

SC356-FINAL REPORT

Marine Management Group 1

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Topic: *Determining the effectiveness of social media
Marketing of Tilapia Fish in the Fiji Islands*



Instagram



facebook®

Abstract

This research paper will discuss the results and findings of the research on the determining and comparing the effectiveness of social media, i.e. Instagram (IG) and Facebook (FB) in marketing of Tilapia in the Fiji Islands. Firstly, this research was conducted online using Facebook (FB) and Instagram (IG) platforms and the type of data collected was quantitative Secondly, data was collected from the indicators such as demography, followers, engagement type of posts, and people reached. Finally, from the results gathered it can be noted that Facebook had a higher following and due to this, there were a lot of engagements from the different age ranges on the types of posts as compared to Instagram. The report concludes by discussing relevant information to help create a basic marketing strategy that is effective to use for Fiji Tilapia's farmers.

Introduction

Tilapia is an important aqua-cultured fish in Fiji as it is easy to breed and feed. Tilapia fish farming is an alternative solution to food security and it is a sector that has so much potential to grow with proper marketing strategies to the public. Social media platforms are important in marketing and advertising in this day and age as it helps to bring more awareness to consumers about their products and the processes involved. This is vital as it forms a relationship and builds up the trust between farmers and consumers. Marketing of Tilapia to the public has never been done before in Fiji and there is little to no information that would help provide baseline data to determine whether the product is liked or whether it is known to the general public. Social media platforms are effective marketing tools that help deliver short yet impactful information to the public and are important for small-scale aquaculture farmers to enable them to get more clients for their products. Therefore, this research aimed to determine and compare the effectiveness of Tilapia Fiji (Farmers Association) in Marketing Tilapia to the public particularly through Instagram (IG) and Facebook (FB). The research carried out assessment and documentation of the status of the Tilapia Fiji social media pages and collected data from Facebook and Instagram metrics. Developing a basic social media strategy that focused mainly on raising awareness about Tilapia being affordable, healthy, and an alternative form of protein for the general public. The Tilapia farmers are very successful in breeding and culturing their fish, however, there is little demand from the public, and through this research, the Tilapia Farmers can be made aware of the preferences of the public and also help to determine which social media platforms are most effective in Marketing Tilapia. Through marketing Tilapia fish on the two social media platforms, has educated the public on tilapia aquaculture and the growing market and also public awareness which has helped bring about exposure to the Tilapia farmers, their products and processes involved from “farm to plate”. From this research, we compared three indicators from both social media platforms, i.e. the “followers”, most engaging “post” types and ”people reached”. The data from this research is very important, as it will help guide and determine the marketing strategies that are most suitable in marketing Tilapia fish on social media platforms in Fiji.

Methodology

This research is conducted online and the data collected are quantitative. The online platforms used are Facebook and Instagram. The team created Facebook and Instagram accounts to conduct the research. Both accounts were created at the same time and were synchronized to standardize the research and remove any bias. The advertisements posted were shared on both platforms at the same time in every post done in this research. The time frame used for this research was four (4) weeks from 10th May to 5th June. The online accounts created were used to advertise Tilapia and use the account insight to collect data. The advertisements were done 4 days a week and data was collected at the end of each week. The indicators used are demography, followers, engagement type of post, and people reached; Facebook (FB) and Instagram (IG) have similar features and both platforms contain the same indicators.

The data was analysed using Excel spreadsheet 2013. License ID: EWW_835d6c7e819-40fe-a023-187732554194 6a0cb65cf7047acaa0. Through this, we were able to analyze raw data and give a statistical analysis of the data and present it on the graphs.

