

Module Title: Digital Skills and Research Methods

BMSK4003 Group-2 Assessment-2 Health and Social care

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Assignment Title: 2000 words relevant and appropriate workplace topic showing evidence of a use of a range of research methodologies and an understanding of effective and ethical data collection and interpretation.

Social Media Marketing at Tesco in relation to Health and Social Care: customer's perspective

Contents

Introduction.....	2
Organisational Overview: Tesco.....	2
Literature Review.....	2
Digital Age and Social Media Marketing	2
Social Media Marketing and its necessity for Organisation	4
Skills Required at Workplace for Social Media Marketing	5
Dark Side of Social Media Marketing: In the context of Health and Social Care	6
Methodology	7
Data collection.....	7
Data Collection and Ethical issues	7
Analysis of Primary Data.....	7
Gender	8
Do you think that Tesco is efficient at social media marketing?	9
Does Tesco’s social media marketing provide information related to health and social care?	10
Findings.....	11
Conclusion	11
Reference	12
Appendix.....	14

Introduction

Social media is part of modern life. Every modern company are using social media marketing activates to capture the market. This requires digital skills. Health and social care are also vital issues that directly impact on the customers. The report will explore how the customer views social media marketing activities in the context of health and social care of Tesco. The research will explore existing papers to investigate the topic.

Organisational Overview: Tesco

Tesco is one of the largest and current market leader in grocery retail business in the UK. The organisation is present in different countries in the world (tescoplc.com, 2019a). The organisation has more than 450 thousand employees around the world (tescoplc.com, 2019c). The digital platforms are growing and the company has to care for the topic due to its power to grab a large number of customers. The health and social care are vital for Tesco as the company has to care for its employees and people in the community where it serves.

Literature Review

Digital Age and Social Media Marketing

The network platform that has been responsible for connecting people, sharing information, views, opinion, photos and any forms of digital content is known as social media. The network platform uses the internet that enables people to connect with family, friends, acquaintances, and even random strangers (Kawasaki and Fitzpatrick, 2014). The social media has been developed from the early days of the creation of the internet. But not all survived with a test of time. With peoples changing the taste and need for sharing information with others, different social media has been found on the internet. Currently, Facebook, Twitter, Snapchat, YouTube, and Instagram are among the popular social media. YouTube was once considered to be a video sharing platform but

the evolution of the website and people's ability to interact has made it one of the influential social media (Keates, 2018). Once thought that the social media will replace one media or other. But in this connectivity world, most social media complement each other. The photo-sharing site Instagram does not interfere with Facebook rather helps it to increase the reach and this is also true for Instagram by Facebook. Peoples lifestyle, their opinion is shaped by social media (Wang et al., 2016). For this, the organisations cannot ignore the importance of the role of social media and for this, all type of organisations are trying their best to influence the customers and sometimes their employees get positive attitude toward the organisation and its product (Ahmad et al., 2015).

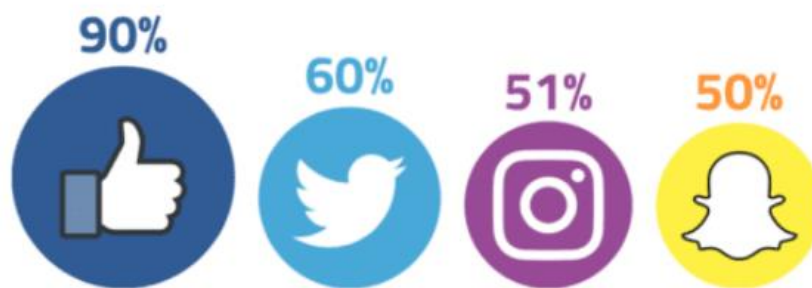


Figure 1 United Kingdom Social network popularity (source:(Chaffey, 2019))

