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Influence of social media marketing on the brand performance of the students' small online businesses

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Abstract

Social media marketing is a type of marketing that used social media platforms to promote its products and brand. Facebook is one of the social media platforms that is used by students' small online businesses to inform and attract their customers. This study aims to analyze the influence of social media marketing on the brand performance of the student's small online businesses. The study used a correlation quantitative research design with the random sampling technique. The respondents were composed of 100 customers of the students' small online businesses who have given their evaluation about their perception of social media marketing in terms of entertainment, interaction, trendiness, advertisement, and customization. And their perception of brand performance in terms of brand awareness and brand loyalty. The results show that social media marketing has a significant influence on the brand performance of the students' small online businesses. All variables of entertainment, interaction, trendiness, advertisement, and customization moderately influenced brand awareness and brand loyalty.

Keywords: Social Media Marketing; Brand Performance; Students' small online businesses; Philippines

1 Introduction

In social media marketing activities, businesses can perform activities such as creating their brand profiles and introducing online customer service, product information, and special offers in a simple, cheap, and continuous way. Nowadays in our modern society, social media marketing is an influential way for businesses of all sizes and types to reach markets and customers. People come upon, learn about, follow, and shop from brands on social media, especially Facebook. On the other hand, brand performance refers to measuring the result of the brand that is also based on the brand goals of the business. The business also can implement or conduct activities that can improve its brand awareness and brand loyalty. One of the activities that the business can conduct is marketing activities that can help the business to improve its brand performance.

From the 5 (five) identified School of Business Hospitality Tourism Management (SBHTM) Students of Small Online Businesses namely: Inchet Essentials, Misfits by Sam, ReStyles, Chigs & Pao, and Chat, Shop & Collect. Altogether are using Facebook to promote and sell their clothes, inchet essentials, and accessories that have their branding. Another is Chigs and Pao Kitchen, a food delivery business that also has its own Facebook page to promote and sell its food. According to the short survey conducted by the researchers, the problem that online business owners face in this social media marketing in the pre-pandemic period is building a community of followers of Facebook pages. Putting page contents and making publication materials that are related to the indicator customization, the other customers are hesitant if the business and goods are legit, which is also related to the advertisement. For the post-pandemic period, the problem was that the online business was getting negative feedback from customers which is related to

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entertainment; lots of competitors, and limited interaction with the customers which is connected to interaction. Lastly, is having a hard time reaching a wide market in social which is connected to the indicator, of trendiness.

The common problem that occurs in brand performance is having a hard time creating a remarkable identity for consumers over many emerging businesses. Additionally, the issue raised is the inaccurate perception of the target audience in the intended message of the brand. Moreover, the targeted markets are not suitable and relatable to the brand resulting in them not engaging with the business. Lastly, consumers have different brand preferences that create an environment of an unengaged market and failed to satisfy the customers. A brand is an identity to put in the market and to your customer. It tells them what they can expect from your products and services, and it differentiates your offering from competitors. The brand is derived from what the business is, what it wants to be, and how people are perceived.

Therefore, this study is focused to determine the influence of social media marketing on the brand performance of Small Online Businesses owned by the students. Determining the influence of the social marketing activities such as entertainment, interaction, trendiness, advertisement, and customization on the brand performance of the students' online businesses is very essential [1]. Moreover, the brand performance consists of two indicators such as brand awareness and brand loyalty [2]. Furthermore, this study serves as a basis for how brand performance is influenced by using social media marketing of the Students' Small Online Businesses. Many small online businesses use social media marketing to promote their products and services, it helps their business to promote its brand because it can reach potential customers. Moreover, this study is also a part of a pivotal practice that can be used in future studies about the influence of social media marketing on the brand performance of the students' small online businesses in Divine Word College of Calapan.

2 Review of Related Literature

2.1 Social Media Marketing

Social media marketing is any social media action you take that is unpaid [3]. Social media is at the center of today's business strategy and the popularity of social media, cost-cutting measures, and activities of competitors on social media motivate marketers to carry out social media marketing activities [4]. Social media marketing has been considered entertainment, interaction, trendiness, advertisement, and customization [1]. Social media marketing offers significant opportunities to build brand-consumer relationships in marketing [5]. In recent years, many businesses have seen social media as one of the most effective ways to communicate and empower consumers to create distinctive identities of the brand and increase consumer-brand communications [6]. Also, [7] has noted that social media marketing creates a leverage effect between brand and consumer.

