

# THE EFFICIENCY OF ONLINE ADVERTISING IN THE MIDST OF PANDEMIC: PROBLEMS AND RECOMMENDATIONS

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## ABSTRACT

Online Advertising is currently the finest way to use in the course of this pandemic and it is very clear that many companies and organizations have their own pages and classified ads all over the Internet. Online is more and more turning into the most beneficial way for a business enterprise to promote its items and contributes to the increase their profitability. This descriptive-evaluative study aims to know the efficiency of online advertising in the midst of the pandemic and to explore a variety of online advertising strategies in Bongabon, Nueva Ecija. As to the results of the study, majority of the respondents around 21 years old to 25 years old were using *Shopee* as the most preferred online shopping store with 3 to 4 hours daily spending time. Email *Marketing and Display Marketing* were the top online advertisements being used by the respondents. But in terms of the problems encountered by the respondents, majority of them were experiencing *unexpected poor product quality* which creates an impact with their business. The researchers recommended to *use the different interventions* which are applicable in solving the problems encountered by the respondents. It can aid them in identifying cost savings and efficiency gains that contribute to their profitability and long-term viability. To address the issues raised by the respondents, the researchers suggest that the company's overall quality control be strengthened.

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## INTRODUCTION

Online Advertising is nowadays most effective way to use during this pandemic and it is very clear that many corporations and enterprises have their own pages and commercials all over the Internet. Online is increasingly becoming the most useful way for a company to promote its goods or services to its customers. It also contributes to the profits of companies by increasing the amount of people who have access to the Internet as well as the number of Internet providers that will allow future consumers to watch these advertisements. In that way the opportunity for all the businesses will be open. Internet advertising is less expensive compared to direct advertising which can generate more profits for advertisers and businesses.

Compared to ads in magazines or on television, advertising online is much more beneficial and much less expensive especially on Facebook. Smaller companies should take advantage of Online advertisement campaign because it is cheaper as they always say, more engaging and easier to track and target than other advertising strategies. This kind of marketing activity is very significant nowadays due to the Covid-19 Pandemic, which limits the face-to-face interaction of the buyers and sellers.

Online advertising is effective when it can elicit an immediate response from customers (Tsang & Tse, 2005). As presented to CTR or Click through rate that Studies have shown that the visibility of participating brands has increased by an average of 5%. In addition, 49 per cent of the study participants said they remembered seeing a publicity banner tested on a specific site. Present click-through rates are around 20% higher than other direct-to-market approaches.

This study aims to know the efficiency of online advertising in the midst of the pandemic and to explore a variety of online advertising strategies. The researchers want to find out the most effective way of using online advertising that can help those businesses to grow and innovate in this time of pandemic. And this study will help those aspiring and existing online and direct business owners to make the most efficient way of using online advertising.

## ONLINE ADVERTISING

Piñeiro -Otero & MartnezRolán (2016) states that traditional marketing strategies, resources, and tactics are projected onto the Internet in digital marketing. The digital world and its application to marketing has fuelled the development of platforms, formats, and languages that direct to marketing tools and tactics. "The use of digital technologies to establish integrated, targeted, and observable communications that help to obtain and maintain customers while developing deeper relationships with customers," based to the Digital Marketing Institute (DMI) Royle and Laing (2014)

As a result, digital marketing can be described as the use of digital channels to sell items or services to people. The main purpose is to promote the brand across various digital platforms. In order to meet marketing objectives, digital marketing has grown into a modern-phenomena that combines mass customization and delivery. The convergence of technology and device manufacture has altered our perceptions of online marketing and pushed the envelope for new digital marketing concepts that are more user-friendly, accessible, universal, and interactive. When it comes to building digital marketing strategy, businesses have a lot of potential. Industries can benefit financially by cooperating with stakeholders, consumers, and employees via digital marketing. (Purkayastha & Sharma, 2016). To reduce the risk of failure and expand their businesses, business leaders must integrate digital marketing strategies into their plans.

