

Business Students Awareness in Connection to Social Media as a Tool for Online Marketing a Products and Services in Selected Colleges and Universities in Nueva Ecija

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Abstract

A social media is considered nowadays as an easiest and cheaper cost way to sell products and services to the public. It is considered also a one of the powerful tool to influence buyerS and friends as well as businesses in a short possible time. This study was conducted to assess the business students' awareness in connection to social media marketing in Nueva Ecija in terms of profile, perceived benefits, and hindrances. It also aimed to identify the level of interest and how these affect the interest of the college students in the field of Business Administration and its allied programs in joining the business using social media marketing. A quantitative correlation research design was used with 147 respondents who are enrolled in the said field. The questionnaires were administered in the most convenient time and room in their place of work. The results showed that there was no significant correlation between employment status and interest of the students to join. Fascinatingly, the researchers found out that there was a positive correlation between other demographic profile (family income), perceived benefits and hindrances and interest of student to join. It is recommended that the future researchers should explore other factors affecting the interest of people to join business networking business.

Keywords: Social media, online marketing tool

INTRODUCTION

A social media is currently utilized by most of the Filipino students here in the country and around the world. Through these ideas, they use social media like face book, twitter and the likes to sell their business products for profit either in a full time or part time basis. Business social marketing is one of the booming industries currently because of the rapid development in technology. It provides people a type of business that can perform easily even at home. That is why many people get easily attracted.

In addition, according to Yarhell and Yamell in the year 2007, it is one of the most fun and rewarding businesses in the world; however, all network marketers face certain widespread and universal challenges. The huge problem in this business is that members of the family and the like do not respect business networking at all and instead try to make you quit (Perez, 2011). In the contrary, there is a study by Pangilinan in the year 2012, that businessmen take problems as their motivation that would bring them success.

Members of the business networking sell their products not just in person but also via online. People are using face-to-face networking because they do believe that one of the key advantages of meeting people in person is receiving honest and direct feedback and most business executives prefer to communicate face to face (Forbes Magazine, 2013). Social media platforms allow organizations to freely take advantage of existing social networks and virally spread their messages. While creative costs to develop a campaign for social media are likely similar to traditional media, the costs of amplifying transmission or modifying a campaign in response to audience reception are negligible. The only barrier to responding to changing conditions in real time lies in the limits of organizational capacity

This study is grounded in "employee – motivation theory" by Frederick Winslow Taylor from the year 1856 until 1917, this indicated that those workers are motivated, encouraged to work hard and maximize their productivity mainly by pay in terms of cash. At a simple level it obviously observed that people do things, such

as going to work and involving in business in order to get things that meet their satisfaction. The basic perspective of motivation is when employees or workers have desire; it would reflect on their behaviour that they are well motivated. If the workers are truly motivated to get their wants and needs, despite the greater variety of tasks with wider range of complex, interesting, and challenging situations, they will look forward firmly for the achieving of rewards and goals. In this connection, the researchers assessed the awareness of majority of the students enrolled in the program of business and other allied programs in terms of selling their business products using social media.

Objective of the Study.

The researcher aimed to assess the business students' awareness in connection to social media as a tool of marketing a products and services in terms demographic profile and perceived benefits on the interest in selected Colleges and Universities in Nueva Ecija and how these business social media marketers overcome the obstruction that come along their way that they never quit despite a lot of challenges in their chosen business.

METHODOLOGY

The researchers used quantitative correlation as research design. The study identified and described the demographic profile, perceived benefits, and hindrances and how this level of interest affects the decision of the respondents to join in a business networking company in Nueva Ecija. In addition, it also tried to find out any existing relationship between dependent variable and independent variable.