Experiences generated by marketers on social media platforms, which are perceived by customers as exciting and lively, can be considered an entertainment element of Social Media Marketing [8]. Entertainment helps companies to create positive feelings by which they can motivate customers to continue following up with the brands. Customers are believed to always seek enjoyment and amusement acquired on social media networks [9] through sharing information such as photos and news about their brand [10].

Interaction can be described as providing the customers to have a two-way interaction with the brands as well as exchanging information with other users [11]. Unlike traditional marketing methods, social media marketing enables companies to stay interactive and acquire special requests, product suggestions, or complaints from consumers [5]. Social media marketing helps build the relationship between the brand and the customer and promotes common topics for discussion [12]. Such interactive activities will help engage customers in enhancing brand loyalty, and brand awareness and remove uncertainties among consumers when making purchases [13].

Trendiness is another component of social media marketing which means introducing the latest/current information on products for customers [14]. Trendiness refers to the latest topics that attract great interest or trendy information that brands find related and interesting to deliver to their customers [15]. This trendiness can consist of information relating to the companies, product feedback, recommendations, upcoming trends, etc that help to enhance trust among customers and build brand awareness at the same time [14]. Information that companies can offer to customers is varied to different categories. First is the updated trends that are popular and discussed among users, which can be any topic as social or entertainment, etc. Another type can be brand-based educational content that gives more additional information to customers such as product origins or production process, environmentally beneficial goals that companies are trying to achieve, and so on. Also, customers prefer to gain information through product reviews and feedback from other users so that they are aware of different perspectives. Through social media marketing, updating

customers with the freshest, newest, and trendiest information creates opportunities for a company to raise and add more value [14]. This explained that this particular activity not only helps to ease the great effort that customers put into information searching but also helps to increase the brand awareness and brand loyalty of the business.

The advertisement as a component refers to promotional campaigns that businesses have made through social media marketing to develop customer portfolios. Findings [16] on the effects of social media marketing on the awareness of customers have shown that advertisement is one of the significant parts of social media marketing activities. Customers are often encouraged to make purchase decisions not only on the quality of brands' products and services but also on the advertisement that brands offer. Advertisement is a method to boost consumption via short-term campaigns to persuade targeted consumers to engage [17]. Marketers apply advertisements on social media marketing with a view of increasing brand awareness and brand loyalty both to already loyal customers and occasional buyers. Applying advertisement as a promotion effectively in social media marketing helps the business to enhance brand awareness as well as product consumption rate.

Customization is built via the collaboration between brands and individuals to raise customers' satisfaction by pleasing them based on their tastes [18]. It refers to the degree to which brands offer products and services that are tailored to different personal likings and demands to meet the consumers' expectations and gain retention [18] [19]. Businesses' social media marketing can transfer the uniqueness of the product and brand to the customers through peer-to-peer communication. And they can deal with their problems and can be influential on product and brand preferences by making touches that will make them feel important [1]. Customization as a social media marketing activity provides an opportunity for the business to approach its potential customers [20]. Also, this explained that customization helps the business to increase its brand awareness and brand loyalty.

2.2 Brand Performance

Brand performance is a term that refers to the willingness of a customer to buy from or be loyal to a particular brand [21]. Brand awareness and brand loyalty are included as indicators to measure the brand performance of the business [2]. [22] has found that social media marketing activities affect brand awareness and brand loyalty. [11] have found that social media marketing activities positively affect customers' repurchasing behavior. Also, [23] has stated that social media marketing activities affect customers' brand awareness and brand loyalty.

Brand awareness is the consumer's ability to recognize or recall the brand in sufficient detail to make a purchase [24]. [4] have revealed that brand awareness is one of the major outputs expected from businesses' social media marketing activities. The findings pointed out by [25] have shown that social media marketing is a significant tool in constituting and increasing brand awareness. Also, [18] has found that social media marketing positively affects the brand awareness of the business.

Another, brand loyalty is the tendency of consumers to continuously purchase one brand's products over another [26]. According to [27] [28], as an effective use of time and resources, social media marketing gives the business better communication grounds with consumers to build brand loyalty. Also, providing social media marketing activities allow customers to engage with the brand every day and create brand loyalty [29].

2.3 Theoretical Framework

The present section deals with the theoretical aspects of one independent variable, which is social media marketing, and one dependent variable, which is brand performance. This study theorizes the influence of Social Media Marketing on the Brand Performance of Students' Small Online Businesses, alongside applicable theories in analyzing the study.