With the majority of us staying at home, social media and video-streaming sites are thriving. The user bases of Facebook, Instagram, YouTube, and TikTok have all grown rapidly. They are logging in more frequently than ever before to access newsfeeds, communicate with loved ones, or pass the time while stuck indoors. Given Covid-19's economic impact, it's not surprising that many brands have reduced their advertising budgets. The rise in social media traffic, on the other hand, opens up new avenues for communicating with online viewers while maintaining high brand awareness.

Based on the study by Pacheco (2020) Because there are no impulse purchases, enticing displays, or full-scale in-store incentives in the coronavirus era, commerce has gone digital. Since March, when in-store shopping was temporarily halted and then restricted, social media has served as a conduit into consumers' homes. Live streaming, changes in user purpose in

social media, and emerging channels such as TikTok and Twitch are shaping the market's direction toward strong post-pandemic reliance on e-Commerce. Internet users have shifted to social media for current events and news. According to social media data, this has skyrocketed since the pandemic.

Gilliland (2020) states that Shops, a new feature on Facebook that will allow businesses to present and sell their wares, has been announced. Many retailers have been involuntary to close their corporeal stores as a result of the coronavirus pandemic, and many are now looking to sell online. Customers can buy items directly from Facebook or a retailer's website using Shops, which allows businesses to create free digital storefronts. The feature will also be available on Instagram, where users can discover Shops via Stories or advertisements. As a result, she believes that YouTube's video ad tool is also capable of producing high-quality video content, which is not always easy, especially for small businesses that may lack the necessary skills or resources. Additionally, companies are no longer permitted to hold in-person video shoots. As a result, YouTube has released its permitted 'Video Builder Tool,' which helps small businesses to make video content.

As presented from an article it says that because of technological advancements, online advertisement has become the primary means of marketable announcement all over the world. Advertising is defined as any paid form of non-personal broadcasting communication of invention ideas and information with the goal of establishing a brand image (Kotler and Armstrong, 2010). As a result of technological advancements, online advertising has become the dominant form of commercial communication all over the world. Advertising is defined as any paid type of non-personal media exchange of concepts and data about goods with the goal of making a brand image. (Kotler and Armstrong, 2010).

## **DIGITAL/ONLINE ADVERTISING DURING PANDEMIC**

Melton (2020) states that Digital advertising continues to grow in popularity in the United States. Analysts at Canaccord Genuity predict that digital market share will cultivate at a low to mid-teen complex annual growth rate between 2018 and 2022. Meanwhile, according to a Digital Commerce 360 survey, This holiday season, most retailers intend to increase their spending on email, social media, and content marketing. As a result of the pandemic, the

growth of digital advertisements has slowed. According to a note to investors from Canaccord Genuity analysts, the coronavirus will not prevent online advertisements from becoming a larger part of the overall advertising market this year.

As presented to the article of [vendasta.com](#) (2020) entitled “The impact of Covid 19 on the digital advertising industry” The COVID-19 outbreak is wreaking havoc on a variety of industries, including digital advertising. With the coronavirus outbreak, business owners are reassessing their marketing strategies and debating whether it is suitable to run online advertisements at this period. Although the new advertising environment is irrefutably challenging for agencies all over the world, there is also a split. Businesses in a variety of industries will benefit from digital advertisements as well, as long as their campaigns provide value to those who are unable to leave their homes. As also presented from the article of [williamscommerce.com](#) (2020) the global COVID-19 pandemic has had an impact on all aspects of the economy, including social media advertising. Despite the fact that the coronavirus has harmed many people and businesses, Paid Social has become an even more cost-effective marketing channel during this time.

During the pandemic, social media use and interaction have transformed intensely, with 42 percent of users worldwide demanding that the coronavirus outbreak has produced them to spend more time on social media. This could be because national lockdowns and limitations cause people to devote more time online because they are less likely to leave the house and have fewer options for how to spend their time. People's desire to connect with friends and family members they can no longer see has also contributed to this rise. There is also a need to provide COVID-19 news and facts in a more appropriate and digestible manner than old-style news sources can provide. Because of the increased use of social media, there has been a higher level of interface with social media marketing, which has resulted in co-creation. The fact that in-store buying was more difficult during the lockdown and has yet to rebound to pre-pandemic levels has further aided this remarkable turnaround.

