

SOCIAL MEDIA PROMOTION TOWARDS CUSTOMER ENGAGEMENT OF BELLA CHICA AT TANZA, CAVITE: BASIS FOR SOCIAL MEDIA MARKETING ENHANCEMENT PLAN

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<https://doi.org/10.37602/IJREHC.2024.5122>

ABSTRACT

This study aimed to develop a social media marketing enhancement plan to broaden the audience and sustain consistent sales growth of Bella Chica. Leveraging various platforms, the research focused on fostering business development and expanding customer outreach in the dynamic social media environment. Employing statistical analysis, the study assessed the influence of social media promotion on customer engagements. The findings revealed that the participants slightly agree that they have positive perception about the Bella Chica's social media promotion. Meanwhile, interactivity and informativeness have a significant influence to customer engagement. However, attractiveness has no significant relationship was found to customer engagement.

Keywords: customer engagement, social media, social media marketing, social media promotion, Bella Chica, enhancement plan

1.0 INTRODUCTION

In the realm of business promotion, understanding customers' perceptions of social media plays a crucial role, with factors like interactivity, informativeness, and attractiveness taking center stage. Pioneered by advocates such as Sreejesh et al. (2020) and Alalwan (2018), interactive content fosters engagement, while informativeness, as highlighted by Khabibah et al. (2022), builds trust. Visually appealing content, suggested by Alalwan (2018), captures attention and reinforces positive brand perceptions. The impact of increased interaction on social media resonates in customer engagement, correlating with trust, loyalty, and purchase behaviors according to studies by Wibowo et al. (2018). Accurate information on social media influences purchase intentions, positively impacting consumer engagement and credibility perceptions, as emphasized by Kupfer (2018), Li (2019), and Li (2020). Moreover, visually appealing content enhances user engagement metrics and interaction levels on social media.

The extensive study of customer engagement, encompassing involvement, commitment, and trust, as explored by Harrigan et al. (2018), Seo, Y, et al. (2018), Roy et al. (2022), Van Tonder and Petzer (2018), Li (2020), and Kosiba et al. (2020), collectively emphasizes their significance in cultivating lasting customer-brand relationships. Active involvement and commitment contribute to deeper connections and loyalty, while trust strongly influences engagement levels and brand perceptions. On social media, active customer engagement is linked to brand affinity and a higher likelihood of brand recommendations (Wibowo et al.,

2022). Customer commitment, demonstrated through repeated patronage, fosters lasting loyalty and advocacy. Trust in Bella Chica's service quality and reliability plays a crucial role, positively influencing engagement, loyalty, and continued patronage. Empirical evidence from studies by Zulqurnain et al. (2016) and Agyei et al. (2020) highlight the significant impact of effective social media promotion on customer engagement, emphasizing the pivotal role of strategic social media initiatives in nurturing brand-consumer relationships.

This research delves into the specific context of a Bella Chica at Tanza, Cavite, which is not fully utilizing social media as a medium of their marketing activities to interact, inform, and attract customers that will result to customer engagement. They only focus on accepting walk-ins and seldom posting of their services on their social media page. Thus, this study aimed to determine the perception of customers to the Bella Chica's social media promotion, determine their level of engagement, and describe the influence of social media promotion to customer engagement with the overarching goal of enhancing sales. After analyzing the data, the researchers created a social media marketing enhancement plan to help the business attract more customers and increase sales progressively through social media.

2.0 MATERIALS AND METHODS

2.1 Research Design

This research used a descriptive-correlation research design. It aimed to collect quantifiable information for statistical analysis of the population sample to determine the socio-demographic profile, customer perception to the social media promotion, customer engagement and influence of the social media promotion of Bella Chica on customer engagement.

2.2 Sources of Data

The primary sources of data for this study were the customers of a Bella Chica from Tanza, Cavite. One hundred participants, selected through the convenience sampling technique, were given a survey questionnaire. The survey aimed to gather participants' socio-demographic profile, perceptions on social media promotions and their level of engagement with the Bella Chica. The survey responses from these participants comprise the dataset from which insights into customer perceptions and engagement levels were derived.

2.3 Data Analysis

The survey data was subjected to a comprehensive data analysis approach, incorporating participant's assessments of their views on socio-demographic profile, social media promotion and engagement levels. Participants conveyed their perceptions and engagement levels by providing responses that indicated their agreement or disagreement with carefully constructed statements, utilizing a 5-point Likert scale. This structured quantitative data collection allowed for a systematic analysis to uncover patterns, correlations, and insights pertaining to the participants' perspectives on Bella Chica's social media promotion and its influence on customer engagement.