Social media marketing theory is the study of monitoring and facilitating the customers' interaction, participation, and sharing through digital media to encourage positive engagement with a company and its brands leading to commercial value. Interactions may occur on a company site, social networks, and other third-party websites [30]. One of the leading classifications of social media marketing activities has been carried out by [11] social media marketing theory, they have categorized social media marketing activities for brands as entertainment, customer interaction based on the goals of the business, trendiness, and customization. In regards to the role of each examined component of Social media marketing activities, entertainment is the most considered component for the consumers; interaction and trendiness involve a moderate level of influence on consumers' loyalty, followed by customization and advertisement that also has certain impacts [31].

Brand performance theory in marketing is a strategic use of branding not as an individual tactic, but as the foundation for company growth. This brand performance theory is also a methodical alignment of all branding concepts with a

company’s growth goals including brand awareness and brand loyalty [32]. Brand performance theory believed that brand performance should be assessed by an internal measure: customers [33] (loyalty and awareness). This pointed out that one of the most important themes of brand performance theory is the relationship between a customer and a brand, a relationship that results in brand loyalty.

From the Review of related literature and theory, the conceptual framework of the study is shown in figure 1.

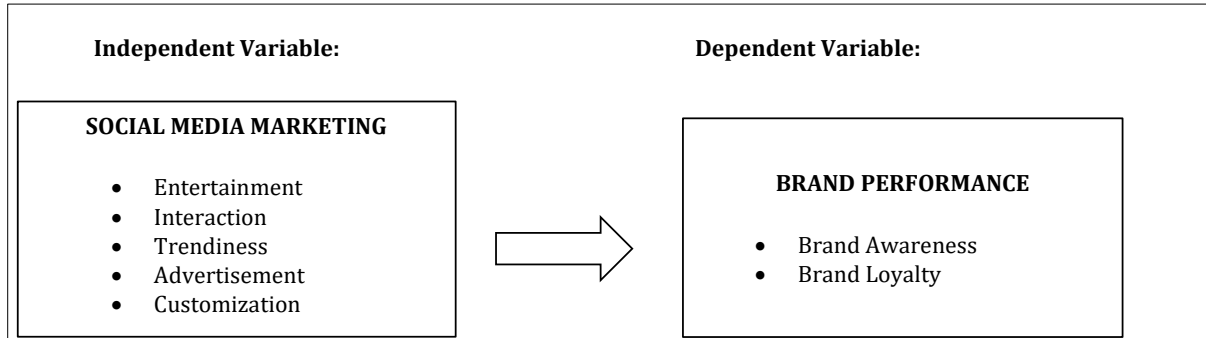


Figure 1 Conceptual Framework

Figure 1 shows the conceptual framework of the study. It presents the relationship between the two variables, social media marketing as the independent variable and brand performance as the dependent variable. Social media marketing is an independent variable that enables to promotion and marketing of the products and services of a company by scouting social media platforms or social networks through unpaid advertisements alongside its underlying factors which are entertainment, interaction, trendiness, advertisement, and customization. Social media provides an advantage for businesses to reach intended prospects and potential customers. In addition, social media marketing allows businesses to develop a marketable identity. And it is the most powerful tool to promote and build a network of customers that helps to increase brand awareness and brand loyalty through social media

On the other hand, brand performance refers to the measuring of the result or outcome of the brand by using different kinds of marketing strategies or activities like social media marketing. For small online businesses, social media marketing is an important tool to promote their brand that can also help them to have brand awareness and brand loyalty to their customers. Therefore, brand performance consists of the two indicators such as brand awareness and brand loyalty. Brand awareness is when the customers recognize the brand or have the ability of the customers to remember the brand to be able to make a purchase. Furthermore, brand loyalty is when the customers are loyal to the brand and they repurchase the same brand of products and services despite the efforts of the other competitors.

3 The hypothesis of the study

Ho: Social media marketing has a significant influence on the Brand Performance of Students’ Small Online Businesses.

3.1 Statement of the Problem

This study aimed to determine the Influence of Social Media Marketing on the Brand Performance of Students’ Small Online Businesses.

Specifically, this study aims to answer the following questions:

- What is the influence of social media marketing on the brand performance in terms of;
 - Entertainment
 - Interaction
 - Trendiness
 - Advertisement
 - Customization
- What is the Brand Performance of students’ small online businesses in terms of;
 - Brand Awareness

- Brand Loyalty
- Is there a significant relationship between social media marketing on the Brand Performance of Students' Small Online Businesses?