Virtually every firm has had to adapt its business processes, strategy, and way of thinking as a result of the pandemic, and selling items on social media is no exception. Advertisements depicting their current lockdown lifestyle are getting more prevalent and effective. They don't want to be prompted of the instances in which they are unable to

participate because to the coronavirus. As a result, businesses should consider the remarkable conditions in which people currently live when selecting how to offer their goods and services, in order to make their marketing more applicable to customers.

## **OBJECTIVES OF THE STUDY**

Specifically, it sought to answers the following:

1. How may the socio-demographic profile of the respondents be defined in terms of:
  - 1.1 Age;
  - 1.2 Sex;
  - 1.3 Preferred Online Shopping Store;
  - 1.4 Preferred Social Media Platform; and
  - 1.5 Time Spending Using social media ?
2. How may the efficiency of online advertisements to deliver promotional marketing messages be assessed in terms of:
  - 2.1 Email marketing;
  - 2.2 Search engine marketing;
  - 2.3 Social media marketing;
  - 2.4 Display advertising; and
  - 2.5 Mobile advertising ?
3. What are the problems encountered by the online consumers in using the online advertisements?

## **MATERIALS AND METHODS**

### **RESEARCH DESIGN**

This research used the quantitative research design. The researchers used a descriptive-evaluative to assess the efficiency of online advertising in the midst of the pandemic. This design was used to carefully appraise the worthiness of this study. Interviews and mailed questionnaires are examples of descriptive-evaluative research methods. It frequently involves a pre-selected sample with no baseline against which the results can be compared. (Cliff, 2018).



The questionnaire instrument was used to obtain the necessary data in this investigation. The study instrument assisted the researcher in keeping track of the evaluation and validating the data collected. In addition, the researcher performed a series of interviews to confirm the respondents' responses.

## **STUDY LOCALE**

This research study was conducted in the municipality of Bongabon in the province of Nueva Ecija. The said municipality has twenty-eight (28) barangays which were subjected for the research study.

## **PARTICIPANT SELECTION**

This study used convenience sampling in determining the respondents. Convenience sampling is a research strategy in which researchers acquire market research data from a pool of respondents who are readily available (questPro, 2021). Convenience sampling is a sort of nonprobability sampling in which persons are randomly selected because they are "convenient" data sources for researchers. (Lavrakas, 2008). The total sample size of the respondents of the study is 382 from the total population of 64,173. This study used Raosoft application to determine the sample size of the respondents with 95% confidence level and 5 % error of margin.

## **DATA COLLECTION**

The research instruments used online survey method, online focus group discussion, and online interview. The distribution of questionnaire was administered through google form by the researchers. The questionnaire formulated through the gathered information and checked by the researcher's mentors. The researchers ran a dry run to ensure the questionnaire's reliability and validity. The instrument's reliability coefficient, which is calculated and measured to ensure internal consistency. By providing the constructed research instrument for expert comments and rating, the validity of the research instrument is established. The

reliability coefficient of the instrument was tested and measured with a score of .866, which means that the instrument has a good internal consistency.

## DATA ANALYSIS

The data collected from the locale were encoded, tallied, and analyzed. Statistical tools such as Percentage, Frequency Distribution, Weighted Mean, and Thematic Analysis were used in analyzing the data gathered.

## RESULTS AND DISCUSSION

### 1. PROFILE OF THE RESPONDENTS

Table 1. Profile of the Respondents in Terms of Age

AGE	FREQUENCY	PERCENTAGE
Below 20	82	22 %
21-25	120	31%
26-30	60	16%
31-35	43	11%
36-40	60	16%
40 above	17	5%
<b>Total</b>	<b>382</b>	<b>100</b>

This table indicates the distribution of the respondents according to their age. Majority of the respondents ranges from twenty-one (21) to twenty-five (25) years old who are older than the 18 years old of legal age. The age data indicated that the participants were of the appropriate age to be aware of various online ads. According to the respondents, they are the one who mostly purchase the needs of their family.