2.4 Statistical Treatment

Descriptive statistics, in the form of frequency and percentages were utilized to present the socio-demographic profile. Customers' perceptions of social media promotion and engagement levels were represented by the weighted mean and standard deviation.

Pearson's correlation analysis is a statistical method employed to measure the strength and direction of a linear association between two continuous variables. It gauges how closely the data points of these variables align on a straight line. In this study, it was utilized to assess the significant influence of social media promotion to customer engagement.

3.0 RESULTS AND DISCUSSION

3.1 Socio-demographic Profile

The study determined the socio-demographic profile of a Bella Chica in terms of age, sex, civil status, monthly income, social media platform accounts, and frequency of availing services. Table 1 shows how intensely involved single females between the ages of 26 and 33 are in the Bella Chica. The majority of lower-income individuals used the service on a monthly and occasional basis. Additionally, according to the study's findings, 48.74 percent of individuals who use social media are Facebook users.

Socio-demographic analysis is the process of obtaining and analyzing data related to the basic characteristics of particular groups. This technique is frequently applied in corporate marketing strategies to determine the best methods for interacting with customers and assessing their behavior. Through the application of socio-demographic segmentation, firms are able to determine the size of the prospective market. Socio-demographics are essential to modern corporate operations because they help identify particular audience members by highlighting important characteristics, needs, and preferences (Hayes, 2023). Therefore, this approach fosters stronger relationships, as customers feel understood and valued, leading to increased engagement and loyalty. Ultimately, leveraging socio-demographic analysis contributes to a more insightful understanding of customer behavior, enabling businesses to adapt and optimize their engagement strategies for long-term success.

Table 1. Socio-demographic profile of the participants.

SOCIO-DEMOGRAPHIC PROFILE	FREQUENCY	PERCENTAGE
Sex		
Male	31	31%
Female	69	69%
Total	100	100%
Age		
18 – 25 years old	27	27%
26 – 33 years old	58	58%
34 – 41 years old	12	12%

42 – 50 years old	2	2%
51 years old and above	1	1%
Total	100	100%
Civil Status		
Single	74	74%
Married	26	26%
Total	100	100%
Monthly Income		
Less than Php 5,000	6	6%
Php 5,001 – Php 12,000	10	10%
Php 12,001 – Php 19,000	27	27%
Php 19,001 – Php 26,000	25	25%
Php 26,001 – Php 33,000	21	21%
Php 33,001 – Php 40,000	11	11%
Total	100	100%
Social Media Platform Accounts		
Facebook	97	97%
Instagram	32	32%
X/Twitter	6	6%
TikTok	41	41%
YouTube	23	23%
Frequency of Availing Services from Bella Chica		
Weekly	11	11%
Monthly	41	41%
Occasionally	36	36%
Rarely	12	12%
Total	100	100%

3.2 Customer Perception to the Social Media Promotion of the Bella Chica

This study determined the customer perception to the social media promotion of Bella Chica. Table 2 shows that the customer perception to the social media promotion of Bella Chica in terms of interactivity, informativeness, and attractiveness. The study results highlight that majority of the customers slightly agree that they have positive perception about Bella Chica’s social media promotion in terms of interactivity, informativeness, and attractiveness, with a mean score of 3.10 and a standard deviation of 0.71. This suggests that Bella Chica should

improve the social media promotion in order to increase sales and expands more customers. This suggests that there is a prevailing but nuanced sentiment among customers, indicating room for improvement in these key areas. While the slightly agreeable mean suggests a baseline level of satisfaction, the standard deviation points to some variability in individual opinions.

Interactive media and advertising, through real-time communication and informative content, empower consumers, shaping positive perceptions and fostering trust. Consistently delivering relevant information positions brands as authorities, enhancing engagement and loyalty. Visually appealing content, aligned with brand identity, contributes to increased recall and favorable perceptions, solidifying the brand's impact on the audience (Sreejesh et al., 2020; Khabibah et al., 2022; Alalwan, 2018). Thus, the integration of real-time communication, informative content, and visually appealing presentations not only establishes brands as trustworthy authorities but also strengthens the bond between consumers and the brand. This comprehensive approach ensures a lasting impact, promoting sustained engagement, loyalty, and a positive brand image among the target audience.