4 Methods

This study applied the quantitative research design and the analysis uses statistics to determine the influence of social media marketing on the brand performance of the small online businesses owned by the students. The quantitative method is used to determine the perception of the respondents on the conceptual model that has been made. To determine the reliability and validity of the questions, Pearson's r has been utilized. Correlation statistics have been applied to test the significant relationship between the dependent variable and the independent variable of the study.

There are five small online businesses owned by the students of the Divine Word College of Calapan that were identified from the Facebook page of the School of Business, Hospitality, and Tourism Management wherein they plugged students' small online businesses in the year 2021, it is confirmed that they are all using social media marketing specifically Facebook page to promote their brand, all of them were available. The respondents are the customers of the small online business owned by the students. The criteria for selecting the respondents are based on the list given by the small online businesses of the students. The product of the small online business of the students were food, clothes, and accessories. Based on the data given by the students' online business owners, 100 customers have been interviewed. The researchers used a random sampling technique; 20 customers from Inchet Essentials, 20 from Chigs & Pao Kitchen, 20 from Misfits by Sam, 20 from Chat, Shop & Collect, and 20 from ReStyles by Jubilee.

The self-structured survey questionnaire was developed as the main research instrument for gathering data. In addition, the researchers used google forms to gather data from their respondents. The first part of the questionnaire contained the influence of social media marketing regarding its entertainment, interaction, trendiness, advertisement, and customization. The second part of the questionnaire focused on the factors that significantly influence brand performance which includes brand awareness and brand loyalty. Likert Scale survey questions have been utilized to easily determine the response of the respondents whether they agreed or disagreed with the statement.

5 Results and discussion

This study tested 5 independent variables against 2 dependent variables, namely entertainment, interaction, trendiness, advertisement, and, Customization on brand awareness and brand loyalty. The researchers used Pearson's r to test the reliability of the questionnaire. Ten respondents answered the questionnaires twice over a week. The results of the reliability test were obtained based on the coefficient per item ranging from 0.602216 to 0.904534 which can be interpreted and declared as reliable.

Table 1 Reliability and Validity Test

Independent Variable	Pearson's R Result		Dependent Variable	Pearson's R Result	
Entertainment	0.6886074	Reliable	Brand Awareness	0.7691954	Reliable
Interaction	0.7004044	Reliable	Brand Loyalty	0.6504255	Reliable
Trendiness	0.6957108	Reliable			
Advertisement	0.650568	Reliable			
Customization	0.7301964	Reliable			

Based on the results of the correlation analysis, the results were obtained in the table below.

The table revealed the summary of r and r^2 of the variables of social media marketing such as entertainment, interaction, trendiness, advertisement, and customization concerning the variables of brand performance which are brand awareness and brand loyalty. The result shows that all variables of entertainment ($r = 0.62137$), interaction ($r = 0.66504$), trendiness ($r = 0.65610$), advertisement ($r = 0.60763$), and customization ($r = 0.59290$) are moderately influenced by the brand awareness and significant at 0.00. The result also shows that all variables of entertainment ($r = 0.59932$), interaction ($r = 0.60071$), trendiness ($r = 0.65966$), advertisement ($r = 0.63317$), and customization ($r =$

0.64352) moderately influence with the brand loyalty and significant at 0.00. This indicates that social media marketing has a significant influence on the brand performance of the students' small online businesses.

Table 2 Result of Correlation analysis

Independent	Dependent	r	r ²	Sig.
Entertainment	Brand Awareness	0.62137	0.38611	0.00
Interaction		0.66504	0.44229	0.00
Trendiness		0.65610	0.43047	0.00
Advertisement		0.60763	0.36922	0.00
Customization		0.59290	0.35153	0.00
Entertainment	Brand Loyalty	0.59932	0.35918	0.00
Interaction		0.60071	0.36086	0.00
Trendiness		0.65966	0.43516	0.00
Advertisement		0.63317	0.40090	0.00
Customization		0.64352	0.41412	0.00

5.1 Influence of entertainment in social media marketing to brand awareness and brand loyalty

The results reveal that entertainment in social media marketing has a significant influence on brand performance in both brand awareness and brand loyalty. The customers of the small online businesses of the students have a high level of awareness in terms of entertainment. Creative content increases entertainment in social media marketing and content shared in social media is least enjoyable and it slightly decreases the entertainment in using social media marketing. One of the most important elements that should not be disregarded, in social media marketing is entertainment. Therefore, posting such entertaining content and activities on social media platforms of the brand can trigger customer participation and create a positive perception of the brand [11] [18]. Customers tend to easily remember and recognize the brand if they encountered enjoyable, interesting, and creative content on their social media platforms, which also leads them to create a good experience in their minds [34].