Material

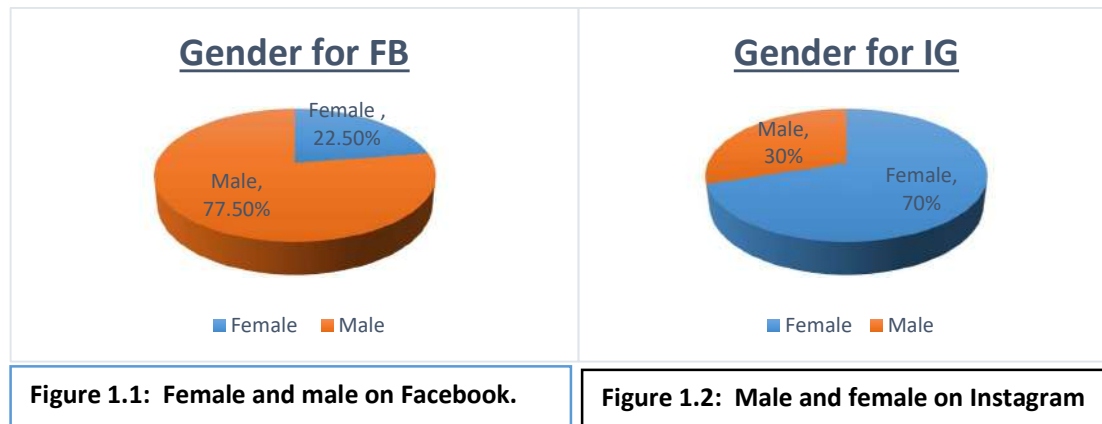
The materials used are mainly pictures, clips, and stories. All the materials used were about Tilapia. The materials used are obtained from online sources such as Tilapia Fiji (farmer association) Facebook pages, other tilapia pages, and promoting advertisements from online sources. Animation clips were also used which was created by the group using an online application to create clips about Tilapia and also used other promoting animation clips about tilapia online.

Participants

The ordinance for this study is the general public mainly in Fiji. The online social media (Facebook and Instagram) used is a platform that connects people within Fiji and around the world. The two online social media were created and advertised tilapia. The advertisement was our target to attract audiences.

Result 1: The demography for Facebook and Instagram

Gender for Facebook and Instagram



Ages group for Facebook and Instagram.

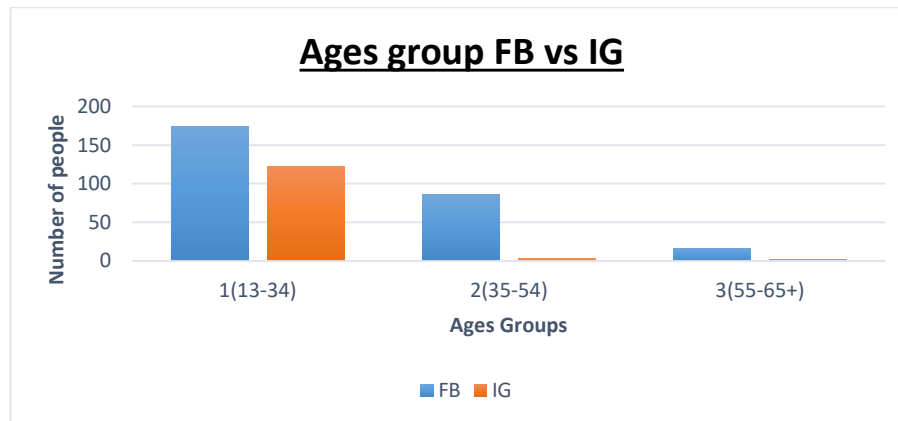


Figure 1.3: the bar graph above is a Comparison of three (3) different age's group for Facebook and Instagram.