Table 2. Customer perception to the social media promotion of Bella Chica.

CUSTOMER PERCEPTION TO THE SOCIAL MEDIA PROMOTION	WEIGHTED MEAN	STANDARD DEVIATION	VERBAL INTERPRETATION
Interactivity	3.10	0.73	Slightly Agree
Informativeness	3.24	0.67	Slightly Agree
Attractiveness	2.96	0.74	Slightly Agree
Overall Mean	3.10	0.71	Slightly Agree

3.3 Level of Customer Engagement towards the Bella Chica

This study determined the level of customer engagement in terms of involvement, commitment, and trust. Table 3 indicates that the customers are highly engaged with Bella Chica, with a mean score of 3.86 and a standard deviation of 0.69. The high mean score indicates an elevated level of customer involvement and interaction with the brand, showcasing a robust and active relationship. The relatively low standard deviation signifies a consistent and widespread high level of engagement among participants, highlighting a unified and engaged customer community. This positive finding underscores Bella Chica's success in fostering meaningful connections with its audience, where customers actively participate in and respond to the brand's initiatives.

Highly engaged customers, driven by intensified involvement, invest in preferred brands, especially when linked to a consumer's social media use, influencing perceptions of relevance, interest, or necessity. Fostering brand engagement through increased involvement significantly shapes a consumer's perception. Customer commitment, indicating an attachment to a service provider, plays a pivotal role in nurturing prolonged engagement and enduring loyalty. Active connection with a brand fosters strong trust, a catalyst for positive brand loyalty. The interplay

between customer engagement and trust shapes enduring commitment, with deeper engagement enhancing the likelihood of maintaining brand loyalty over time (Harrigan et al., 2018; Roy et al., 2022; Van Tonder and Petzer, 2018; Li et al., 2020). Therefore, this symbiotic relationship emphasizes the crucial role of fostering heightened customer engagement. Actively investing in thoughts and emotions, especially through social media, shapes brand perception. Strong customer commitment is crucial for lasting engagement and loyalty. The active brand connection is the cornerstone for building trust, acting as a dynamic catalyst for positive brand loyalty. The ongoing interplay between customer engagement and trust significantly boosts the likelihood of maintaining brand loyalty.

Table 3. Level of customer engagement towards Bella Chica.

CUSTOMER ENGAGEMENT	WEIGHTED MEAN	STANDARD DEVIATION	VERBAL INTERPRETATION
Involvement	3.60	0.79	Very Engaged
Commitment	3.97	0.65	Very Engaged
Trust	4.02	0.64	Very Engaged
Overall Mean	3.86	0.69	Very Engaged

3.4 Significant Influence of Social Media Promotion to Customer Engagement

This study determined the significant influence of social media promotion to customer engagement. Table 4 shows the significant influence of the social media promotion of Bella Chica in terms of interactivity to customer engagement. Employing Pearson's r correlation analysis, the study's results indicate that the p -value for involvement when correlated to the parameter of interactivity is 0.024, which is less than the alpha value of 0.05 ($0.024 < 0.05$). The same holds for the parameters of commitment with a p value of 0.026 ($0.026 < 0.05$) and trust with a p value of 0.003 ($0.003 < 0.05$). Consequently, the null hypothesis is rejected, leading to the conclusion that there is a significant relationship between the correlated variables.

In summary, this suggests that Bella Chica's social media promotions, distinguished by their interactivity, wield a substantial influence on various facets of customer engagement, encompassing involvement, commitment, and trust. However, it's crucial to note that the interpretation of the strength of relationship is weak, as indicated by the significance levels. While statistically significant, the correlation coefficients suggest a modest or weak association between interactivity and involvement, commitment, and trust. This implies that while the relationship is present, other factors may also contribute to customer engagement, and further exploration may be beneficial for a more comprehensive understanding.

Interactivity in social media content plays a crucial role in shaping how customers perceive and engage with brands. Interactive content, including polls, quizzes, or live sessions, has a positive impact on customer perceptions. When customers actively engage with interactive content, they tend to form a favorable attitude towards the brand. This engagement not only improves their perception but also deepens their connection, resulting in heightened loyalty

and potential conversions. Additionally, interactive content creates a feeling of participation and value, reinforcing the sense that customers are appreciated by the brand (Sreejesh et al. 2020; Alalwan, 2018). Therefore, incorporating interactivity into social media content of the Bella Chica significantly influences how customers perceive and engage with brands. This continual interaction strategy is essential for sustaining customer engagement and building a lasting positive relationship with the audience.