This is consistent with the results, which was showed that the majority of the social media advertising audience in January 2020 was between the ages of eighteen (18) and twenty-four (24) years old (Sanchez, 2020).

**Table 2. Profile of the Respondents in Terms of Sex**

<b>SEX</b>	<b>FREQUENCY</b>	<b>PERCENTAGE</b>
<b>Female</b>	206	56%
<b>Male</b>	176	46%
<b>Total</b>	<b>382</b>	<b>100</b>

Majority of the respondent were female. This result shows that female were more engaged in the buying decision of a household since they handle the budget of the family. The respondents stated that female were the one who plans for the family budget and they were the one who decide what to purchase.

Brenna (2015) supported it that women are the world's greatest powerful consumers, and their economic impact is increasing year after year.

**Table 3. Profile of the Respondents in Terms of Preferred Online Shopping Store.**

<b>PREFERRED ONLINE SHOPPING STORE</b>	<b>FREQUENCY</b>	<b>PERCENTAGE</b>
<b>Lazada</b>	76	19%
<b>Facebook</b>	148	39%
<b>EBay</b>	0	0%
<b>Shopee</b>	155	41%
<b>Zalora</b>	3	1%
<b>GoBuy</b>	0	0%
<b>Total</b>	<b>382</b>	<b>100</b>

The majority of respondents preferred shopee as the online shopping store. This happened because majority of the respondents were buyer -seller at the Shopee, it has served as a market avenue for the respondents. According to the respondents, Shopee is the most convenient online store during these pandemic days due to its fast and convenient delivery services with their partner. As added, shopee provides wide varieties of promotional offers and strategies.

Morrah (2021) stated that Shopping where you live is really convenient. Online marketplaces enable people to exchange virtually all kinds of goods and services in a new and more convenient way.

**Table 4. Profile of the Respondents in Terms of Preferred Social Media Platform**

PREFERRED SOCIAL MEDIA PLATFORM	FREQUENCY	RANK
Facebook	168	1
YouTube	124	2
WhatsApp	0	7.5
LinkedIn	0	7.5
Twitter	22	6
Instagram	44	5
Facebook Messenger	74	3
Tiktok	46	4

The results show that majority of respondents preferred Facebook as their social media platform. Respondents were spending significant amount of time on this social media platform because it also allows them to view videos from Tiktok and YouTube, as well as news updates from Twitter and Instagram. Respondents stated that they prefer Facebook due to its friendly user features and convenience at the same time.

Sanchez (2020) stated that there were an estimated 74 million Facebook users in the Philippines as of 2019. Additionally, as of 2020, it held nearly 93% of the state's social media market share.

**Table 5. Profile of the Respondents in Terms of Time Spending using Social Media**

<b>TIME SPENDING USING SOCIAL MEDIA PLATFORMS</b>	<b>FREQUENCY</b>	<b>PERCENTAGE</b>
<b>1-2 hours</b>	56	15
<b>3-4 hours</b>	168	44
<b>5-6 hours</b>	74	19
<b>7 hours above</b>	84	22
<b>Total</b>	<b>382</b>	<b>100</b>

Majority of the respondents were spending 3-4 hours using social media because of the available time that they have. Due to pandemic, majority of the respondents were only staying at home and using their spare time checking their social media account. According to the respondents, they spend 3 to 4 hours on social media to be entertained, to shop online, and to study.

Based on a study conducted by Forrester Research, the Philippines is number one when it comes to the number of hours spent on social media per day, with users devoting an average of 3 hours and 53 minutes to the platform every day (Henderson, 2021).