Result 2: Number of followers

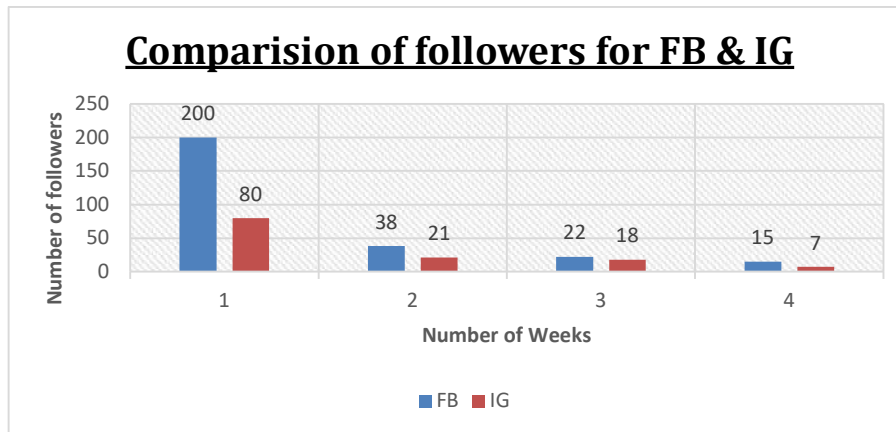


Figure 2: The above bar graph is the comparisons of followers between Facebook and Instagram

Result 3: Engagement for Types of Post for Facebook and Instagram

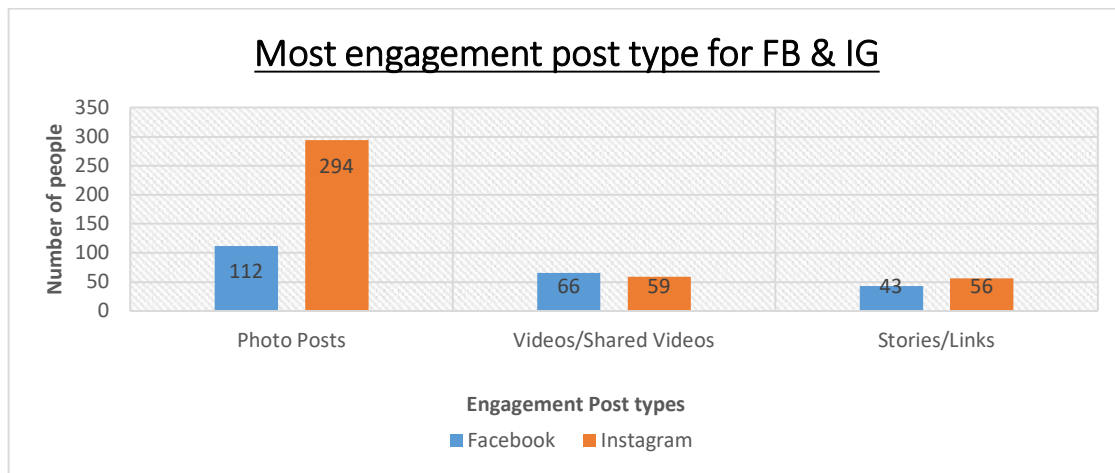


Figure 3: The comparison of most engagement posts between Facebook and Instagram.

Result 4: The number of Reach out for Facebook and Instagram

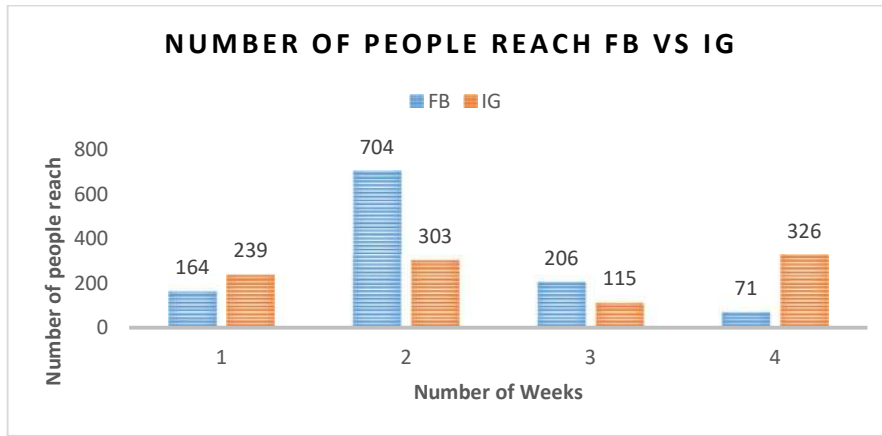


Figure 4.1: The bar graph above is the comparison of number of people reach for Facebook and Instagram