Table 4. Significant influence of perception on social media promotion in terms of interactivity of Bella Chica to customer engagement.

Variables	Correlation Coefficient	Strength of Relationship	P value	Conclusion	Interpretation
Involvement	0.225	Weak	0.024	Reject Ho	Significant
Commitment	0.223	Weak	0.026	Reject Ho	Significant
Trust	0.290	Weak	0.003	Reject Ho	Significant

If P value < 0.05 = Significant

Variables correlated to Interactivity

Table 5 illustrates the significant influence of social media promotion of Bella Chica in terms of informativeness to customer engagement. Employing Pearson's r correlation analysis, the study's results indicate that the p-value for involvement when correlated to the parameter of informativeness is 0.002, which is less than the alpha value of 0.05 ($0.002 < 0.05$). The same holds for the parameters of commitment and trust, both yielding a p-value of 0.000 ($0.000 < 0.05$). Consequently, the null hypothesis is rejected, leading to the conclusion that there is a significant relationship between the correlated variables.

In conclusion, this implies that Bella Chica's social media promotions, characterized by informative content, significantly influence customer engagement aspects, including involvement, commitment, and trust. Additionally, the strength of relationship reveals a moderate association for involvement, suggesting a moderate influence of informativeness on customer involvement. On the other hand, the relationship strength for commitment and trust is deemed strong, signifying a strong influence of informative content on fostering customer commitment and trust. This nuanced understanding of relationship strength provides valuable insights for tailoring content strategies to optimize different dimensions of customer engagement.

Providing accurate and detailed information about services on social media positively influences consumer trust and purchase intention. Businesses that offer precise, comprehensive, and relevant content tailored to consumers' needs have a significant impact on decision-making processes. The provision of accurate and detailed information addresses consumer inquiries, concerns, and preferences, thereby bolstering trust in the brand. Consistently delivering valuable and factual information on social media platforms enhances the perception of brands as trustworthy and reliable. Moreover, such informative content aids consumers in making well-informed purchase decisions, influencing their intention to engage with the brand's services (Kupfer A.K. T., 2018). Therefore, the provision of accurate and detailed information about services on social media is a key driver of consumer trust. Informative content assists consumers in making well-informed purchase decisions, further

influencing their intention to engage with the brand's services. This strategic approach not only builds trust but also enhances brand credibility and facilitates meaningful customer interactions.

Table 5. Significant influence of perception on social media promotion in terms of informativeness of Bella Chica to customer engagement.

Variables	Correlation Coefficient	Strength of Relationship	P value	Conclusion	Interpretation
Involvement	0.313	Moderate	0.002	Reject Ho	Significant
Commitment	0.507	Strong	0.000	Reject Ho	Significant
Trust	0.483	Strong	0.000	Reject Ho	Significant

If P value < 0.05 = Significant

Variables correlated to Informativeness

Table 6 illustrates the significant influence of social media promotion of Bella Chica in terms of attractiveness to customer engagement. Employing Pearson’s r correlation analysis, the study's results indicate that the p-value for involvement when correlated to the parameter of attractiveness is 0.057, which is greater than the alpha value of 0.05 ($0.057 > 0.05$). The same holds for the parameters of commitment with a p value of 0.057 ($0.057 > 0.05$) and trust with a p value of 0.051 ($0.051 > 0.05$). Consequently, the null hypothesis is not rejected, leading to the conclusion that there is no significant relationship between the correlated variables.

In summary, this suggests that, contrary to expectations, Bella Chica's social media promotions, characterized by attractiveness, do not exhibit a significant influence on various facets of customer engagement, including involvement, commitment, and trust. Additionally, the negligible p-values indicate a weak strength of relationship, emphasizing that any observed correlations between attractiveness and involvement, commitment, and trust are not statistically significant and likely to be due to chance. This underscores the need for further exploration and consideration of other potential factors that may contribute to customer engagement beyond the attractiveness of social media promotions.