## **2. EFFICIENCY OF ONLINE ADVERTISEMENT TO DELIVER PROMOTIONAL MARKETING MESSAGES**

**Table 6. Email Marketing**

<b>EMAIL MARKETING</b>	<b>WM</b>	<b>VI</b>	<b>RANK</b>	<b>VD</b>
<b>1. Email marketing provides formal communication between the seller and the buyer.</b>	3.46	Strongly Agree	1	Highly in favor

2. <b>Email marketing helps the consumers in their buying decision.</b>	3.38	Strongly Agree	2	Highly in favor
3. <b>Email marketing provides brand awareness.</b>	3.34	Strongly Agree	4	Highly in favor
4. <b>Email marketing provides feed backing through email campaigns.</b>	3.35	Strongly Agree	3	Highly in favor
<b>Email Marketing</b>	<b>3.38</b>	<b>Strongly Agree</b>		<b>Highly in favor</b>

Email marketing provides formal communication between the seller and the buyer with a weighted mean of **3.46** with verbal interpretation of **Strongly Agree**. On the other hand, and email marketing provides brand awareness got the lowest weighted mean of **3.34** and verbally interpreted as **Strongly Agree**.

The Strongly Agree verbal interpretation results show that consumers tend to be formally informed by email and deal with various ads online via email as a way of advertising their products and services. The respondents stated that email marketing helped them to increase their online sales, which also helps to convert their idle products to be sold immediately in the online market.

Acevedo (2019) stated that B\by utilizing email communication, a business can disseminate information quickly and provide a quick response to customers' inquiries. Additionally, it allows for faster problem-solving and enhanced business processes. As a result, smaller business owners can get more done in less time.

**Table 7. Search Engine Marketing**

SEARCH ENGINE MARKETING	WM	VI	RANK	VD
1. SEM provides products and brand Suggestions for the customer.	3.42	Strongly Agree	1	Highly in favor
2. SEM provides potential key word searches for the customers.	3.26	Strongly Agree	4	Highly in favor
3. Search Engine Marketing gives option for the customers	3.35	Strongly Agree	2	Highly in favor
4. SEM attracts the attention of the customer with the options given.	3.27	Strongly Agree	3	Highly in favor
<b>Search Engine Marketing</b>	<b>3.36</b>	<b>Strongly Agree</b>		<b>Highly in favor</b>

As seen on the table above, SEM provides products and brand Suggestions for the customer ranked as number one with a weighted mean of **3.42** and verbally interpreted as **Strongly Agree**. And SEM provides potential key word searches for the customers for the ranked number four with a weighted mean of **3.26** and verbally interpreted as **Strongly Agree**.

The results indicate that search engine marketing is an efficient online advertisement for delivering promotional marketing messages because it immediate introduces a brand or product to the customers. According to the respondents, search engine marketing assists them quickly in deciding what to buy thru its brand and product recommendations. SEM also saves their data so they can access what they're searching for more easily.

Hoellein (2015) said that SEO has great power to increase the range of brands. The brand becomes more visible among people who are interested in what it has to offer. As a result, the user who sees the initial results recognizes those sites as trustworthy resources.

**Table 8. Social Media Marketing**

SOCIAL MEDIA MARKETING	WM	VI	RANK	VD
1. Social Media is a user-friendly application used for advertising.	3.5	Strongly Agree	1	Highly in favor
2. Social media marketing helps to disseminate products and/or services' information.	3.45	Strongly Agree	4	Highly in favor
3. Social media platforms share feedback about product reviews.	3.46	Strongly Agree	3.5	Highly in favor
4. Social media platforms helps customer in their buying decision.	3.46	Strongly Agree	3.5	Highly in favor
5. Social media marketing is a cost-efficient advertising strategy.	3.42	Strongly Agree	5	Highly in favor
<b>Social Media Marketing</b>	<b>3.46</b>	<b>Strongly Agree</b>		<b>Highly in favor</b>

As seen on the table, social media is a user-friendly application used for advertising ranked as number one with a weighted mean of **3.5** and verbally interpreted as **Strongly Agree**. On the other hand, Social Media Marketing helps to disseminate product and/or services information got the lowest weighted mean of **3.45** with **Strongly Agree** verbal interpretation.