The marketing activities has been also done in social media. The marketing activities in social media is known as social media marketing. The target of social media marketing is to reach the target audience, make them aware of the brand/organisation, creating leads and turning them into customers through social media. The main social media are Facebook, Twitter, YouTube and others (Zarella, 2010). Marketing actives are more effective in influencing the decision-making process for customer/consumers (Hudson and Thal, 2013). In recent year, businesses are found to adopt social media marketing as part of the main marketing activities. The small and medium organisation has been found to give more competition to a large organisation in a different niche market (Kim and Ko, 2012). Tesco has also been found among another retailer to use social media marketing to reach its customers. But the activity does not confine to making aware the customers for some specific products from Tesco, the marketing activities are influential in making the customers more aware of the company, its activity. The social media activities of grocery retailer have been found to improve customer satisfaction among the customers (Hsu and Lawrence, 2016).

Social Media Marketing and its necessity for Organisation

The social media provides the organisation to reach more of the potential customers within a few clicks. Businesses get advantages in different areas when they are using digital marketing. The benefits are illustrated in this section:

Exposure: The social media marketing has the ability to reach the target market worldwide within budget and the exposure from the marketing activity is found to be more effective than any other marketing activities (Kang and Kim, 2017). The customers reached with these tactics are more likely to respond positively with the brand/organisation.

Customer Reach: Customer reach has been one the reason that the social media marketing shines. The modern brands have found that they can target areas, gender, market segment who are more responsive to their brand and this has added value for them to reach the target market (Ahmad et al., 2015). The traditional customer reaching tactics are now being replaces or used to complement the traditional marketing media to reach specific customers. The social media marketing helps the marketers to reach customers with messages that they are mostly going to like (de Vries et al., 2012).

Lead Generation: Social media marketing helps the marketer to find people that are interested in the brand's target market. The people are using the internet and the current internet user is over seven billion where more than five billion is unique mobile users and more than four billion is non-mobile internet users (Chaffey, 2019)



Figure 2 Digital Around the World in 2019 (source: (Chaffey, 2019))

Brand Loyalty and Niche Market: With the ability to find the target market in the social media the companies are focusing on the brand loyalty and niche market. The fashion brands have been found to be communicating more about their products and also found that this communication helps them create more brand loyalty (Ahmad et al., 2015). On the other hand, new businesses are found to be serving the niche market and making these markets more attractive for other businesses to explore. The social media market has opened the door for niche marketing and reaching customers who want different product/service form the existing mainstream products/services (Brown, 2016).

Skills Required at Workplace for Social Media Marketing

In modern times, social media marketing has been vital for capturing the market, minting the market. The reason is that marketing activities help the company to become more profitable. But the organisation requires some specific set of skills to completely utilise social media marketing (Zarella, 2010). These skills are copywriting, digital design, community management and so on. Copywriting skill is one of the most vital roles in all media. The copywriting skill is essential to create contents that are transformed into article, picture, or video format that is communicated with the target audiences (Tuten and Solomon, 2013). The digital design is creating a digital picture or

another form of design that can be communicated. Community management is a vital skill that the organisation has to find. Community management helps the organisation to keep in touch with its customers. Failing to manage the community can be a disaster for the brand (Hansen et al., 2018).

Tesco has been found to have properly utilised social media marketing. Their contents are well written, designs are attractive to the customers. The organisation is managing the community in a positive manner (Wang et al., 2016; tesco plc.com, 2019a).

Dark Side of Social Media Marketing: In the context of Health and Social Care

Health and Social care context are for both internal and external part of the organisation. For employees, the health issues are related to how the job environment for the employees and how they work impacts directly and indirectly to the employees (Shaw and Barry, 2015). For customers, the health issue is related to how the product or services are impacting the customs. Social care is related to the extra help that young people and older people need. The help might be required due to some disability for the subject (Weinzimmer and Esken, 2016).