To further explore this relationship, future studies could delve into the specific aspects of attractiveness that may impact customer engagement differently. Additionally, alternative methodologies or statistical analyses may be considered to gain a more nuanced understanding. Examining contextual factors or moderating variables that might influence the observed outcomes could contribute to refining strategies for enhancing customer engagement through social media promotions. This emphasizes the need for a more detailed investigation into the dynamics between attractiveness and customer engagement to inform targeted and effective promotional approaches.

Table 6. Significant influence of perception on social media promotion in terms of attractiveness of Bella Chica to customer engagement.

Variables	Correlation Coefficient	Strength of Relationship	P value	Conclusion	Interpretation
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Involvement	0.191	Negligible	0.057	Failed to Reject Ho	Not Significant
Commitment	0.191	Negligible	0.057	Failed to Reject Ho	Not Significant
Trust	0.196	Negligible	0.051	Failed to Reject Ho	Not Significant

If P value < 0.05 = Significant

Variables correlated to Attractiveness

3.5 Bella Chica’s Social Media Marketing Enhancement Plan

The social media marketing enhancement plan for Bella Chica is designed to leverage the favorable findings from the study. The primary focus is on maximizing the strengths identified in interactivity and informativeness.

By implementing these strategies, the Bella Chica may enhance its social media marketing efforts, leveraging interactivity and informativeness while refining the visual appeal. Regular monitoring and adaptation based on customer feedback and analytics will ensure the ongoing effectiveness of the enhancement plan.

Table 7. Proposed social media marketing enhancement plan for Bella Chica.

SOCIAL MEDIA MARKETING	OBJECTIVES	ENHANCEMENT ACTIVITIES
1. Interactivity	To build stronger connection with the customers, increase brand awareness, and drive positive perception.	<ul style="list-style-type: none"> Encourage followers to share the Bella Chica experiences or showcase their favorite beauty products/services. Feature user-generated content on the profile, building trust through authentic testimonials. Offer personalized beauty recommendations based on user preferences or skin concerns. This one-on-one interaction fosters trust and commitment as followers feel a personalized connection to Bella Chica. Establish a beauty community on social media platforms where followers can share tips, ask questions, and engage with each other. This sense of community fosters involvement and commitment to Bella Chica.

	<ul style="list-style-type: none">● Provide behind-the-scenes glimpses of Bella Chica, including preparation for services. This transparency builds trust and involvement by giving the customers an insider view.● Create polls or surveys to gather opinions on beauty-related topics, service preferences, or upcoming services. This not only engages the customers but also involves them in decision-making processes, fostering commitment.
<p>2. Informativeness</p> <p>To provide valuable information to the customers that will trigger customer engagement.</p>	<ul style="list-style-type: none">● Create informative story highlights covering topics like skincare routines. These highlights serve as a resource library for followers, promoting continued involvement and trust.● Feature client testimonials or reviews that highlight positive experiences with Bella Chica. Authentic feedback contributes to trust and commitment, assuring potential clients of the quality of the services.● Highlight real-life customer success stories and testimonials. This not only provides informative content but also builds trust by showcasing the positive experiences of others.● Share impressive before-and-after transformations of customers along with the details of the services provided. This not only showcase the Bella Chica but also builds trust and encourages involvement.● Post video clips about Bella Chica's services detailed by highlighting their benefits and suitability for different skin types, creating informative content that boosts trust and involvement.

4.0 CONCLUSION

By leveraging social media effectively, Bella Chica engages with customers through personalized interaction, timely updates, diverse content, and opportunities for feedback, fostering meaningful connections and creating a positive customer experience. It also indicates

that customers have a positive perception of Bella Chica's social media promotion, finding it interactive, informative, and attractive. This suggests that Bella Chica actively engages with customers, provides comprehensive and timely information, and creates visually appealing content to enhance the overall user experience.

The findings also reveal that customers actively engage with Bella Chica, demonstrating a strong interest in the brand through their participation, feedback, and support. This level of engagement is accompanied by a high level of commitment and trust, indicating that customers have developed a loyal and long-term relationship with Bella Chica based on the brand's quality service and reliability. This suggest that both Bella Chica's social media promotion interactivity and informativeness are key factors in influencing customer engagement. Active engagement helps build a stronger connection and sense of community, while informative content enables customers to make informed decisions and appreciate the brand's value.

Moreover, findings indicate that the level of attractiveness in Bella Chica's social media promotion does not significantly influence customer engagement, contradicting initial predictions. Customers value informative and interactive content more than purely visually appealing content, although visual elements still contribute to the overall user experience and brand perception.

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