5.2 Influence of interaction in social media marketing on brand awareness and brand loyalty

Interaction in social media marketing has a significant influence on brand performance in both brand awareness and brand loyalty. The customers of the students' small online businesses have a high level of interaction. Information sharing on social media is highly important, and customers can easily access the shared information on the brand's social media to know the brands' products and services that they are offering. Businesses adopt the strategy of creating interaction through different platforms of social media as one of their goals is for consumers to easily relay and convey their recommendations, internal opinions, needs, and demands on the brand which leads to enriching the consumers' behavior and awareness towards the offering of the business. In comparison to traditional and obsolete media, interactions and communication through innovative ways like social media can reach a wider audience as it is more likely the demand of the customers in the present generation [35] [36]. It has relation to the findings of [37][38] wherein they illustrate that for the customer to develop a relationship with the brand, businesses should boost the interaction and participation on a certain content or brand matter on social media platforms.

5.3 Influence of trendiness in social media marketing on brand awareness and brand loyalty

Trendiness in social media marketing has a significant influence on the brand performance of students' small online businesses in both brand awareness and brand loyalty. The information shared on the brand's social media is up to date and it helps the customers because they are updated about the information of the brand. The social media page of the brand is slightly not updated to some current trends on the internet. Trendiness is considered the most considered factor of social media marketing for consumers that stimulates consumer awareness of the brand [18]. In addition, brand awareness can be predicted and influenced by the trendiness of the social media content of the brand [39]. Updated information and current trends content, prompt and enhance consumers' positive awareness of a certain brand [40].

5.4 Influence of advertisement in social media marketing to brand awareness and brand loyalty

Advertising through social media is a primary way for a business to engage, connect, and influence consumers. The advertisement of the students' small online businesses on social media are all interesting, but the social media ads of the brand do not positively affect the attention of the customers. Millennials preferably engage in advertising on social media as they think it is one of the most updated big data applications to purchase through, which leads them to post reviews, engage and develop loyalty to the brand. 33% of millennials review advertisements like shared content and consider checking the pages and accounts of brands on social media before purchasing a product [41]. Furthermore, the use of social media has a strong correlation to attracting new consumers as they are interested in the advertisement. [42].

5.5 Influence of customization in social media marketing to brand awareness and brand loyalty

Customization of social media marketing has a significant relationship and influences the brand performance of the business. The customers of the students' small online businesses value customization. To support the result of this study, the researchers feature findings of [1] wherein he pointed out that when the indicators of social media marketing including entertainment, interaction, trendiness, advertisement, and customization were examined in their study, the result shows that the most significant social media marketing factors are customization. In addition to that, the study of [43] proved that customization allows businesses to convey the uniqueness and identity of the brand which stimulates customers' preferences for it. Moreover, from the investigation of [44], they stated that customization enables the business to deal with the demand of individual customers, and address them by delivering direct advertising, personal message, and providing information they needed to create value that reflects brand loyalty in the minds of the consumers.

Simultaneously, social media marketing entertainment, interaction, trendiness, advertisement, and customization have a moderate influence on brand awareness. Most of the customers of small online businesses are aware of the brand and they recognize and recall the brand in sufficient detail because of its social media marketing. While number some customers can't remember the brand often compared to the other brands of small online businesses. The factors of social media marketing are primarily utilized in developing and building up brand awareness that in turn gives another advantage to the business which is an increase in sales in the future [45]. The influence of social media marketing factors on brand awareness includes achieving a wide reach of the brand in different segments, giving room for every individual to join the brand discussion and share opinions, demands, and suggestions, as well as it boosts the social media platforms of the brand through an increase in the number of followers and allows to receive responses and evaluation from consumers. In addition, the influence of social media marketing on the brand performance and the involvement of social media in the purchase decision of customers illustrates that once the consumers interact with any social media platform of the brand, it automatically affects the brand awareness of the consumers [46]. Therefore, brand awareness can be predicted by all variables of social media marketing such as entertainment, interaction, trendiness, advertisement, and customization.