The social media marketing is a powerful tool but this can be abused. The result can be life-threatening in the case where the product might have health-related issues. The products failing to communicate the content of the product in social media marketing should be considered failure marketing. The reason is that the consumer can have health issues after consuming the product and that will ruin the brand and future sales (Pechmann and Catlin, 2016).

Tesco is aware of health-related issues and social care. The company has created a program where the employees are aware of the colleague's health and can help communicate with the organisation. The company has taken steps that are helpful for the people with special need to purchase from the organisation (tesco plc.com, 2019b).

Methodology

This section explains how qualitative data has been collected and analysed. The research has collected responses from the age group 18-30 about what they think about social media marketing and health and social care in relation to Tesco. The research used qualitative data to find the results where the data has been transformed into a numeric form (Babin and Zikmund, 2016).

Data collection

This work collected the responses from the participants using an online questionnaire. The survey method used a questionnaire that has been developed for finding results for this paper (Babin and Zikmund, 2016). 20 participants have participated using Google Form. The participants are customers of Tesco who have purchased products from the organisation and also have a social media presence. The participants are assumed to be present on social media because they have found the survey link from social media (Facebook).

Data Collection and Ethical issues

The collected data is protected by Digital Protection ACT-2018. The collected data will not be used without the consent of the users in any other work but this. In the wrong hand, the data can cause damage for the participants, although this paper has asked limited personal information. The data collection has been done minding the ethical issues.

Analysis of Primary Data

The survey has taken responses from 20 participants. The following section provides the results and interpretation of the primary data.

Gender

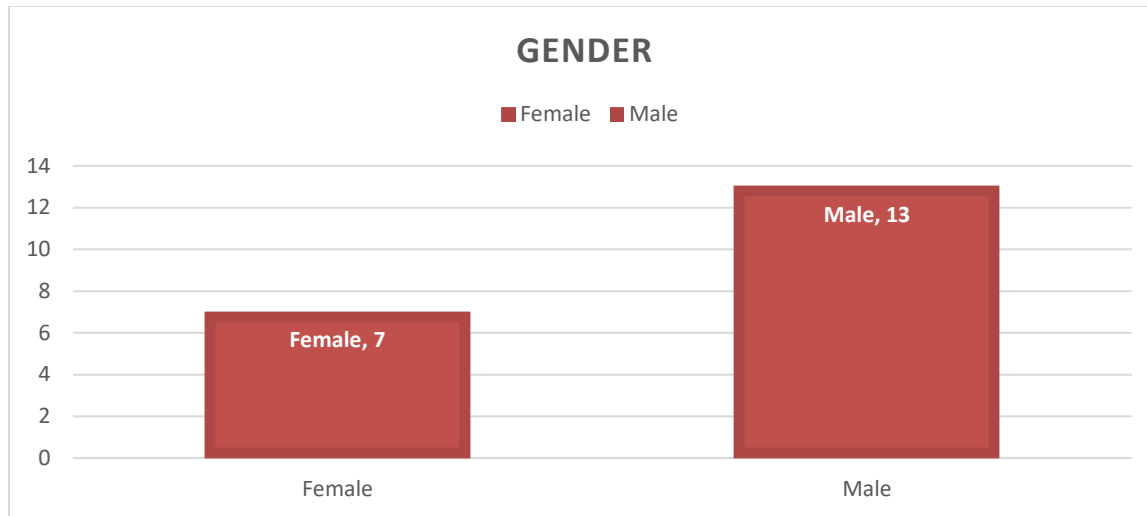


Figure 3 Gender

The report has collected responses from the 7 female and 13 male participants. The research has used random sampling and first 20 response from the online survey has been considered for this report. The participant's age is between 18 to 30 years.

Do you think that Tesco is efficient at social media marketing?

