	0.91239
Knowledge	9	7.40188	39.986	0.916749
Liking	9	8.5281	49.539	0.931332
Preference	9	7.3721	40.56	0.920522
Intention to Purchase	9	8.2486	49.5072	0.937559
Purchase	9	8.95088	54.8229	0.941322

Table 6 reflects that the lower hierarchy-of-effects attitude stages have greater mean values versus the top stage. The respondents are conspicuous purchasers (known as status consumption), in that they would rather buy the latest smartphone to access social media, but in doing so forgo the very basic life necessities. (Duffett, 2017). As discussed in prior text, the huge mobile device usage among the respondents to access Facebook and other social media is verified by SA inquiries (Patricios & Goldstuck, 2016; Goosen, 2017; Lindemann, 2017). Facebook mobile communication was found to be more effective to increase a page's likes by Barnes and Coatney (2014), but this study followed Duffett's prior study to empirically determine that FCC is more effective among College of Business Administration students belonging to millennials and generation Z when accessed via mobile devices in a developing country such as the Philippines. This study also provides Filipino organisations with greater insight into college students, Millennials and Generation Z's attitudes when accessed via different ICT platforms. Length of usage resulted in little influence on attitudinal responses, except regarding intention-to-purchase, where the respondents yielded a favourable predisposition when using Facebook for 1 – 3 years in comparison to those who had utilised this SNS for 4 and/or five years. It is evident from the study that the respondents who had utilised SNS and Facebook for 4 or 5 years became habituated to the commercial content, thereby resulting in greater unfavourable behavioural responses than more inexperienced users in the Philippines. Hoffman, Kalsbeek & Novak (1996), Montoya-Weis, Voss and Grewal (2003), and Sago (2013) affirmed that the amount of experience of online users influenced various consumer decision-making and hierarchy response model attitude stages on different interactive ICT platforms. Log-on frequency resulted in no significant influence on the hierarchy-of-effects attitude stages. Roberts (2010) found that more active online users were more likely to have positive sentiments towards online content to assist with buying decisions, whereas Yang (2003) found that regular online users were more probable to view online paid communication unfavourably. Hence, the divergent results of this usage factor warrant additional investigation. Respondents who logged on to Facebook for two or more hours displayed more favourable attitudes across all hierarchy-of-effects attitude stages, in contrast to those who spent an hour or less logged on. However, it is important to note that many logon multiple times a day, especially by using the omnipresent mobile devices (Klein, 2016; Rammopo, 2016), thereby extending the total log-on duration. It is a rational deduction that the longer the period of time spent on Facebook, the higher the probability that adolescents would observe, engage and be

influenced by FCC on these interactive ICT platforms in developing countries. McMahan, Hovland and McMillan (2009) ascertained that online users who spent long time periods on websites result in positive conative responses. Though, Yang (2003) established that online users developed negative perceptions to paid communication when they spent lengthy periods of time on websites. However, the abovementioned investigations examined websites and not social media.

V. Conclusion

College Students play a vital role being one of the common target markets inside the country, mainly due to their high number of populations. Their population size is one of the factors why they are one of the strongest influences on the purchase decision of the people around them.

As the rise of technology and advancement continue to increase, there is also an increase in the number of the population that are able to easily access and use the internet and the different social media platforms. Normally, these students' ages are ranging from 18-21, most of them are using mobile devices, which increase the likelihood of them, being exposed with these Facebook commercials.

This study shows how brands in social media platform, specifically Facebook, found its way to easily target these students, which is a part of a big market. Like in the Philippines, businesses are now depending on the social media to know and observe their target market, collecting every information and any personal account that is shared by the users. Now in this way, it will be easier for them to attract the target market through the use of Facebook commercials.

Therefore, this research conducted examined how Facebook commercial communications directly affect the purchasing attitude of College Students from likelihood to intention to purchase a product seen in a Facebook commercial. Together with the usage of this social media platform, is the increasing probability, however not directly, but an obvious significant effect that bends the attitude and behavior of these college students towards Facebook commercials.

Hence, this study provides additional knowledge, and evident observation that in a developing country like the Philippines, the increasing number of prolific social media users, most specially this college students of the youth market, brands can easily penetrate and introduce their products directly to the youth market by the use of Facebook commercial communication.

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