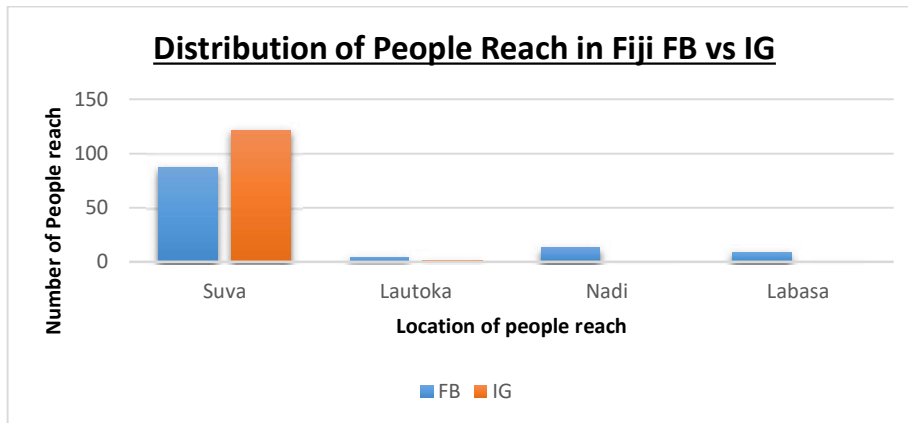


Figure 4.2: The bar graph above is the distribution people reach on Facebook and Instagram

Discussion

In comparing the number of followers between Instagram (IG) and Facebook (FB), as shown in Figure 2, Although the results showed that there were no statistical differences, ($P>0.05$), there was a notable difference between Facebook (FB) mean-(68.8) and Instagram (IG)- (31.5). The results proved Facebook to have more followers than Instagram. This is due to the fact that Facebook has more exposure to every age group as compared to Instagram, which attracted more of the youths and women and this is in terms of the number of followers that both social media platforms had. In advertising Tilapia, it can be noted that Facebook (FB) is more effective. After careful observation of the results gathered from week one to four, Facebook has a higher number of people in the age group varying from 13-65, that were engaged to the pages as compared to Instagram (IG). From the results, both the pages had a similarly high percentage of engagement, however age groups varying from 13-34 had more engagements on both Instagram (IG) and Facebook (FB), and it can be noted that both platforms would be beneficial to market and advertise if this was the targeted group of audience. A study conducted on “Drivers of social commerce usage: a multi-group analysis comparing Facebook (FB) and Instagram (IG)” showed that 63% were aged 18–23, 20% were between 24–29, 5% 30–34, and 12% over 35. (Ventre). These results were similar to our study as the age group on Instagram and Facebook after being analysed showed that more engagements were from the age group 13-35 which had a 69% engagement as compared to the age group (35-65) and above with engagement of 31%.

Moreover, If there needs to be a comparison between the two platforms on which is better in terms of engagement, Facebook (FB) is far more effective for all age ranges (13-65+) as compared to Instagram (IG) due to the total number of followers that it attracts.

In Figure 3, the graph carefully articulates the engagement on the different types of posts used to market this product, or as we categorize it as our marketing strategies. These Strategies vary from the use of one, Posts which had 294 engagements on Facebook (FB) as compared to Instagram (IG) which had 112 engagements. In posts there are either only captions posted or in some captions with a supporting photo. Secondly, the use of Videos or shared videos which had 66 engagements on Facebook (FB) and 59 on Instagram (IG). These Videos consist of two types, those that were compiled and edited by us, and of course those that support the marketing of our product, however, belong to another organization, sources are referenced onto the posts. The sharing of links had 43 engagements on Facebook (FB) whereas Instagram (IG) had 56, these are to relevant stories of farmers of this product that have been previously shared on websites and local newspapers, and lastly shared pages, these are pre-existing pages on the 2 platforms that share a similar interest and have shared some information on their pages to promote this product. From these strategies or post types, their engagement was measured by adding the number of likes, comments, sharing, and viewers of the posts. After collection of these raw data from every single post, we were able to analyze and categorize that, both platforms, in this particular order, Posts, Videos, and Links, from the most to the least engaged form of marketing. This data enabled us to better understand the progress achieved through the strategies used to market this product, we had to carefully analyze the data and be able to explain its behaviour with the use of charts. Through careful comparison and explanation on the engagements from the different age groups, there needs to be more understanding of the strategies used and their individual engagement status, as this identifies which strategies are more effective for the farmers to use, especially when the goal is to reach the public eye