The results implied that advertisements in Social Media Marketing provides the consumers quick and easy access of information needed for the brand or product/ services to be purchased. The participants discussed how social media is a wide and approachable market, with various platforms costing various amounts. Studies have shown that social media is an effective way to deliver marketing messages in the event of a pandemic.

Dukart (2018) explained that With social media marketing, it will be simple to talk about your products and mission to your customers. Since people aren't focused on your brand or product, they are thinking about it even though they are watching.

**Table 9. Display Advertising**

DISPLAY ADVERTISING	WM	VI	RANK	VD
1. Display advertisement is low cost to maintain.	3.39	Strongly Agree	4	Highly in favor
2. Display advertising are eye-catching and visually appealing.	3.96	Strongly Agree	1	Highly in favor
3. Display advertising have a high reach and are generally found on websites that potential customers frequent.	3.41	Strongly Agree	2	Highly in favor
4. Display Advertising allow you to re-target interested consumers	3.4	Strongly Agree	3	Highly in favor
<b>Display Advertising</b>	<b>3.54</b>	<b>Strongly Agree</b>		<b>Highly in favor</b>

Based to the table, Display Advertisements are eye catching and visually appealing, ranked as number 1 with a weighted mean of **3.96** and verbally interpreted as **Strongly Agree**,



while Display Advertisements are low cost to maintain, got the lowest rank with a weighted mean of **3.39** and verbally interpreted as **Strongly Agree**.

The data indicates that eye-catching display advertisements became an advantage to deliver marketing messages during the pandemic. Majority of the respondents wanted to see pleasant and genuine advertisements which contributed in their buying decision especially when they see the brand of the product. The respondents revealed that they gave focus and emphasis on the graphic quality and the design of the advertisement.

According to Muhammad (2020), Display advertising is a good way to increase brand awareness and site traffic from users who are searching for a particular solution but have not specifically searched for your business.

**Table 10. Mobile Advertising**

MOBILE ADVERTISING	WM	VI	RANK	VD
1. <b>Mobile advertising catches the attention of the device user.</b>	3.55	Strongly Agree	1	Highly in favor
2. <b>Mobile advertising creates the modern equivalent of an impulse purchase.</b>	3.37	Strongly Agree	4	Highly in favor
3. <b>Mobile advertising can reach your target customer in the right place and at the right time.</b>	3.43	Strongly Agree	2	Highly in favor
4. <b>Mobile ads usually provide a better quality of advertisements, with more pleasing visual or graphics.</b>	3.39	Strongly Agree	3	Highly in favor

<b>Mobile Advertising</b>	<b>3.44</b>	<b>Strongly Agree</b>	<b>Highly in favor</b>
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The table shows that Mobile Advertising catches the attention of the device user with the weighted mean of **3.55** with verbal interpretation of **Strongly Agree**. On the other hand, Mobile Advertising creates the modern equivalent of an impulse purchase was listed last with a weighted mean of **3.37** with a verbal interpretation of **Strongly Agree**.

According to the results, the majority of respondents choose to use mobile devices over other digital devices because of its personalized features that catches the attention of the respondents thru brand awareness. According to the respondents, mobile advertising is one of the most effective ways to reach potential consumers, since most consumers online are bored during this pandemic, they prefer to entertain their selves by doing some personalized videos, shopping online, or even window shopping online.

Mobile advertising offers plenty of benefits, starting with the ability to connect your brand with the customers you could be reaching (Johnson, 2019). Personalization of products and services is critical to modern consumers. Therefore, mobile marketing is a popular marketing strategy today.

Based on the table below, the most efficient online advertisement to deliver promotional marketing messages are Email Marketing and Display Marketing.