Most customers want to recommend the brand to other people through social media. While some customers are not usually using the brand as their first choice compared to the other brands. 62% of millennials respond that if they engage with the brand on social media, they are more likely to become loyal customers, they look forward to that brand not only focusing on social media but also engaging and building a relationship with them [41]. Social media marketing provides the business with an effective communication outlet with the consumer to form brand loyalty [27] [28]. Furthermore, improving brand loyalty through social media marketing reveals that the higher degree of social media marketing, the better consumer loyalty to specific brands increases [47].

The results and findings revealed that social media marketing and its factors have a significant influence on the brand performance of the students' small online businesses, which corresponds to the mentioned hypothesis of the study. As per the analysis of the results, the researchers found that providing and giving importance to entertainment, interaction, trendiness, advertisement, and customization of social media marketing is a great strategy to improve the brand performance of the business. Moreover, it is an effective way for the consumer to be aware of and form loyalty to the brand of the business. The effect of indicators of social media marketing increases brand awareness, as it is a relevant tool in reminding consumers, resulting in the brand of the business staying in their minds [1]. In addition, social media marketing is an innovative strategy that enhances the experiences of consumers in a certain brand hence brand loyalty [47].

6 Conclusion

Social Media Marketing has been the outlet of small businesses owned by the students which seem to be practically reliable for their convenient access to consumers. Not just the accessibility but the profitability in this sort of business can be affected by the interaction between the sellers and buyers, which also affects the online businesses' brand performance. The brand performance of the online business in the platform of social media marketing is audaciously increasing because of the demands by the customers in different forms and customs.

The influence of social media marketing on the brand performance of the students' online sellers was measured by entertainment, interaction, trendiness, advertisement, customization, and Brand Performance (Brand awareness and Brand Loyalty). Entertainment in social media marketing business brings abundant appeal to the business that brings more demand associated with the result of creating creative content increases entertainment in social media marketing in the perception of customers. Most of the owners interact and communicate with customers through social media, likewise, the social media pages of the businesses provide interactive content. The trendiness and customization of the business's product offer strongly influence the brand performance because of the uniqueness and the proper showcasing of new methods for marketing their products or services. Advertisements, on the other hand, do not directly create such an impact on the senses for most customers to create a brand performance associated with the perception that social media ads of the aforementioned online businesses do not quite positively affect customers' attention to the brand.

This implies that the students' online sellers need improvement for easier access to the customers on the businesses' respective social media pages. Along with the accessibility, the improvement of mediocrity of some aspects of social media marketing affects the preferences of the customers that can lead to confusion or misunderstanding between seller and customer. The willingness to buy for the customers encompasses their ability to easily interact with offerings of one business especially online because it affects their innate decision due to the limited interactivity to the products that they can only see online. All of these are to create extensive brand awareness and brand loyalty by the customers especially since it is being done online and people are becoming more aware of these significant factors.

Recommendation

Based on the findings the researchers recommend the following;

Sustain entertainment in social media marketing that gains relevant attention from customers through various forms of content. An effective way to make engaging and entertaining content for the brand, especially on Facebook paired with the right influencer that will help the business to promote the brand. Provide more content in social media marketing that can retain information about the brand's products and services. It can contribute to the development and success of the brand wherein it can give a way to a more inclusive environment for customers to make engagements with the business, allowing the brand to be reached by many.

Improve the advertisement in social media marketing through the high promotion of product and service value and attractive visuals and campaigns that led to a great outcome for the brand performance. Adapt call-to-action strategy to their social media pages, businesses are advised to do live selling that includes interesting activity like promo, discounts, and draw lots activity that can entice more customers to engage with the brand and to use other social media platforms such as Tiktok, Twitter, and Instagram these can be useful as they provide businesses with targeted exposure within their social network

Further studies can be done focusing on specific businesses that are currently using social media marketing to promote their businesses and engage with their customers.

Compliance with ethical standards

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Disclosure of conflict of interest

There is no conflict of interest.

Statement of informed consent

The identity of the respondents to the survey is strictly confidential and ensures privacy. Data gathered and analyzed are also protected and confidential along with the ethical principles applied in doing research. Obtained information from the conducted survey is fully undisclosed to upkeep the data privacy of the customers of the Students' Small Online Businesses. The researchers strictly professionally set their surveys to prevent misconduct issues towards their respondents while conducting surveys.

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