Data that was collected also revealed that there are more people reached in different cities in Fiji on Facebook (FB), compared to Instagram (IG). On Figure 4.1, the data showed the total number of

people reached through these two platforms and their locations. As shown, from the total, Facebook (FB) still has the highest number of people reached in comparison to Instagram (IG). From the data collected, Instagram (IG) and Facebook (FB) metrics identified that Facebook (FB) had a far more reach across the country compared to Instagram (IG). The data showed that Facebook had reached over 1000 people in location such as Suva, Lautoka, Nadi and Labasa whereas Instagram (IG) reached over 900 people and this was only in the Suva area. This data allowed us to determine our audience, their preferences, and where most of them are located, and both platforms showed that most are in the Suva area (Figure 4.2). This data can help farmers or any relevant authority determine where areas of interest would be when it comes to the sales of this product.

Furthermore, there was a lot of progress in the information and data gathered from this research as it was effective and successful despite the fact that it was done in a short period of time (4 weeks). There could have been a wider group of people that have not been reached yet, however, this research could be continued and data analysed a year or two later could be considered more reliable. This is relevant to this discussion as these platforms were made in such a way that when accounts or pages are created, the initial audience would be those who live in close proximity with the Page owner and or are mutual friends. People who follow the page for the sole purpose of sharing the same interest would connect later as the page continues to grow with more exposure and consistency.

Conclusion

This research has compared the two social media platforms, Instagram and Facebook, and determined that Facebook was effective and successful in marketing Tilapia fish to the general public. Facebook (FB) had a higher following of 275 people whereas Instagram (IG) had 126 followers. Although the two social media platforms were created at the same time and delivered effective and impactful information to the public, there is a notable difference between the two platforms and this can be seen in the types of posts and videos that were popular between gender, age-range and locations.

Furthermore, Facebook (FB) had a higher reach of followers that was mainly dominated by Men whereas Instagram (IG) were dominated by Women. There were more people of different age ranges on Facebook (FB) than Instagram (IG), however, engagements on posts types were higher on Instagram (IG) as compared to Facebook (FB). Facebook (FB) was effective in reaching out to more people as it had more followers from all over the country in Fiji whereas Instagram had more people reached only in the Suva area.

Therefore, the report clarifies that in developing a basic social media marketing strategy to help raise awareness of Tilapia, help farmers gain exposure on their farms and products and support increased sales, there should be more attention paid to the age group engaged on Facebook (FB) and the types of posts that attracts the age range of followers. This will help spread the message about Tilapia effectively in all different ages to gain more potential customers, bring exposure to Tilapia farmers and get rid of the stigmatization of Tilapia. Small scale aquaculture farmers such as the Tilapia Farmers association should actively engage in social media to help bring them closer to their customers as it is an effective, easy to access, and monitor marketing tool in this day and age.

References

Ventre, . I., Mollá-Descals , A. & Frasquet, M., 2021. Drivers of social commerce usage: a multi-group analysis comparing Facebook and Instagram. *Economic Research-Ekonomska Istraživanja*, 1(34), pp. 570-589. URL:<https://www.tandfonline.com/doi/full/10.1080/1331677X.2020.1799233>.

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C.A.Hewavitharana

Supervisor's Signature.....