**Table 11. Summary of online advertisement to deliver promotional marketing messages**

<b>ONLINE ADVERTISEMENT</b>	<b>WM</b>	<b>RANK</b>
1. <b>Email Marketing</b>	3.54	1.5
2. <b>Search Engine Marketing</b>	3.36	5
3. <b>Social Media Marketing</b>	3.46	3
4. <b>Display Marketing</b>	3.54	1.5
5. <b>Mobile Advertising</b>	3.44	4

With email marketing, features that are always relevant to today's market are offered, making it a truly up-to-date medium for sending marketing messages. The checking of email is done daily to look for new, relevant information. The various entrepreneurs who used this strategy since then employ it to this day. According to email marketing, it can generate ROI of 4400 percent (Pastel, 2021).

Significant result under the display marketing shows that display marketing is both traditional and modern way in capturing the attention of the consumers because of its attractive and eye-catching features. Fanaras (2020) revealed that in display advertisements Bright colors, large text, or even video, audio, or rich media allow you to be as creative as possible. The approach to drawing people's attention includes using animation to draw them away from content, which gets their attention, and towards what you want them to see.

Social Media Marketing comes in 3<sup>rd</sup> rank, Mobile Advertising in 4<sup>th</sup> rank and lastly, Search Engine Marketing ranked 5<sup>th</sup>.

### **3. PROBLEMS ENCOUNTERED BY THE ONLINE CONSUMERS IN USING ONLINE ADVERTISEMENTS**

**Table 12. Problems Encountered by the Online Consumers in Using the Online Advertisements**

<b>PROBLEMS ENCOUNTERED</b>	<b>FREQUENCY</b>	<b>RANK</b>
<b>Unexpected poor product quality</b>	185	1
<b>Mismatched product information</b>	52	2
<b>Delivery Issues</b>	47	3

Under the problems encountered by the respondents, data revealed that most online advertisements doesn't provide 100% of its product quality details. Since these products are only presented in a photo, consumers cannot test the quality of the product. The respondents revealed that they expect good quality, which attracts them to purchase, but upon receiving of the product, the quality that they want to see did not met their standard. Product quality builds

trust with your customers. Smith (2021) cited that the most important action you need to take, is to establish customer trust. Despite all quality models and practices out there, most of the companies face the problem of poor quality.

Mismatched product information was also a problem of some respondents. It shows that the product specifications are different from what has been posted in the online store. The respondents mentioned that the specifications posted was different which makes them dissatisfied of their purchase. Making false advertisement is not helping the business. According to Google Merchant (2021), a common cause for incorrect availability is the time difference between updates on your website and updates of your product data in Merchant Center. This may lead to account suspension and negative company feedback .

Lastly, the handling of the product was another issue. It shows that the respondents received their ordered product with defects, some received their order late compared to the estimated day of arrival. According to the respondents, reckless handling of their goods creates a negative reputation about their business as well as the late delivery issue. As added by the respondents, they shoulder the delivery services which should be given a worthy service. Peng et.al, (2017) explained there is a different relationship between delivery performance and transaction quantity and unit price. Additionally, trade customers may experience very different impacts compared to OEM customers.

## **CONCLUSION AND RECOMMENDATION**

With the data given from the discussions, it can be concluded that the use of online advertising is an efficient tool for advertising during this pandemic. Email and display marketing is the top advertising strategies that are useful for this pandemic due to its features that help a business attain their market position. There were some questions encountered and the researchers will recommend based from the gathered data. The researchers recommend the following:

Endorsement and use of other online stores are encourage to increase the number of people who are interested in the advertising and recognize the use of other social media channels to promote market expansion.

Strengthening and enhancing the use of the online advertisement which will lead in the new formulation and digital transformation of marketing plan which may result to the enhancement of the profitability.

It is recommended to use the different interventions which are applicable in solving the problems encountered by the respondents. It may assist them in recognizing efficiency gains and cost savings that contribute to their profitability and business longevity. The researchers recommend to strengthen the total quality management of the business to eliminate or decrease the effects of the problems stated by the respondents.

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