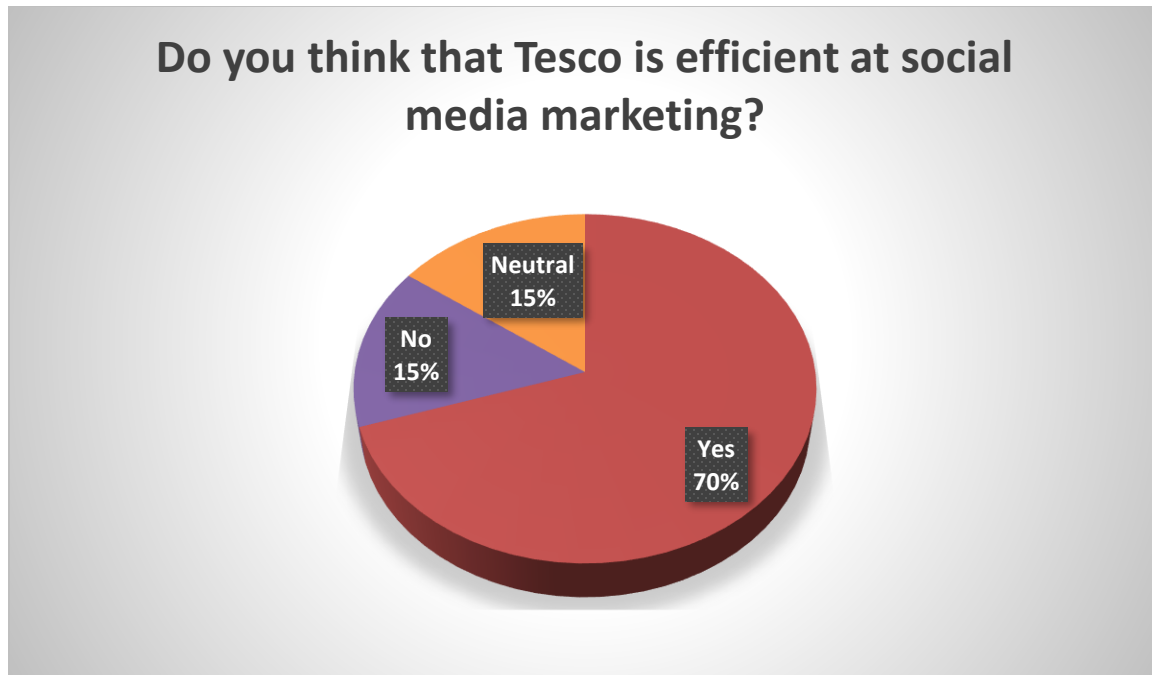


Figure 4 Do you think that Tesco is efficient at social media marketing?

In the question of whether the customer thinks that the Tesco is efficient at social media marketing. The result shows that 70% thinks that Tesco is efficient at social media marketing. 15% chose no, and the remaining 15% were neutral. This indicates that the Tesco does conduct social media marketing activity and they are able to capture the attention of the customers.

Does Tesco's social media marketing provide information related to health and social care?