The company's product involved in this study were the business of networking companies where majority of the respondents used social media to sell the products of the following networking companies which have operations in selected areas Nueva Ecija, Philippines. Those are the Frontrow Enterprise Philippines Incorporated, Alliance in Motion Global Inc. (AIM Global) and First Vita Plus. There were 800 members involved from First Vita Plus Inc., 1,000 members from Frontrow Enterprise Philippines Incorporated, and 1,500 members from AIM Global, with a total of 3300 population as of year 2014. Using 8% as margin of error, the researchers identified 147 participants from three companies as their sample.

The method of data gathering techniques used was the Indirect or Questionnaire method also known as "survey" wherein Likert type of questionnaires were distributed and filled-out by 147 respondents. The researcher conducted pilot testing in order to test the reliability and validity of the tool and questionnaires, and to know if the compositions of questionnaires were understandable to the respondents. After testing the reliability, the researcher proceeded to the distribution of survey questionnaires. Data analysis was followed after the gathering of needed data.

Statistical Tool

In order to describe the demographic profile, perceived benefits, hindrances and level of interest of people who are joining the business online marketing company, the researchers used the following statistical test:

The researchers used the survey to identify the personal profile. In order to present the data, the researchers used descriptive statistics in the form of frequency of the distribution, to present the actual tally of scores.

In order to measure the relationship of dependent variables (interest of people in joining the company) to demographic profile, perceived benefits and hindrance, IBM Statistical Package for Social Science (SPSS), the researchers used Pearson Product-Moment Correlation of Coefficient. This enabled those three independent variables to correlate into one dependent variable through Likert scale. Microsoft Excel was also used for encoding, computation, and illustration of the test results.

RESULTS AND DISCUSSION

Based on the results of the study, the researcher gathered the following below:

Demographic Profile

Majority of the respondents of the study are unemployed (67.5%) whereas, 58% of the total sample are earning P10, 000.00 to P15, 000.00 per month.

Perceived Benefits

The study represents that majority of the respondents believed that joining business online marketing companies to use social media as a marketing tool can provide them additional income (134 respondents), support their families in financial aspect (123 respondents), assist them in additional and emergency expenses, and provide them experiences that can help them to become competitor (124 believes). This shows that people are more likely to join business networking companies based on the things that they perceived to get, thus, have significant correlation on the level of interest to join such business.

Hindrances

Moreover, this study also found out that majority of the respondents strongly agreed that hindrances such as numbers of competitors (93 respondents), lack of support from family (88 respondents), problems in promoting products and business (89 respondents) and hardships in gaining trust from people (119 respondents) are not reasons to quit from online marketing companies while 92 respondents strongly believed that their company had never been involved in a scam.

Level of Interest.

In addition, most of the respondents' level of interest were strongly affected by additional income (118 respondents), additional incentives (105 respondents) and ability to gain experiences (125 respondents).

Through the gathered data, the researchers found out that employment status has no significant correlation to the interest of the people in joining business network companies. On the other hand, the study validated the significant correlation of family income, perceived benefits and hindrances to the likeness of people in joining the online marketing companies.

CONCLUSION

Based on the findings, the researchers therefore concluded that:

Unemployed people got more interested in joining business networking using social medias a tool in marketing rather than employed people. In terms of monthly family income, people who have monthly family income which is not enough to support their family expenses got more interested in joining online business marketing. Extra income is one of the perceived benefits that the members of online marketing can receive through selling of their products which can help their family in financial aspect. Incentives, which the members of online marketing can receive from recruiting new members, are a factor to the perceived benefits which can help in additional and emergency expenses.

Experiences in online marketing, which help them to become a better competitor, are the perceived benefits that the members of business networking can gain from trainings and seminars conducted. Members of online marketing did not try to quit even if there are lots of competitors in the market. Members did not try to quit in networking business even if their family did not support them in their chosen field. Members did not try to quit in business even if they had difficulty in promoting the products and business. Members of the online marketing did not try to quit in business networking even if it was too hard to gain trust of the people. Members of the marketing did not try to quit in business because they believed that their company had never been involved in any scam.

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