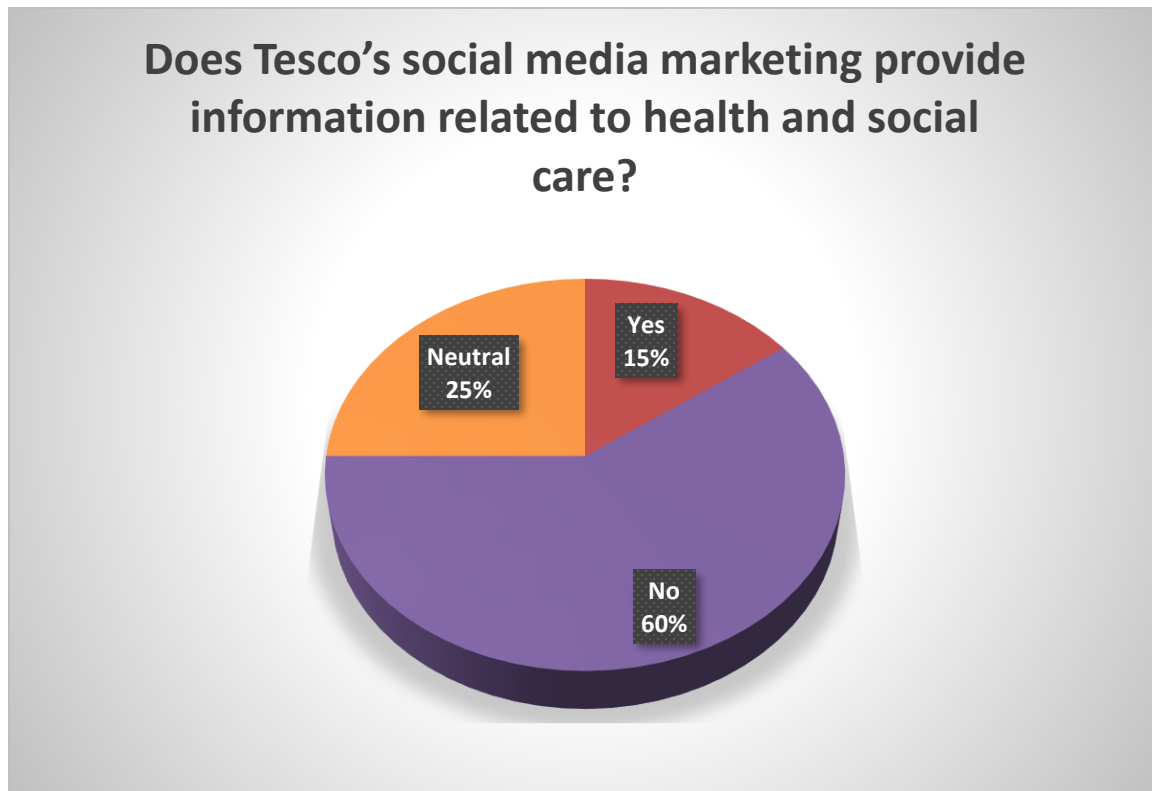


Figure 5 Does Tesco's social media marketing provide information related to health and social care?

The result shows that 60% chose no, 25% chose neutral, and 15% chose yes in response to if the people able to find marketing activity are addressing health and social care. This indicates that the Tesco has a little activity that focuses on the health and social care issue in its social media marketing.

Findings

The result shows that the customers are aware of the social media marketing activity of the Tesco. Most participants find that marketing activities are efficient. But most customers do not find any information in the marketing activity of Tesco related to health and social care. Tesco has been found to getting a good result with social media marketing (Ramanathan et al., 2017). The participant's response confirms this. Tesco is claiming its activity related to health and social care in its website (tesco plc.com, 2019b). But the participants do not see the activity in the social media marketing activity.

The findings of this small survey provide us that the customers want the business to be present in social media. The content should be video, photo, short and long text posts. But among these, the video posts will be preferred most. The businesses will need to have skilled employees to have skills in digital marketing and design capacity where the customers will be attracted by designed contents (Saravanakumar & Lakshmi, 2017). Further, the business should focus on customer engagement and building brand loyalty (Catora, 2015).

Conclusion

Digital skill is vital to stand out in the crowd in modern business. The digital marketing skills are found to be valuable for businesses to make them relevant and having a competitive advantage in the market place but this activity should also focus on health and social care. Because not all product and service are not for all due health issue and special need. The social media marketing should focus this. This paper explored Tesco in relation to social media marketing and health and social care. The customer finds that Tesco is efficient at social media marketing. But the company does not provide much information about health, social care-related information in its social media marketing activities.

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Appendix

Questionnaire

Please Answer the question below:

Gender: Male or Female _____

Do you think that Tesco is efficient at social media marketing?

- a) Yes
- b) No
- c) Neutral

Does Tesco's social media marketing provide information related to health and social care?

- a) Yes
- b) No
- c) Neutral